

Systems Map Analysis

Figure A1

Systems Map of the Influence of Money on Campaigns

The following systems map portrays the main factors and the associated relationships with those factors that fall into the influence of money on political campaigns. Within this systems map, it can be seen that there are four main factors that are influenced by money: voters, fundraising, spread of information and political favors. Please refer to Table A1 for further systems analysis.

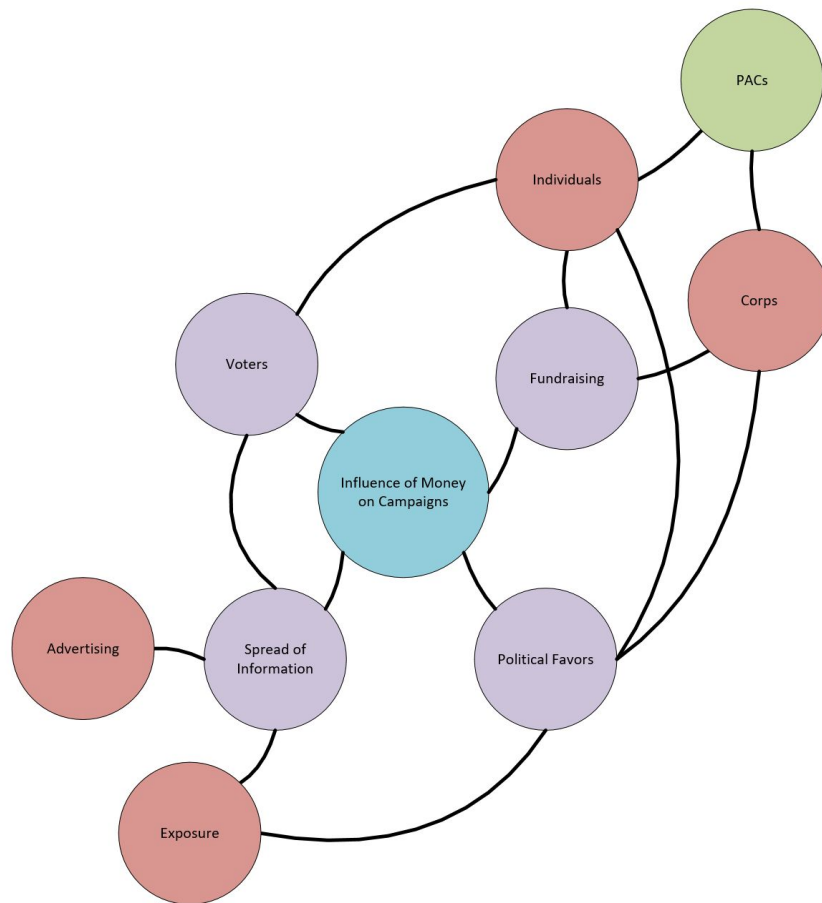


Table A1

In-Depth Systems Map Analysis

Factors Influenced by Money	Description	Key Relationships
Voters	Someone who is eligible to vote, money has the ability to influence their decisions based off of advertising, spread of information, etc.	Spread of information (via social media platforms like Twitter, Facebook, etc.), individuals who have the ability and are willing to donate to political campaigns
Fundraising	Money raised on behalf of a political candidate or political party, which can be done on either the individual level or the corporate level, with the next level up from those two being the Political Action Committees (PACs) that raise money to privately influence elections at the federal level	Individuals and corporations raise money for political candidates or parties, which also has an effect on voters and receiving political favors (i.e. Oil & Gas companies funded \$1.8 million into the 2016 political campaigns for both parties, would expect to receive something in return from whichever candidate won as a favor for those large donations), the larger relationship from individual and corporation donations would be PACs
Spread of Information	The way that information is being shared throughout the duration of a political campaign (i.e. via advertising on television/radio, spread of information via social media like Facebook or Twitter, etc.)	Advertising and exposure are the most common ways for information to be spread throughout the duration of political campaigns, with exposure connecting to political favors (i.e. the more exposure an individual or corporation gets for you via donations made, the more political favors will be expected or the necessity for the favors to be met will increase)

<p>Political Favors</p>	<p>Favoring/promoting/writing legislation that benefits an individual, corporation, or group.</p>	<p>The relationships with political favors are some of the fundamentals of this issue. Political favors are related to individuals and corporations through a reinforcing loop that results in continual political favors in return for more contributions. Political favors are also related to exposure through the increased air time given to candidates that align with the views of television networks.</p>
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