

Representatives Ocasio-Cortez and Omar set Twitch streaming record with video game

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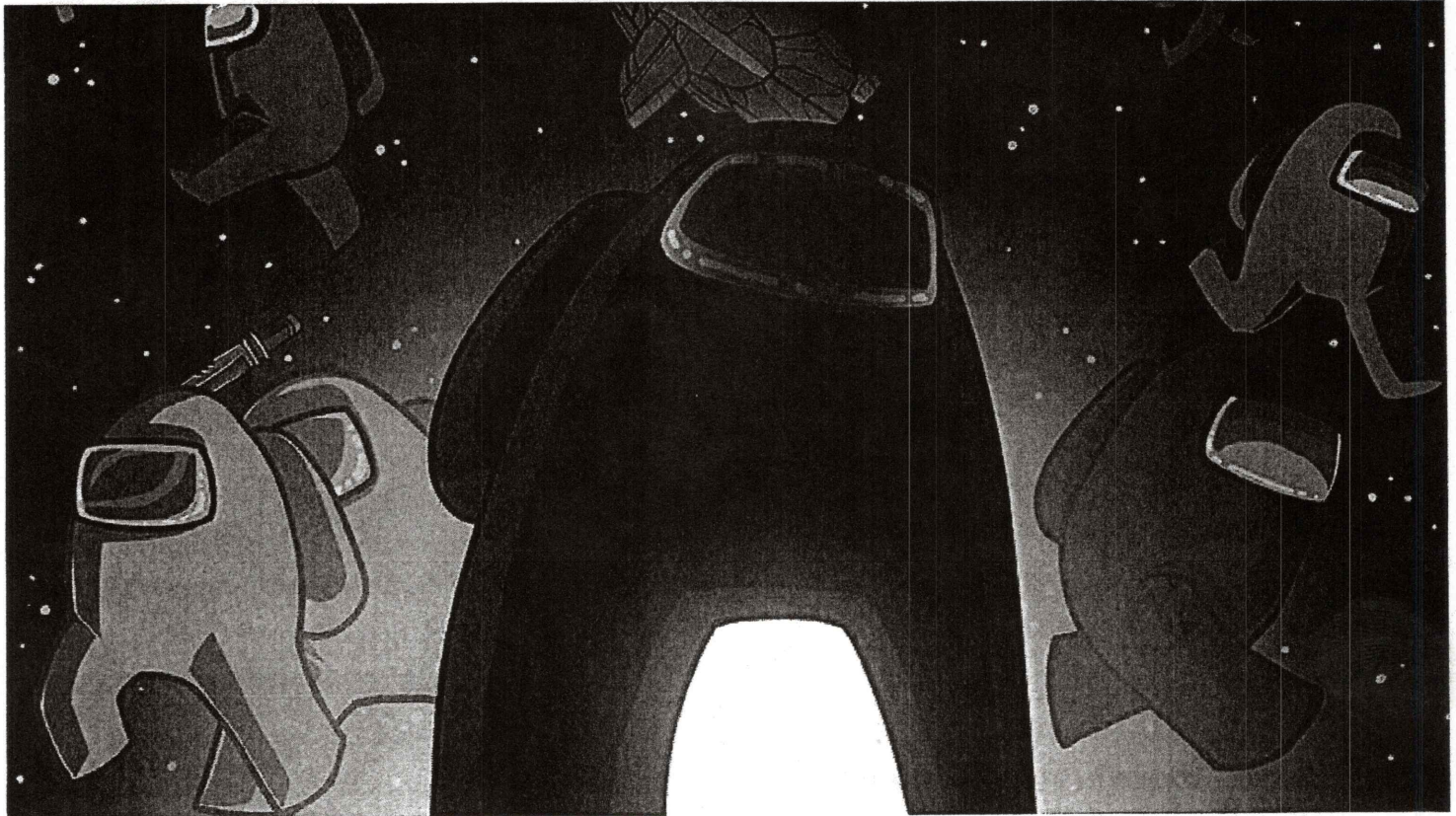


Image 1. In the "Among Us" video game, crew members aboard a spacecraft have to figure out who are the dangerous imposters among them. Photo: InnerSloth

To encourage young people to vote in the 2020 election, some Democratic politicians have taken to Twitch.

A record number of viewers tuned in to watch Democratic Representative Alexandria Ocasio-Cortez of New York on the streaming video platform on October 20. More than 435,000 people, in total, watched her and fellow Democratic Representative Ilhan Omar of Minnesota play "Among Us." Their get-out-the-vote effort was largely targeted to Generation Zers and millennials—that is, young people from teens to thirtysomethings.

Among the Twitch streamers involved: wildly popular streamers Pokimane and Hasan Piker, the musician mxmtoon and Omar's daughter Isra Hirsi. Piker is a former employee of the Young Turks, a news site which typically supports progressive viewpoints and social change, like Ocasio-Cortez does.

"If you are able to vote, we are here ... Make sure you have your voting plan," she said at the beginning of her stream.

A Voting Plan

"If you can't vote, if you're under the age of 18 ... if you don't live in the United States or any other reason for not being able to vote, make sure you talk to someone that can vote and try to get them," she added. "Direct them to IWillVote.com and make sure that they get their voting plan in place."

Twitch, largely oriented toward gamers livestreaming themselves playing, is a ripe place to target younger audiences; a now-deleted 2017 report from the streaming platform once estimated that nearly 55 percent of its audience was between the ages of 18 and 34.

Ocasio-Cortez's debut stream was one of the most-viewed on the site of all time. The record was set in 2018 by rappers Drake and Travis Scott playing "Fortnite" with prominent gamer Ninja.



"Among Us" Explained

Long story short, "Among Us" is an online multiplayer game similar to the classic party game "Mafia." In a large group aboard a spacecraft, players — known as crewmates — must determine who on board are the impostors while completing a set list of tasks. The impostors, meanwhile, have to kill all the crewmates on board to win.

Crewmates have the chance to stage "emergency meetings" if they witness a kill. They must vote on who the impostors are in order to kick them off the spacecraft. If the impostors are destroyed, the crew wins.

"Among Us" became a streaming phenomenon in 2020. It inspired countless memes, TikTok gags and YouTube playthroughs.



Reaching The Audience On Their Turf

This was not the first entry into the gamer world this year by a political figure. Democratic presidential candidate Joe Biden made an island on "Animal Crossing: New Horizons" that is accessible to visitors.

Nor is Ocasio-Cortez the first politician on Twitch: Senator Bernie Sanders, former Democratic presidential candidate Andrew Yang and President Donald Trump (who was briefly banned on the platform) have all used the site for campaign outreach.

But Ocasio-Cortez and Omar are the first on a platform to play a game and engage with the audience on their turf. All the while, the pair used the game's lingo — calling out "sus" players and

celebrating the "poggers" occasion.

Quiz

- 1 Which sentence from the article BEST explains why some politicians are using Twitch?
- (A) To encourage young people to vote in the 2020 election, some Democratic politicians have taken to Twitch.
 - (B) A record number of viewers tuned in to watch Democratic U.S. Representative Alexandria Ocasio-Cortez of New York on the streaming video platform on October 20, 2020.
 - (C) Ocasio-Cortez's debut stream was one of the most-viewed on the site of all time.
 - (D) This was not the first entry into the gamer world this year by a political figure.

- 2 Read the section "A Voting Plan."

Twitch, largely oriented toward gamers livestreaming themselves playing, is a ripe place to target younger audiences: a now-deleted 2017 report from the streaming platform once estimated that nearly 55 percent of its audience was between the ages of 18 and 34.

What conclusion is BEST supported by the paragraph above?

- (A) Twitch is growing quickly in popularity.
 - (B) Twitch is useful for teaching people how to vote.
 - (C) Twitch is a challenging platform to use.
 - (D) Twitch is a good place for politicians to connect with young people.
- 3 According to the article, WHY are politicians using Twitch?
- (A) for campaign outreach
 - (B) to learn about online gaming
 - (C) for fundraising purposes
 - (D) to try and break records
- 4 Which of the following MOST influenced Representatives Ocasio-Cortez and Omar to use Twitch?
- (A) the chance to meet other popular streamers
 - (B) the challenge of trying get more viewers than other streamers
 - (C) the opportunity to talk to young people about the importance of voting
 - (D) the difficulty of explaining other online platforms to their audiences

Several democrats play on twitch to get people to vote.

Several dems and other political figures have started using twitch, to reach young voters in hope of encouraging voting participation.

To introduce the concept of politicians (mainly libs) using twitch to reach voters, and the vast audiences available on such a platform.

The democrats are trying to get young people to vote by breaking the viewing record on twitch.

Political figures have been streaming on twitch long before Cortez and Omar were.