The Effect of Widespread Social Divides Due to Polarizing Social Media Perspectives on Economic Growth

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Abstract. Widespread access to social media technology and increasing political polarization has facilitated instruments that create social divide. The economic implication from increasing polarization is the focal point of the study. Analysis was made of producer and viewer biases, political consumption's implication on behavior, and the economic reactions due to polarization. The review found that social divide is perpetuated by social media regardless of content's intention due to the concept of political self-preservation. Political polarization in the most radical context can have a large and direct effect on businesses in the rapid short-term context. Company reaction, however, proves that political identity is more centrally identified as a marketing strategy. Overall revenue is the determining factor of political affiliation, companies will not relinquish potential profit and will oscillate political standing to appeal to the most promising circumstances. Findings show how businesses will have increased difficulty marketing to appease increasingly separated social factions without certain objections. Current findings are still limited by the sample of social media platforms and generalized with a few accepted trends in a limited industry scope. Political polarization due to social media and its connection to technology also opens a broader conversation of the potential lack of objectivity and productivity for all future technology and controversial topics when polarization is at the forefront in consumer reaction. Further research into elasticity of products and political polarization, increased reliance and objectivity in viewership, and solutions to identity preservations will provide greater context for future economic trends.

Keywords: Polarization, social media, Marketing, and Consumer Identity.

1. Introduction

Social media has become an increasingly integral component with the rise of communication technology due to the ease of access and increasing outreach of many of these platforms. Though the positive effect that digitalization has had in productivity cannot be understated, rising misinformation and political polarization has begun to make the same social media platforms a rising concern for accurate and objective understanding of key topics and high areas of conflict. Increased emphasis on differences between individuals changes fundamental behavior in many areas. The potential for extreme separation may become an increasing issue on overall productivity and steps towards political instability. One such area integral to growth and functionality of a country is the state of its economy as defined by the chief contributors in the form of both producers and consumers. To understand the changing social media landscape and implication on the US economy. A process of literature review utilized accepted findings of current trends of social media, social media as an information platform, and rising misinformation reflected by political identity preservation to understand future economic trends. Current examples of businesses that have been directly affected by rising political polarization from economic settings were scrutinized by the active role of social media. Such scrutiny formed the underlying understanding of the direct relationship and future trend of the US economy as a function of expanding social divide. Key concepts of social media outreach are first established to understand how and why unreliability prevails through these platforms from both a consumer and producer standpoint. Preservation of identity will be highlighted to define the difficulty of objective transfer of information. The relationship between political identity will be connected to consumer behavior to understand the context of polarization and political identity from an economic standpoint. Companies will be identified to exemplify the observed effect social media can have on politically charged business decisions. The future of the economy and future approaches to the increasing connection that exists with social media will be supported by overall findings.

2. Literature review

2.1. Increased usage of social media

Social media usage has been on an upwards trend. As of 2019 there are an estimated 3.5 billion people using social media platforms accounting to 1/3rd of the entire world's population [1]. By September 2021 there were an estimated 4.48 billion users spending an average of 2 hours and 24 minutes a day on various platforms [2]. This increased usage trend of social media in its role as a medium for information became increasingly questioned in the aftermath of covid 19 as the event has led to the question of social media's role in the mental health of our society. According to the NIH some of the most significant effects that social media has fostered on covid 19 news are issues with time spent, interaction, and addiction-like symptoms are leading to heightened mental issues as well as being trends in heightened activity themselves [3]. It is also important to discern the impact that producers of information and consumers of information are having. NIH has also shown that those that are passively consuming media are in a worse position than those that are actively using social media as contributors [3]. Social media especially as a platform is proving to have more adverse effects comparatively to official sites. This is proven by NIH as of the same study those that utilized official sites showed to have less adverse mental effects compared to those that utilize official sources [3]. Social media has proven to be a turning point in media consumption especially during covid-19, but it raises the question of the effects of a new mass contributor to media.

2.2. Unanimous agreement of negative outcomes of increased exposure

The concept of social media and increased polarization is gaining popularity as it is becoming more relevant though analysis is not providing consistent guidelines [4]. Consistent measurements of exact platforms and definition of polarization is lacking clarity to clearly define specific results found in research upon case-by-case polarization, but literature is unanimously agreeing that increased exposure to similar themes in media is indeed increasing polarization [4]. Counter-attitudinal media has been proposed as potential easy for reconsideration of stances, but some believe that such media only deepens the current views established [4]. However, regardless of the unknowns, unanimous agreement is beginning to point more towards content on news and social media outlets leading to increased polarization and separation of ideals [3]. Empirical causation based on political behavior is hard to pinpoint due to the context and variability of available information leading to uncertain connections [5]. What is true in all instances, however, is the role of social media in expanding political participation regardless of outcome. Though more viewpoints are being provided, a critical component of trust is starting to be lost also leading again to increased perceptions of hate and polarization due to increased media access [5]. Social media has created a platform for any viewpoint to have a global platform and the spontaneity of potential producers not leading to the absolute most rational political decisions [5].

2.3. Rising Misinformation

As previously discussed about how production of news has changed due to increased ease of access, it is pivotal to discuss potentially the most dangerous component of new information technology through misinformation. The reasons for rising misinformation prevalence comes from direct and indirect personal reasons. Emotion can play a large part in portrayal of information meaning that accuracy could be hindered around personal identity affiliation [6]. To some the reasoning behind sharing misinformation comes from a pro social standpoint, the desire to create social cohesion proves to be grounds to consider sharing false information understanding that the root cause is of a positive manner [7]. Deliberate harm and manipulation, entertainment, political identity, awareness, and fighting false information are all deliberate examples of reasons for sharing misinformation [7]. It is important to note all have outside implications and potential for biased interaction regardless of purpose. For the consumer of misinformation rising prevalence also comes from some degree of acceptance for similar polarizing reasons. The effects on memory also prove persistent many times

because resonating details of misinformed situations may remain key in a person's interpretations of any given event [6]. Among other factors that can even alter accurate memories the misinformation effect really strengthens a sense of original belief systems [6]. Additionally, misinformation spreads especially easily in homogeneous group contexts as well as when interactions with outgroups are especially accusatory in differences in value [6]. Preservation of ideology and the desire to prove right ideals either due to twisting of own beliefs or adverse interactions with others all point to the idea of increasing adherence and allowance of misinformation. For understanding the general trend and motivation for further political turmoil, elite politicians attempt to further divide for party gain further drives the separation in cohesion [8]. It is shown that increased intersocial turmoil fuels the desire to increase the reach of information resulting in a negative loop of increasing misdiagnosis of conflict to diverge from key opportunities of growth [9]. Another key factor is the rising relevance of social media algorithms in the position of resulting in continued social division. Despite algorithms not knowing the exact perspective a viewer may have, it can still create a filter bubble effect [9]. Although future algorithms may help to aid viewers in understanding viewing habits it is ultimately up to the viewers to understand their own personal identities and ideals [9]. Algorithms do not have the ability to understand beyond what interests the users, meaning that ultimately the information that is predominately viewed by the viewer will be based upon their own interest and backgrounds.

2.4. Political ideals and the economy

Political identity has for a long time been a component of consumer decision making. This encompasses both activist consumers and the large base of consumers due to ease of availability to notions of their political identity [10]. Research has shown that marketing strategies may target specific political affiliations [10]. Though in any specific group there are still variables that target a specific set of consumers, it is important to understand that certain broad contexts will certainly not appeal under the circumstance of divide over targeted strategies [10]. Retail can confirm political identities and thus political branding can also be a determinant in consumer behavior [10]. Understanding the economic basis for consumer behavior based on political identities raises the question of market efficiency especially with potential for heightened divide.

2.5. Future of economics backed by political separation

It is important to understand how political identity can affect someone's perception of any given situation, especially in the context of rising social media presence and a rising need in understanding how increased social division may lead to pivotal decisions regarding the economy in the future. Future technologies such as automation, digitalization, and AI are all new innovative technologies in stages of gradual integration. The direct politics and workplace opinion will play pivotal in the future of these technologies [11]. Though not enough information is fully available in terms of the work done from political directions on these topics, expected drastic potential changes in the workforce and labor force surrounding these new technologies may face great challenges when it comes to their implementation. Although the resulting behavior and effect of the technology may have a unknown overall positive or negative effect, the political separation on this particular topic may vary in degree, and the actual political nature of the topic may vary, a situation backed by political behavior in an environment with increasingly apparent political polarization is proving to have unknown effects on the future of the economy.

3. Fact analysis

3.1. Current situation

Increasing effect of access to differing ideals through the process of online media has proven to have greater reach onto the behavior of the population including economic implication. It is important to understand a couple of key factors that determine the direct effect that social media has on the

current population especially considering the widespread usage and reach of social communication options.

Social media as a political platform coupled with the ease of manipulation or personal inclination regarding accessed information online gives the guideline of understanding why social media and the social conflicts that are expedited through this process is becoming increasingly important when it comes to understanding consumer behavior as connected to new media landscapes. There has been proof that overall political polarization has become increasingly evident. It is first important to set the basis of how there has been increased online participation, especially catalyzed by the covid pandemic. The NIH has found that interest in news through social media became especially evident in comparison to before and after the covid 19 pandemic (NIH). The reality is that the role of social media shifted from not only a source of political information or information in general to not one of the most normally imposed. Increased exposure has led to the creation of a new reliance on social media as a new outlet that is previously unprecedented especially when connected to the outreach that news and content can have as exemplified by the negative effects that covid news has proven to have on mental health across the board.

Due to the increasing access of social media for information, sometimes a byproduct of simple interaction without targeted purpose, the widespread information that reaches an instructed audience begs the question of complete validity and purpose. Realizing the true nature of social media and the ease of information outreach production raises the question of the actual dangers in misinformation with social media as a mode of information transportation. The NIH has found that 88% of misinformation regarding news was found to be on social media platforms [12]. There seems to be a lack of accountability for the true value of the information that is being presented due to the ease of being able to be on the producer end of any data point. It needs to also be highlighted that the producer of such information generally does so with self-imposed perspective bias. Leading to difficulty in understanding the complete validity of perhaps even factually correct information on the impact on intended and unintended groups. This is all to say that increasing adherence to personal beliefs and messages builds upon specific audiences. The NIH has also found the top 1% of misinformation defused to 1000-100,000 people whereas true new only to at most 1000 due to the emotional component of the misinformation [12]. On the topic of producer access, biased information has similar effects when it confirms preconceived beliefs on the viewer side as well. When what to believe in is hard to know for certain, it becomes very difficult for many to be static in their relationship with facts presented and default into their initial understanding of any given topic. Meaning that the initially targeted sources of media will only strengthen preconceived notions of viewers as unconstricted truths or support systems. Social media algorithms work on a per view and time spent basis, meaning that content directed to the viewer is ultimately dictated by viewer preference. This also means that similar categories of information will be presented in the effort to increase the relevance of the platform for the viewer. Though understood as best engagement practices, personal preference will only be exemplified. Though the decision of personal media consumption should not be inhibited, the difference of messages between targeted group factions will only prove to cause separation. This is where the social divide becomes an impending issue in application because of the unprecedented reach of social media while complete and undisputable effects and trends of social media usage is not established in completion.

Misinformation sometimes does not have targeted negative intentions but rather prosocial purposes for a particular ideology. The emphasis of social cohesion though may be under false contexts and increasingly drive divide among clusters of those impacted by differing prosocial ideologies. Proposed solutions of combating misinformation may not necessarily solve the issue of divide either. Psychology has proven the power of negative examples and perceptions as one of the most influential ways that people are able to align party ideals and drive criticism of opposing political ideologies. Meaning that many of the political concepts discussed are to invalidate opposing parties even when this reaction may be in effort to combat some form of misinformation which only further presents the issues of severe political divide. True danger lies in the potential mitigated effects of

unbiased discussion based on true information if preconceived notions of social media as a medium of information continues. Without knowing what sources to trust or questioning the ideas of all information may also have a negative effect on participation as current trends point towards a more and more protected sense of political self as all opposing information may lack the connection that establish party ideals so strongly. Measurements of regulation or solutions in regulation are also difficult to validate due to the same nature of potential biased agenda for censorship and protection of amendment rights. The question then remains from what avenue can this perpetuated political identity be altered.

Having established the existence of the platform needed to create divide, currently observed instruments that are causing divide, and the implication and adherence of social media onto the decision making of one's political sphere, it then sets the question of understanding how economic decisions can also be directly affected by increasingly polarized communities. Political identity can carry the weight of many implied understandings that have an underlying economic effect. In 2021 56.7 billion Dollars was spent on social media advertising in the US [13]. Strong examples are marketing and brand ideals that may try to appeal to certain groups that may lead to the opposition of other party identities. Data shows that 78% of customers perceive a relationship with companies if certain identities are presented [14]. 82% of customers prefer to buy from brands they share ideals with [14]. Work environments may adopt certain ideals to transform a workplace to the ideals that are presented as common and identifiable to a specific working demographic. Expectation may alter firm behavior just as understanding can affect consumer or labor decisions. Political factions may lead to decisions of only purchasing products by certain producers or from producers with certain ideals. This effect, although seemingly will constrict the size of the customer base and effect maximum productivity does not consider the variability in company options.

Though this issue is becoming more and more prevalent with examples of recent brand identification, research on neutral positions or types of goods or established brands may not prove to be fully encompassed. Another issue with utilizing political identity as a marker for economic activity is how product factors are being overlooked - does the need or quality of a certain product exceed even the most radical ideologies. This is also why it is important to quantify the relationship of those that make distinguishing actions based on political identities as a percentage of the entire population base compared to the actual effect on the economy. Understanding the true effects of political identity and the nature of business productivity with scientifically proven increased social polarization due to social media may be pertinent for future economic trends. Political polarization may also prove to be important for future economic decisions. Currently even though new technology that may have implications on the labor market have not been at the height of political discussion research does point to the prevalence of social divide. Through participation and unpredictable measures of future technology does not allow a full review of future direction, the increasing polarization of politics will provide evidence for political weight behind economic decisions. In this case it may be some effect upon future technology that results are hindered by complete factual understanding but rather biased assumptions and political actors with some agenda overshadowed by conflict without full knowledge.

3.2. Current field logic

There hasn’t been a complete implementation of logical application when it comes to research that attempts to connect increasing social media polarization imposing social divides and economic trajectory. This is chiefly due to the fact that the understanding of the effect of social media’s effect cannot be determined in completion limited to the number of platforms, complexity of situations, and variability. Similar limitation in product implication and substitutability has also led to predictable trends to be limited in validity. Though full understanding has not been established on complete reasoning behind actual trends, efforts have been made and certain unanimous literature understandings have been accepted. Empirical data through online tracking and participant surveys on actions have been utilized but only for selective platforms and data points. Though these aspects do not have the means to be fully accepted, the rise of negative consequences due to social media

information has [3]. Within the concept of negative consequences, increasing polarization is accepted to be chiefly due to the emotional degree of both viewers and producers as adherence to political background and views strongly determine information relationship [6]. Political identity is accepted as an important factor of producers and viewers regardless of their content intention [6]. Understanding that retention of misinformation is of a higher degree than factually correct content, rising misinformation and popularity is explained by the increasing demand and transfer of such content. It is also understood that radical viewpoints are especially popular in their respective groups and the likelihood of direct action to promote a particular viewpoint rises with extent of affiliation [7]. The economic consequences are also accepted to be valid, however the nuance in circumstance is still to be completely defined due to the variability in company decisions, circumstances, and consumer behavior. The importance of marketing will play a direct role in the discussion of economics with political polarization due to the nature of brand imaging and marketing purpose [10]. With the increasing connection of easily accessible political influence and company image central to consumer decisions, logic points towards attempting to understand how economic outcomes may directly be affected due to political polarization. Due to the nature of the lack of specific data to fully encompass both the social media and economic side of the question, only a general trend from certain current examples can be exemplified or matched in an attempt to establish a type of relationship that exists in hopes that further behavior on either side of the social media - political disparity and effect on economy may have future predictable effects.

4. Analysis of current data as applied to previously discussed polarizing political trends

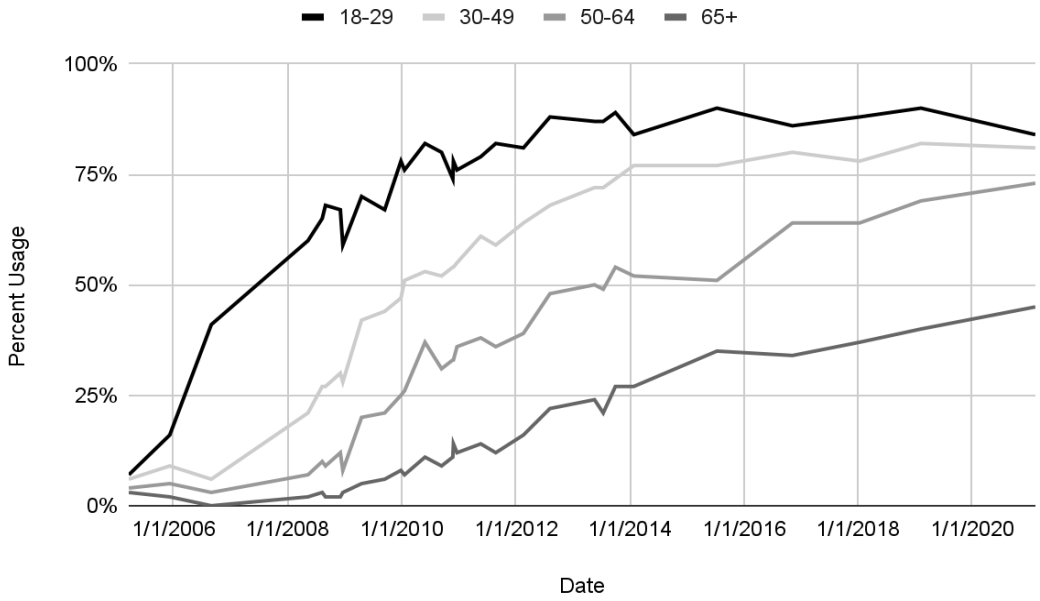


Figure 1. Percent usage of social media age

Exposure to social media is at an all-time high. A classification of age groups in 2021 show similar levels of participation especially for the wage basis ages from 18-64 at 84%, 81%, 73% from the youngest band to oldest age band respectively [Fig1-3]. Meaning that for this sample size from 18-64 approximately 4 in 5 uses at least one social media site.

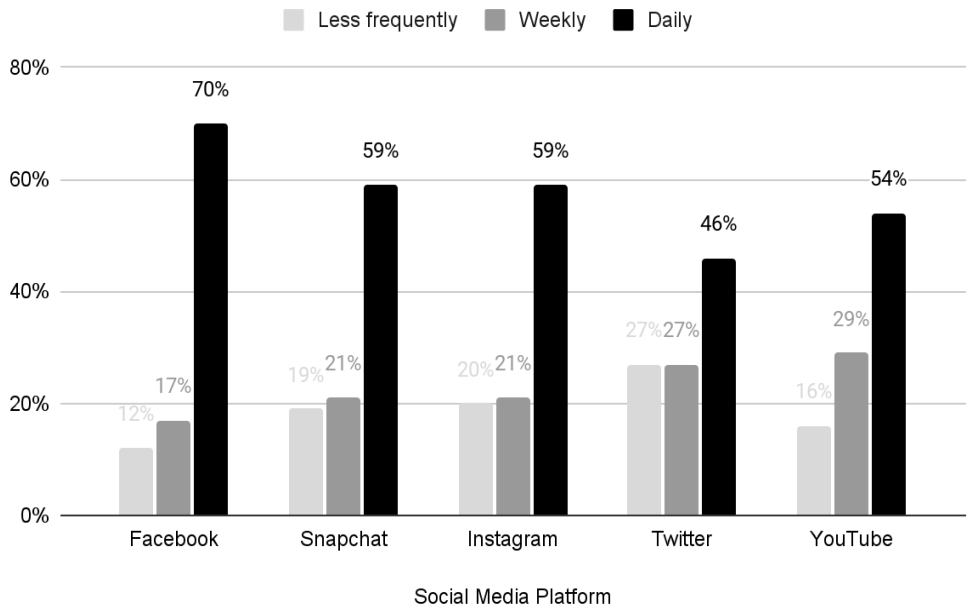


Figure 2. Usage across Facebook, snapchat, Instagram, twitter, and YouTube by adults

Data shows that around 7 in 10 adult Americans use Facebook on a daily basis and 6 in 10 use snapchat or Instagram daily. These metrics do not measure multiple usages of diverse platforms from the singular individual and do not show the total time spent per usage.

According to the global economic forum metrics measured in 2022 approximately 2 hours 27 minutes are used on social media per day with variation in country and trends of heightened usage in younger base and lower usage in older age base [15].

All data points towards the increased access that social media has and the potential for effect simply from a total hour and participation amount. These metrics do not provide justification for how much effect political content may have on an individual, but it does offer insight into how much potential political or biased content exposure may be introduced without stating that all data is politically referenced or any at all.

4.1. Recent examples of boycott due to political diversion:

4.2.1. Anheuser-Busch InBev Stock and retail sales of beer, wine, and liquor stores trend

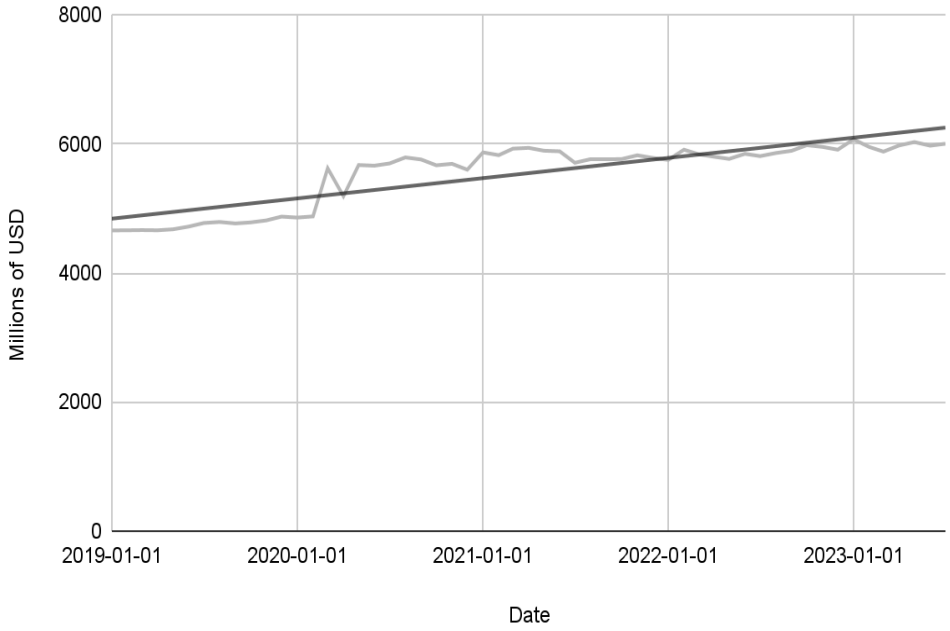


Figure 3. Retail sales of Beer, Wine, and Liquor Stores

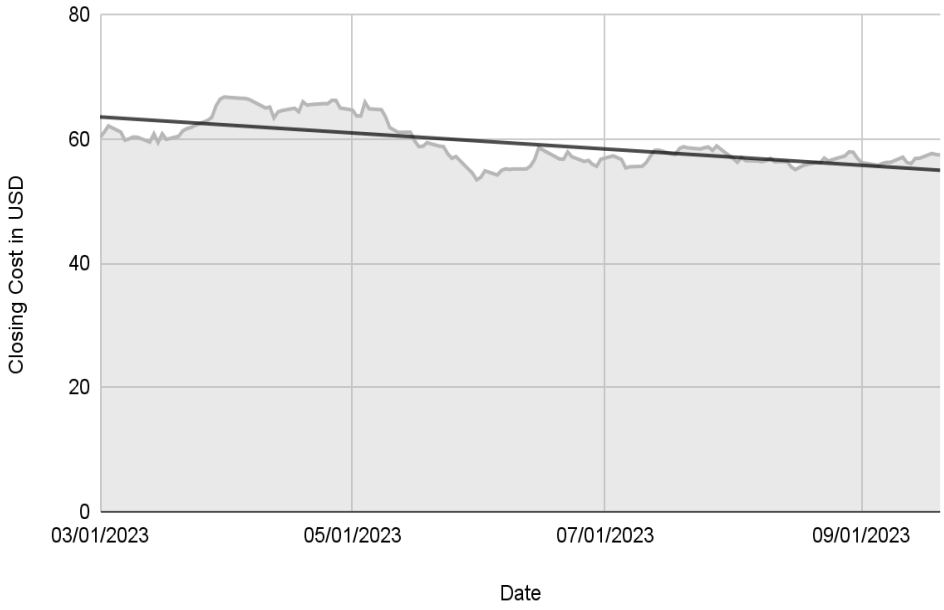


Figure 4. Anheuser-Busch InBev Stock (BUD) closing costs

Observe April 1, 2023, where a politically charged message from Dylan Mulvaney (Instagram) led to mass boycott due to politically opposing views. It can be observed that approximately a 15% drop in stock price [Figure 3] of the parent company whilst volume of alcohol sale has been on a steady increase observe graph [Figure 4]. The parent company has reported a 395-million-dollar loss between April and June after the social media message led to opposition [16]. It is important to note that this specific economic downturn did not affect the industry as a whole due to substitution elasticity. But data does show the effective nature of political background and negative effects on firms and economy as a whole charged by social media exposure and the ideals of identity preservation spilling beyond the context of constrained discussion within social media. It is also important to highlight the statement made by the CEO of Anheuser-Busch, Brendan Whitworth, on April 14th, 2023, which included the following "We never intended to be part of a discussion that divides people. We are in the business of bringing people together over a beer" (Twitter). This shows the company's immediate distancing and reconsideration of political stance in light of calls for continued boycott. Here it is seen that a company can be directly affected by polarizing stances highlighted by the 395 million dollars in losses recorded by Bud Lights' parent company [16]. Such a message that does not mention the root cause of calls for boycott highlights the difficult balancing act that Anheuser-Busch faces as profits come first even when driven by factions of society.

4.2.2. Target Stock Trend

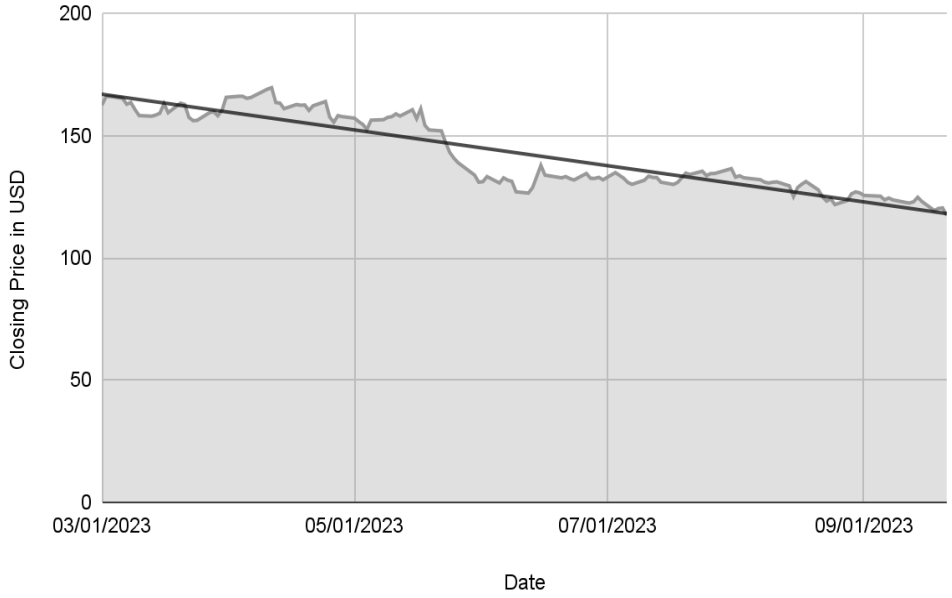


Figure 5. Target Stock (TGT) closing costs

Similar movements against Target for politically charged products have also seen an effect of consumer boycott due to opposing consumer views. From the stocks peak value at around 160 DPS in May of 2023 a 22.5% decrease has been exhibited since boycotts were charged from direct implication of opposing political views engaged through social media [Figure 5]. The company has since also issued a statement regarding an apology unknowing that their products would have led to such reactions and promises to reevaluate their position with political offerings [17]. This validates the drop in sales coming from the political position that they had affiliated themselves with. Ultimately, this further proves the different factions of political identity that are becoming more and more obvious and more and more willing to preserve their identities through direct action against one's own beliefs.

4.2.3. Disney Stock Trend

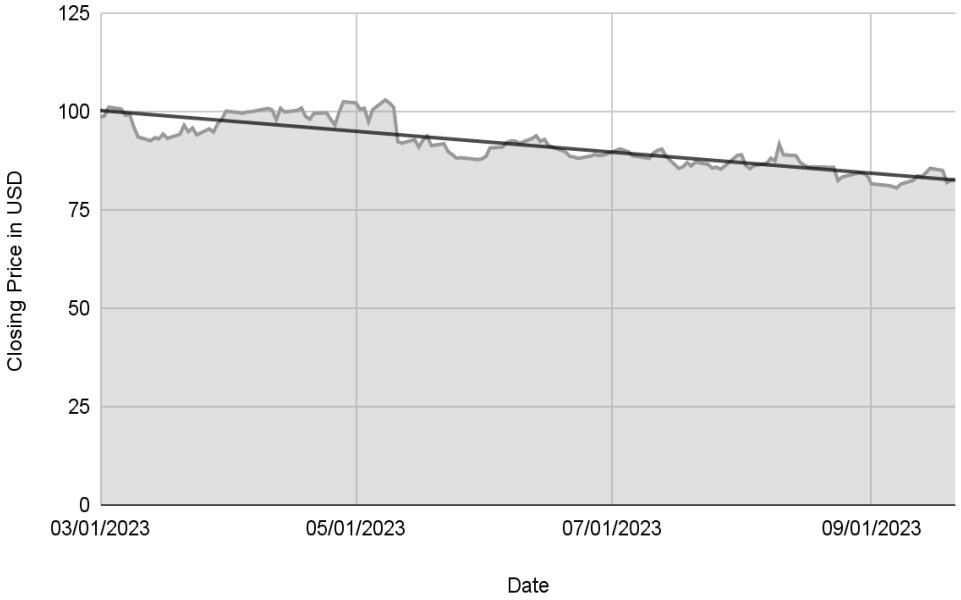


Figure 6. Disney Stock (DIS) closing costs

Similarly in time frame Walt Disney faced backlash due to the same active political stance taken by the company and the opposing party actively boycotting products and services from the peak in May to September of 2023 the stock of the company has dropped 16.5% with social media coverage

of active participation in the demand for decrease usage of Disney products widely accessible and established [Figure 6]. Disney exemplifies the current push and pull dynamic businesses are being placed in. On March 11th, 2022, previous Disney CEO, Bob Chapek, made a public statement that included the statement "meeting with you have helped me better understand how painful our silence was" (Twitter). This was a reaction that tried to appease one polarized faction angering the other with the company's initial silence implicating siding first with the latter. Disney's struggles continued with boycotts in 2023 following Anheuser-Busch and Target boycotts leading to the current Disney boycott. Disney's CEO, Bob Iger, in an investor meeting on September 20th, 2023, discussing ""quiet the noise" in a culture war" [18]. Once again identified and admitted the company's capacity for change. A trend is increasingly representing itself in the form of companies needing to monitor and adapt to polarizing political landscapes, none though, are hesitant to switch said footings.

Background insight can be created from historical insight of previous brand boycotts compared to the effectiveness of this year, seemingly though boycotts also for politically charged reasons the effectiveness have only seen true movement in the very recent times - this opens up the question of whether it is the specific product, the weight of the situation, or truly an increase in the participation of social division and an increased emphasis on preservation of political image spilling over to economic entities will look for.

Ultimately an increasing trend of political preservation and economic spillover is evident in vocal events where a company takes a direct stance in support of a specific political image and the potential economic damage from increased social media usage especially with recent participation metrics is undoubtable.

5. Prediction of future trend of the U.S. economy based on current trends

5.1. Current examples and understanding

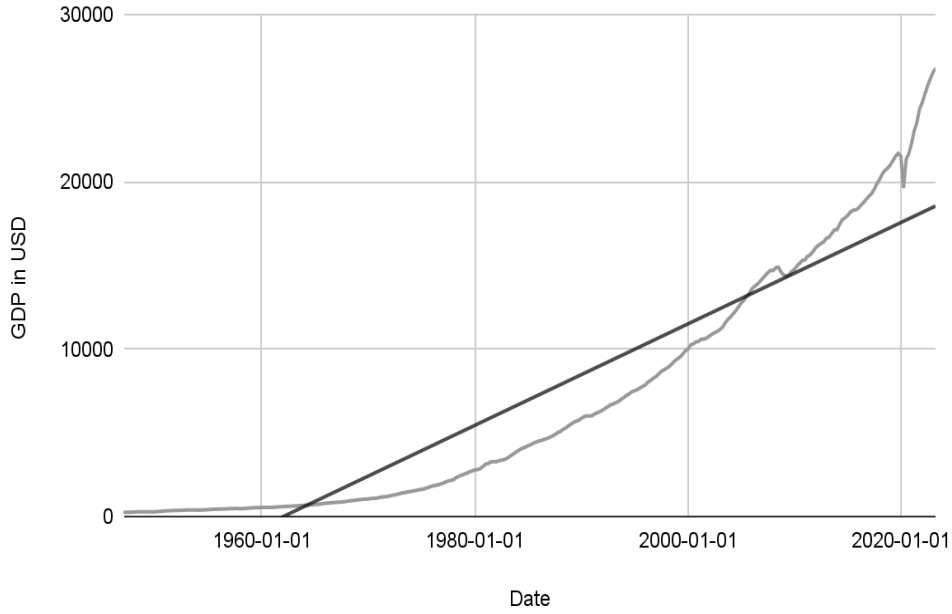


Figure 7. US GDP trend in US Dollar represented

A consideration of current trends however does not necessarily support that the U.S. economy will be affected overall despite more and more political affiliation and social media influence. Historical context of the US GDP has shown an overall positive trend and a capacity for overcoming term economic pressure [Figure 7]. This is especially exemplified by the reactions that are measured as a reactionary measure especially by the example companies. Direct statements by official representatives show that companies are open in admitting to the unknowing of what their political stance may have done for their consumer base resulting in emphasis on revenue rather than their political identity. Companies of this scale are making active decisions knowing well that they are an

integral component as producers in American consumer lives. Metrics to show categories of goods should be provided to understand how political affiliation may affect the performance of some specific products due to a company's political agenda. These data points show the relative elasticity of these products and the short-term change in preference that allows the shift away from popular products without consideration of quality. Meaning that at least for the economic concern of political identity as enforced by social media there exists an active fluctuation that may exist given any economic instrument. Initial assumptions for market increase by creating a specific politically aligned image having proved unsuccessful is being reviewed by companies from a numerical standpoint proving that the issue with social media influence is mainly radical ends of political spectrums and opinions. It can then be inferred that the future economic outcome due to increased political divide will be either in the form of a conscious alteration between brand images, an analysis and dedication on the specific identities that a specific business entity may cater to, or a neutral position. Although data does prove that diverging social backgrounds and the active role of social media can directly have the effect of changing economic dynamics, business responses are still proving to be more entrenched in revenue and it is the most radical that truly actively participate in politically driven actions. Business focuses can be clearly defined as separate from identity in ideology but rather a business decision that can vary in degree of implementation or otherwise. There exists an increasingly added layer of difficulty in productive product imaging and advertising proven through market actors as historically integral determinants of revenue are now beginning to see diminishing results where a landscape of political integration is becoming increasingly evident. Though data here shows that validity of polarization equates to political downturn and business purpose, data also points to the increasing possibility of difficulties in the future to appease the complete consumer base.

5.2. Current situation and logic to predict future economic trends

Even though future economics and independent firms will ultimately follow the numbers and relinquish certain political stances to focus on what has historically made brands consistent in consumer behavior, it is important to address the potential dangers of increasing radical political behavior spread on social media. Even if there exists checks and balances in economies when it comes to affiliation, separate factions that can create animosity due to ideology may cause a much larger issue that is political unrest. The basis for disagreeing upon ideals as protected by the first amendment must still be conversed with a certain amount of unity between opposition as to ensure a non-detrimental conflict. Further research should be considered into solutions for changing the innate form of social media platform access. It should be fully understood so that accurate and useful actions can be taken against social divergence by decreasing political image protection. Education on perspective political differences and the fundamental role of politics in the household and the individual should be approached in a constructive and discussion manner. This should be explored from the secondary education level to the government initiative level. The role of government and government politics both as an increasing cause to political identification and polarization and changes to facilitate solutions rather than defined positions. Ultimately as well, the best form of interaction that economic entities should have with increasing political separation.

6. Conclusion

The negative influence of social media as an information platform is becoming increasingly illuminated due to both the increased access and ease of misinformation transfer. Scrutinizing social media’s impact chiefly due to unanimous acceptance of ease of misinformation transfer and adherence to political views shows a positive trend in increasing political polarization directly due to social media. It has been found that key determinants in both the producer side and viewer side were psychological measurements connected to emotion and personal identity. Findings especially highlight the unimportance of true intention whether good or bad on the effect of polarization due to misinformation or heavily biased material due to the previously mentioned viewing designations.

Emotion and personal identity providing major personal components of media consumption show the inherent biases to preconceived information is positively supported with political information consumption. The review emphasizes the rising trend of social separation in a growing media communication technology with annualized increases in reach shows the general direction of greater social divide as a product of time. Consumption behavior based on brand imaging and political affiliation provides the basis for a company's marketing direction. Data discussed polling consumer preference has shown the direct importance of political identity in purchase behavior. Logic connects the increasing role of social media polarization to the outcome of business economics intertwined with political preference. Applying the underlying logic of the expansionary model exemplified by accepted findings regarding the trend of social media polarization to economic impact with recent examples shows that especially in radical circumstances politics will interfere with business decisions. Through attempted political branding by a few individual companies, their statements of political identity have indeed proven to be directly met with opposing beliefs to the detriment of company value. Anheuser-Busch InBev, Target, and Disney saw their stocks fall 15%, 22.5%, and 16.5% respectively loosely within reported boycott initiation timeframes. Subsequent renouncement of designated purpose by affected companies also show that marketing in terms of the company standpoint is willed by political influence but still ultimately determined by overall profits. Interplay between the relationship of businesses and marketing is becoming increasingly difficult, however, despite the fact, decisions by the companies will ultimately still adhere to the most profitable action rather than enforcing brand images with an unwavering stance. Overall positive trend of the US GDP still shows that consumption is central to consumer behavior and companies aren’t seeing stark factions due to political identity to an extent where the trend in growth is reversed when considering industries as a whole and historically existing political consumer behavior.

The complete direction of increased polarization, extreme radicalization, and potential solutions to social media’s rising negative influence may alter the economic direction or connections. Oscillation of political identity deviates from currently productive industries when there only exist implications of decreasing existing consumer base. Radical polarization cannot be understated because of its unknown potential effects to all future major controversial discussions. Increasing biases to protect images rather than logical procession may hinder the result or functions of new technologies due for the same reasons of marketing failure creating a certainty for failure but uncertain remedies.

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