

Systematic Literature Review Report: Agenda-Setting on social media

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Abstract. The purpose of this review is to discuss how agenda-setting theory changes in the context of social media. Explore the influence and setters of social agenda-setting. A total of 75 social media agenda-setting studies on socio-political topics after 2015 were reviewed. The results show that the social media agenda does appear to be independent of the traditional media agenda. However, its influence is far less than the traditional media agenda, and the reverse influence is rarely achieved. The social media agenda-setters are still elite, not representative of the public agenda.

Keywords: Social media; agenda setting; communication; politics; literature review.

1. Introduction

Agenda setting is one of the classic theories of communication in the last century. With the decline of subcutaneous injection theory and the strong effect theory of communication, agenda-setting has gained more attention as one of the representative theories of limited effect theory [1, 2]. In McCombs and Shaw [3] 's original research, a convergence of media agenda and public agenda was found. Subsequently, a further study found that the media agenda influenced the public agenda[4]. Agenda-setting theory is, as McCombs [5] said: "The media may not only tell us what to think about, they also may tell us how and what to think about it, and perhaps even what to do about it". It includes what social issues (first-level agenda setting) are of concern to the public and specific aspects second-level agenda setting) of the problem.

The effect of agenda-setting in different cases was also found to be different. Some studies turn to uses and gratifications theory to study the impact of individual differences on agenda influence. At the same time, some studies have looked at differences in the media itself. Althaus and Tewksbury [6] compared electronic news with traditional media. They conclude that electronic media are less influential than traditional media in agenda-setting because they provide more information options. Of course, web news is still regarded as mass media. With the advent of social media like Twitter and Facebook, some argue that public agendas can reverse traditional media agendas through social media agendas [7-9]. However, many studies refute this idea. They question whether social media recently is genuinely independent of the mass media agenda and whether the social media agenda is representative of the public agenda. These include ideas that social media contributes to the complementarity and convergence of public and media agendas [10, 11], and social media agenda is still dominated by elites [12]. These inconsistencies make this literature review necessary.

This systematic literature review aims to explore the changes in agenda-setting theory in the present social media environment then find the possible gap in current research and directions for future research. The literature will focus on socio-political topics where the original theory was first applied. This review will find the answer to the following research questions:

Research Question 1: Whether the social media agenda is independent of, or even reverse influences, the mainstream media agenda?

Research Question 2: Who are the social media agenda setters? Whether it represents a public agenda?

Research Question 3: How effective is the social media agenda in influencing?

Therefore, the goal of this systematic literature review is to explore from existing research whether reverse agenda-setting, in which public agendas influence mass media agendas, is present on social media. It offers a systematic review of 75 studies since 2015. By summarising the research question's

answer to the literature and exploring the limitations of the literature review, recommendations for future research are made.

2. Method

Three databases were used for this literature review. Search first in Scopus and Web of Science, as academic databases provide key literature. Subsequent searches were conducted using Google Scholar to ensure that no literature was missed included in either of these databases. There are three groups of keywords searched. The first is agenda setting, as the core theory for the literature review. Next is the research environment: social media. Finally, to further narrow the scope of the literature, politics will be used as the restricted area of study. Meanwhile, the database provides some initial filtering functions, such as subject and language, which will also be used for exclusion.

2.1. Web of Science

The search firstly was conducted on the Web of Science. Keywords include three groups: theory (agenda setting), environment (social media, social network, Twitter and Facebook), and topic (politics and election). These terms will be searched in the title, abstract and keywords. Therefore, the search string is:

TS=(agenda setting) AND TS=(social media OR social network OR Twitter OR Facebook) AND TS=(politics OR election)

The search returned a total of 259 results. The results are further restricted to English, communication studies and peer-reviewed articles through the database's tagging system. Finally, 97 pieces of literature were obtained that met the criteria on Web of Science.

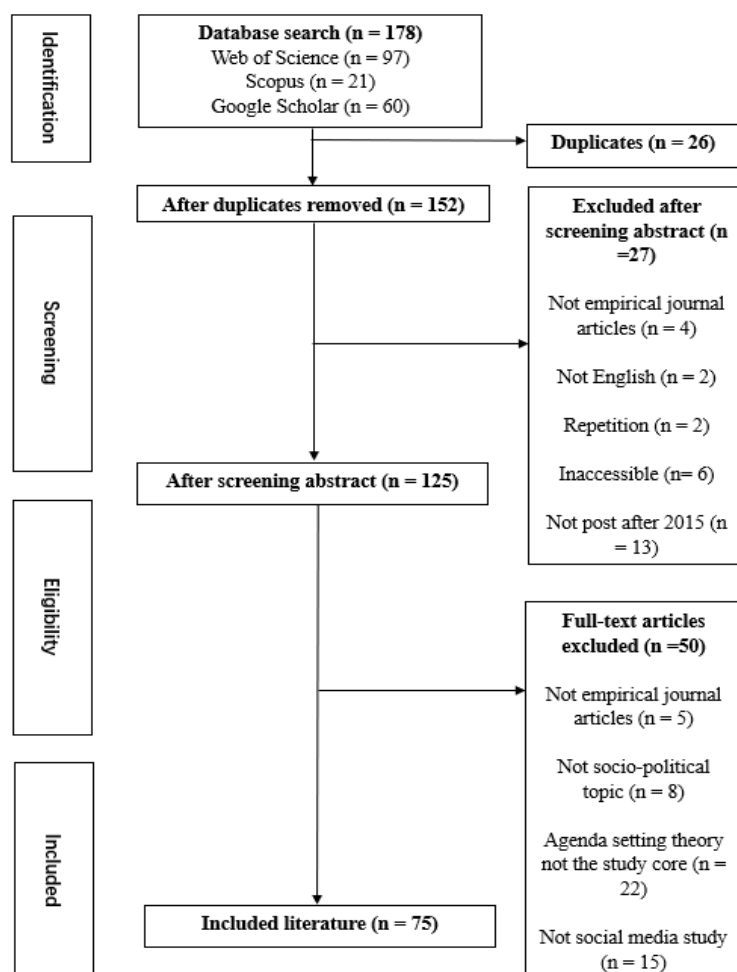


Figure 1. PRISMA flow diagram.

2.2. Scopus

The search in Scopus uses similar terms. Three terms groups are social media, agenda-setting and politics. These terms will be searched in the title, abstract and keywords. Scopus allows explicit language restriction in the search, so English is added to the search and selects all open-access literature. The search string is:

(TITLE-ABS-KEY ("social media") AND TITLE-ABS-KEY ("agenda setting") AND TITLE-ABS-KEY (politics OR election)) AND (LIMIT-TO (OA, "all")) AND (LIMIT-TO (LANGUAGE, "English"))

The search returned a total of 21 results.

2.3. Google Scholar

Google Scholar searches are used as a supplement to the results of the first two databases. Because Google Scholar does not have detailed advanced search features, three terms were searched directly. The search string is the exact phrase "agenda setting" AND "social media" AND "election". The search returned a total of 14,300 results. The literature was sorted in order of relevance, and the top 60 were selected for inclusion in the literature review.

The literature from Web of Science (97 results), Scopus (21 results), and Google Scholar (top 60 results) together yielded 178 results. The literature will be further checked follow the PRISMA flow diagram (Figure 1).

The 178 results were first checked for duplicates (n=26). The rest of the literature (n=152) was checked by screening abstract. The check criteria are English language, empirical journal articles and accessibility. Considering the rapid pace of updates and significant functional changes in social media, and the research objectives of this review are the latest social media situation, the publication of the literature has been limited to the period after 2015 (including 2015). After screening the abstract, a total of 125 pieces of literature entered the full-text reading. In this step, the paper's content will be carefully checked to ensure that it is relevant to the research question in the literature review. As a result, a total of 75 papers passed the excluding process and were included in the study. Then, their research methods and findings will then be collated and analysed.

3. Results

On the question of whether social media has an agenda independent of traditional media, 68% of studies (n=51) show that social media has an independent agenda. Only 13% of studies (n=10) insist that the traditional media agenda influences the mass media agenda. Nevertheless, they also acknowledge that the influence of the mass media agenda is waning under the impact of social media [13, 14]. Apart from the five papers that did not involve this question, the remaining 12% (n=9) believe that mass media and social media agenda-setting are trending towards mutual influence and convergence.

Statistically, the social media agenda does appear to be independent of the mainstream media agenda. However, only 24% of them (n=12) observed or believed that social media agendas could reverse the influence of mass media agendas. Some studies suggest that this is due to regional differences [15, 16]. However, the cases in which reverse agenda setting did not appear in this systematic literature review were from worldwide, so regional differences could not be the decisive factor. Meanwhile, some studies have shown that although the social media agenda bypasses the media workers who were gatekeepers, it remains in the hands of the elite rather than the masses. It includes politicians [12, 17, 18], political party [19-21] and business elite [22]. This situation suggests that agenda-setting on social media is a media agenda separate from the mass media agenda and does not represent a public agenda.

The effectiveness of the social media agenda shows a weaker effect on behavioural and public agendas than mass media agendas. On the setter side, social media agenda setting shows a pattern of multiple agenda setters competing for users' attention, which makes it a zero-sum game for many

opinion leaders on the internet [14, 23]. On the user side, the complexity of social media users makes it difficult for any agenda to have the same powerful impact as traditional media agendas [24-26]. This phenomenon is reflected in the research on international agenda-setting. Despite the global reach of social media users, social media agendas rarely have a global impact because Information echo chamber [27-29]. Meanwhile, several studies have noted the impact of fake news in social media agenda-setting [30, 31]. Because politicians can set the agenda directly, bypassing the media as gatekeepers, fake news becomes a political strategy. This behaviour further undermines the public's trust in social media messages, thereby reducing the impact of the social media agenda.

4. Discussion

This systematic literature review has a series of limitations. Firstly, research in the literature has focused on two major social media platforms, Facebook and Twitter. They have a strong presence in social media as representatives of social networks and microblogging [32]. However, these two kinds of social media have characteristics of personal and entertainment. This means they do not lend themselves to politically relevant discussions. In the literature review, only a few studies used other types of social media, such as forums [33], as an object. However, their users are more interested in social and political topics and are more likely to form relevant agendas. If forums can be added as keywords in the literature search, the research diversity of the obtained literature may be changed. Secondly, political interest, the popularity of social media, and traditional media's influence vary from place to place. For example, A study from India found that traditional media was overwhelmingly dominant in local agenda setting because the internet and social media did not reach the masses [34]. This phenomenon shows the difficulty of comparing studies across countries or even regions. Therefore, limiting the collection of literature in this literature review to a single region may more intuitively show the agenda-setting theory changes.

There are some suggestions for future research. Firstly, a comparative study of different social media is a direction. Despite both being called social media, the impact of agenda-setting on microblogs and anonymous forums is different because anonymity and user diversity can impact agenda setting. Secondly, more qualitative research may lead to discoveries. Qualitative studies accounted for only 21% (n=16) of this literature review, but more than half of (60%) the studies that found agenda-setting reversals were obtained with qualitative methods. Although social media research is more suitable for quantitative research due to its accessible data collection, agenda-setting theory involving qualitative research in social psychology could bring an entirely different perspective. Finally, new technologies that have emerged in recent years, such as algorithmic recommendations, could give agenda-setting theories on social media a change. In the literature review, several studies have noted that algorithmic recommendations give the media side more substantial agenda-setting power [35, 36]. Future research should focus on changes in the influence of algorithms on social media.

5. Appendix

Table 1. All literature referenced.

literature	Method	Notes
[37] (Conway et al., 2015)	Quantitative	<ul style="list-style-type: none"> ● 2012 US Election ● Twitter ● Politicians set both social and mass media agendas ● Even social media is easier to operate with minimal time lag
[20] (Fortunato & Martin, 2016)	Qualitative	<ul style="list-style-type: none"> ● US Citizens United party, which uses an advertising agenda to raise money ● Agenda manipulation by politicians
[38] (Curiel et al., 2020)	Quantitative	<ul style="list-style-type: none"> ● Catalan independence vote ● The digital media agenda is set by the traditional media agenda

[39] (Curiel et al., 2020)	Quantitative	<ul style="list-style-type: none"> ● The 2015 Danish parliamentary elections ● Independent social media agenda
[19] (Rivas-de-Roca et al., 2020)	Mixed	<ul style="list-style-type: none"> ● Andalusia elections 2018 ● Politicians write independent social media agendas
[40] (BarberÁ et al., 2019)	Quantitative	<ul style="list-style-type: none"> ● The 113th United States Congress ● Agenda-setters and the masses influence both ways through social media ● Lawmakers are responded to their supporters than to the public, echo chamber
[41] (Stier et al., 2018)	Quantitative	<ul style="list-style-type: none"> ● The 2017 German parliamentary elections ● Twitter and Facebook ● Politicians use social media to bypass gatekeepers
[42] (Gilardi et al., 2021)	Quantitative	<ul style="list-style-type: none"> ● In Switzerland, politicians are finding that social media is better than traditional media at setting the agenda
[13] (Conway-Silva et al., 2018)	Quantitative	<ul style="list-style-type: none"> ● During the Swiss 'COVID-19, the discussion of masks on social media was agenda setting
[21] (Yang et al., 2016)	Quantitative	<ul style="list-style-type: none"> ● American politicians set the agenda on Twitter ● The two parties have very different (sometimes conflicting) agendas and different political priorities ● Weakened the impact of their respective agendas
[43] (Frederick et al., 2015)	Quantitative	<ul style="list-style-type: none"> ● During the 2012 London Olympics ● Twitter's agenda is independent of traditional media
[23] (Jang & Park, 2017)	Quantitative	<ul style="list-style-type: none"> ● The multiple agendas on Korean social media are a zero-sum game ● Increased attention to the agenda will reduce attention to the existing agenda, and the diversity of agenda-setters will reduce the impact of the agenda
[13] (Conway-Silva et al., 2018)	Quantitative	<ul style="list-style-type: none"> ● The relationship between the traditional news media agenda and the social media agenda during the 2016 US presidential primaries ● There are Settings, but they are much weaker than their traditional media ● Twitter has the potential to shake off and influence traditional media.
[44] (Wohn & Bowe, 2016)	Qualitative focus groups with interviews	<ul style="list-style-type: none"> ● Social media users act as micro-agenda setters ● It could be a negative echo chamber and a spiral of silence, or it could open a new perspective missing from traditional media
[35] (Wettstein & Wirth, 2017)	Mixed	<ul style="list-style-type: none"> ● Social media audiences are more complex, and agendas are harder to set ● Algorithms may change that
[45] (Masip et al., 2020)	Qualitative content analysis and interviews	<ul style="list-style-type: none"> ● Medical protests on Facebook in Spain ● Reverse agenda from bottom to top
[14] (Vergeer & Franses, 2016)	Quantitative	<ul style="list-style-type: none"> ● Dutch parliamentary elections in 2012 ● Agenda-setting exists, but in a much shorter time frame than traditional media
[46] (Rogstad, 2016)	Quantitative	<ul style="list-style-type: none"> ● Norwegian Twitter is partly influenced by the mainstream agenda ● It broke the mainstream agenda-setting and gave new opinion leaders the chance to rise
[33] (van den Heijkant et al., 2019)	Quantitative	<ul style="list-style-type: none"> ● Reform to raise the retirement age in Holland ● Support the interplay between traditional media agendas and social media agendas ● A comprehensive analysis of Twitter, Facebook, blogs, and

		forums
[47] (Guo & Zhang, 2020)	Qualitative content analysis	<ul style="list-style-type: none"> ● Chinese social media ● The agenda-setting power of mainstream media on microblogs remains strong
[48] (Browning & Sweetser, 2020)	Quantitative structured questionnaire	<ul style="list-style-type: none"> ● The 2016 U.S. presidential election ● Young people will be controlled by the social media agenda, which is the way political pr is going
[49] (Garland et al., 2018)	Quantitative	<ul style="list-style-type: none"> ● Social media enables governments to become news providers, bypassing the "media prism" and reaching citizens directly
[50] (Friedman & Sutton, 2020)	Qualitative analysis	<ul style="list-style-type: none"> ● Reports of radiation problems at nuclear power plants ● Mass media's adaptation to the internet and social media now allows more voices to be heard in the risk conversation, weakening top-down communication between governments and others.
[51] (Dai et al., 2021)	Quantitative	<ul style="list-style-type: none"> ● China's weibo policy agenda setting during the COVID-19 pandemic ● Even in authoritarian countries like China, where government agencies pay attention to and respond to the sentiments expressed by citizens through social media ● most countries have a mix of government-led and public-led agenda-setting
[52] (Lopez-Lopez & Onate, 2019)	Quantitative	<ul style="list-style-type: none"> ● Presidential elections in Latin America during 2015 in Twitter ● The primacy of horse racing, the subordination of political information and the existence of agenda setting
[53] (Santos et al., 2019)	Quantitative	<ul style="list-style-type: none"> ● The impact of the first level of agenda-setting in the Twitter debate on the UK's EU referendum ● Traditional media dominate the debate, but not exclusively. User-generated content polarises the medium's message
[54] (Chong, 2019)	Qualitative	<ul style="list-style-type: none"> ● Alton Sterling shooting and twitter ● The impact of the social media agenda goes beyond the traditional agenda
[55] (Valenzuela et al., 2017)	Quantitative	<ul style="list-style-type: none"> ● Tweets about the 8.8 magnitude earthquake in Chile ● Contrary to the idea that social media is an echo chamber for traditional media
[22] (Wang, 2016)	Quantitative	<ul style="list-style-type: none"> ● Tianjin Bombing, China, Weibo ● China's traditional media failed to control the discussion on Weibo. ● Business elites are often the new influential opinion leaders
[56] (Casco, 2016)	Qualitative	<ul style="list-style-type: none"> ● Ray Rice controversy in twitter ● The social media agenda suppresses the mainstream media agenda
[57] (Alonso-Muñoz & Casero-Ripollés, 2018)	Quantitative	<ul style="list-style-type: none"> ● European populist parties twitter data analysis ● Negative correlation, populism can't control the social media agenda.
[58] (Smith, 2018)	Quantitative	<ul style="list-style-type: none"> ● News media agenda setting during the 2015 UK general election ● It is marked by the continuation of traditional power structures among elites, but there are also winners who subvert elite agendas
[36] (Proferes & Summers, 2019)	Quantitative	<ul style="list-style-type: none"> ● The 2016 U.S. presidential election ● Wikileaks uses sequential tags and algorithms to reinforce the agenda ● Agenda-setting influence on social media can indeed be enhanced through technology
[59] (Carazo-Barrantes, 2021)	Quantitative	<ul style="list-style-type: none"> ● Costa Rica's 2018 presidential election on Facebook ● The social media public agenda was not associated with the traditional public agenda, and the online media agenda was not associated with the media agenda on Facebook

[60] (Feezell, 2018)	Quantitative	<ul style="list-style-type: none"> Compared with participants who were not exposed to political information, participants who were exposed to political information on Facebook showed higher problem salience when sharing questions. These effects were most pronounced among those with low political interest
[61] (Towner & Muñoz, 2020)	Quantitative	<ul style="list-style-type: none"> The transmedia agenda-setting effect between Instagram posts and major newspapers during the 2016 US presidential primaries There is a difference between the issues prominent in traditional newspapers and Instagram posts during the presidential primaries
[15] (Skogerbø & Krumsvik, 2015)	Quantitative	<ul style="list-style-type: none"> 2011 Local elections in Norway Little evidence that social media has spread to local newspapers and contributed to agenda setting Reason may reflect the specious of Norwegian politics
[16] (Schroeder, 2019)	Qualitative	<ul style="list-style-type: none"> Contrast American and Swedish populism Populism bypasses traditional agenda-setters through social media, and its success in setting its own agenda depends on national circumstances
[62] (Lewandowsky et al., 2020)	Quantitative	<ul style="list-style-type: none"> Trump is an example of using social media to build his agenda <ul style="list-style-type: none"> It has to do with the influence he already has
[63] (Landis & Allen, 2021)	Quantitative	<ul style="list-style-type: none"> The 2016 Party congress of the Christian Democratic Union (CDU) <ul style="list-style-type: none"> Social media audiences create their own agendas
[18] (Kruikemeier et al., 2018)	Quantitative	<ul style="list-style-type: none"> Dutch national election 2012 Traditional news agendas and social media agendas influence each other, but not independently of politicians
[64] (Kleinnijenhuis et al., 2019)	Quantitative	<ul style="list-style-type: none"> The 2017 Dutch national elections Traditional media and social media agendas influence each other, as many people use both mass media and social media
[65] (Iskandar, 2019)	Qualitative	<ul style="list-style-type: none"> Social media has caused the public agenda to set the media agenda in reverse The gatekeeper of media influence and media people is weak
[66] (Harder et al., 2017)	Quantitative	<ul style="list-style-type: none"> The 2014 Belgian election campaign <ul style="list-style-type: none"> Transmedia agenda setting Media participants on Twitter have more agenda-setting influence than others.
[67] (Gaber, 2017)	Quantitative	<ul style="list-style-type: none"> The 2015 UK general election It is hard to conclude that Twitter had a significant impact on the campaign and the outcome
[11] (Castromil et al., 2020)	Qualitative	<ul style="list-style-type: none"> April 2019 Spanish election tweet Social media and traditional media have complementary agendas
[68] (Zheng & Shahin, 2020)	Quantitative	<ul style="list-style-type: none"> US political climate in a campaign season Twitter has an agenda independent of mass media
[24] (Yang & Sun, 2021)	Quantitative	<ul style="list-style-type: none"> After Paris attack on Twitter Mass media organisations still have more agenda-setting power than opinion leaders in setting the agenda
[69] (Vargo et al., 2018)	Quantitative	<ul style="list-style-type: none"> Fact-checkers on fake news have little influence on agenda changes
[70] (Van Dalen et al., 2015)	Quantitative	<ul style="list-style-type: none"> 2011 Danish parliamentary elections Facebook The Facebook Agenda does not respond to poll rankings, nor does it respond to media agendas or public agendas.
[71] (Trivino, 2015)	Qualitative, semi-structured questionnaire	<ul style="list-style-type: none"> Social media has given ordinary people a way to set political agendas

[72] (Su & Borah, 2019)	Qualitative content analysis	<ul style="list-style-type: none"> ● President Trump has withdrawn the US from the Paris Agreement in twitter ● Twitter is more likely to influence newspapers' agendas in breaking news but only in the short term across media and mainstream
[73] (Silva et al., 2018)	Quantitative	<ul style="list-style-type: none"> ● Facebook in the 2016 U.S. presidential election ● Facebook focuses more on the party's own news agenda than the traditional news agenda
[74] (Rovirosa et al., 2015)	Quantitative	<ul style="list-style-type: none"> ● Twitter, Facebook and news recommendation engines in Spain ● Spain's mainstream media have little ability to set readers' news agenda <ul style="list-style-type: none"> ● It depends on the agenda and the media
[34] (Ranganathan, 2016)	Quantitative	<ul style="list-style-type: none"> ● India's 2014 national elections ● Even in the age of new technology, television continues to shape and guide political discourse
[75] [75]	Qualitative, semi-structured questionnaire	<ul style="list-style-type: none"> ● Malaysian university student survey ● There is a significant relationship between political agenda and political support on social media ● Young people participate in politics more because they have gained the right to set the agenda
[27] (O'Boyle & Pardun, 2021)	Qualitative discourse analysis	<ul style="list-style-type: none"> ● 6,019 Twitter comments from six countries during the 2016 US presidential election ● Topics on Twitter are different from those in the mainstream news media. ● Social media makes it difficult to achieve agenda setting on an international scale
[30] (Mutahi & Kimari, 2020)	Quantitative	<ul style="list-style-type: none"> ● The 2017 Kenyan elections ● Social media has an independent agenda ● Social media fake news also sets the agenda
[12] (Meraz, 2015)	Quantitative	<ul style="list-style-type: none"> ● The 2012 U.S. presidential election ● Web text analysis of blog networks ● The agenda remains in the hands of the political elite
[25] (Hemphill et al., 2021)	Quantitative	<ul style="list-style-type: none"> ● Members of Congress focus on Twitter ● Politicians are using social media to set the agenda ● Dispersed power and echo chamber result in less influence than traditional media
[76] (Joa & Yun, 2020)	Quantitative	<ul style="list-style-type: none"> ● The 2016 U.S. presidential election ● Traditional media sets a negative social media agenda, but positive doesn't
[77] (Kim et al., 2016)	Quantitative	<ul style="list-style-type: none"> ● The 2012 U.S. presidential election ● Social media does set the agenda and influence the public agenda independently of traditional media
[63] (Landis & Allen, 2021)	Quantitative	<ul style="list-style-type: none"> ● Ard-aktuell of the Newsroom of the German ● Proactive users can interact directly with media staff through digital platforms and expect them to respond <ul style="list-style-type: none"> ● The audience affects the media agenda in reverse
[17] (Lee & Xu, 2018)	Quantitative	<ul style="list-style-type: none"> ● Trump and Clinton's agenda setting on Twitter ● While Clinton sent twice as many tweets as Trump in three months, Trump's tweets were three times more liked and retweeted than Clinton's ● In terms of the election results, Trump used social media agenda-setting
[78] (Maniou & Bantimaroudis, 2021)	Quantitative	<ul style="list-style-type: none"> ● Greek Left Party ● Newspapers as mainstream media are still the main agenda-setters, but so are social media

[31] (Gaber & Fisher, 2021)	Quantitative	<ul style="list-style-type: none"> ● Brexit and the 2019 UK general election ● Strategic lies and fake News appeared as an agenda item on social media ● Fake news strategies are more effective on social media
[28] (Guo et al., 2019)	Quantitative	<ul style="list-style-type: none"> ● China, the Philippines and the United States on the South China Sea ● While Twitter follows us news media reasoning about the South China Sea dispute, Chinese and Philippine media have little influence on the global social media
[79] (Guo & Vargo, 2015)	Quantitative	<ul style="list-style-type: none"> ● On Twitter during the 2012 U.S. presidential election ● Traditional news media still set the public agenda in this new media environment and set it in a more sophisticated way by constructing information networks.
[29] (Guo & Vargo, 2020)	Quantitative	<ul style="list-style-type: none"> ● Transnational and transmedia agenda setting ● Economic and populous of countries set the world's news agenda, ● smaller countries can determine how their countries are thanked by the others.
[26] (Cardenal et al., 2019)	Quantitative questionnaire	<ul style="list-style-type: none"> ● Spanish news market research ● Consumers of Facebook News tend to have more fragmented agendas and are more personal ● Many news interviews have a small number of participants and insufficient influence
[80] (Bosch, 2017)	Quantitative	<ul style="list-style-type: none"> ● South African student-led movement called Rhodes Must Fall ● Activists use social media to set the mainstream news agenda
[81] (Bernhard et al., 2016)	Quantitative	<ul style="list-style-type: none"> ● Data from two surveys of Members of the German National Assembly ● Lawmakers' use of social media may serve an agenda-setting purpose, but it's not for that purpose
[82] (Ahmad et al., 2020)	Quantitative	<ul style="list-style-type: none"> ● Nigeria's 2019 general election ● Agenda-setters have shifted from traditional media to social media, but the agenda-setters are still the political elite. So the agendas of the two media are linked
[83] (Alonso-Munoz & Casero-Ripolles, 2018)	Quantitative	<ul style="list-style-type: none"> ● The political agenda on Twitter during the 2016 Spanish election ● The social media agenda is independent of traditional media
[84] (Alina Marion & McCracken Donal, 2020)	Quantitative	<ul style="list-style-type: none"> ● 2016 Ugandan presidential election reported on Facebook page ● Traditional media are controlled, and people set independent agendas through social media

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