Q1 The Taylor Swift effect

Most voters have no hesitation about who they will vote for at an election; however some surveys show that for one candidate to be supported by a celebrity like Taylor Swift can significantly influence those still wavering, particularly new or irregular voters.

Indeed by endorsing a candidate, celebrities hold the power to rejuvenate their image while improving their visibility and popularity among their millions of fans and followers (on social media), thus potentially making a meaningful/consequential difference in the final outcome, as was the case with Oprah Winfrey’s endorsement of Barack Obama in 2008.

91- 3 = 88 words