

Media Consumption and Political Participation

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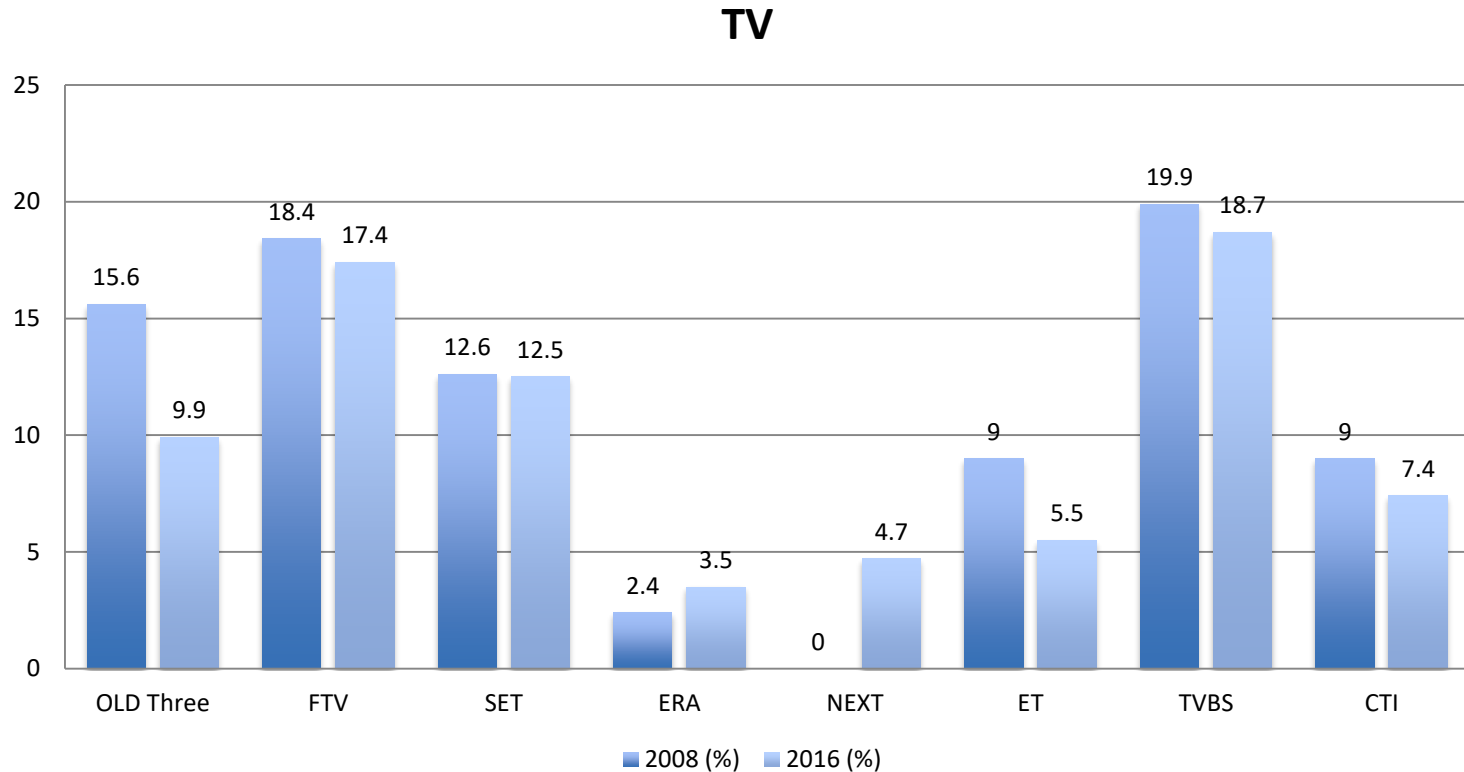
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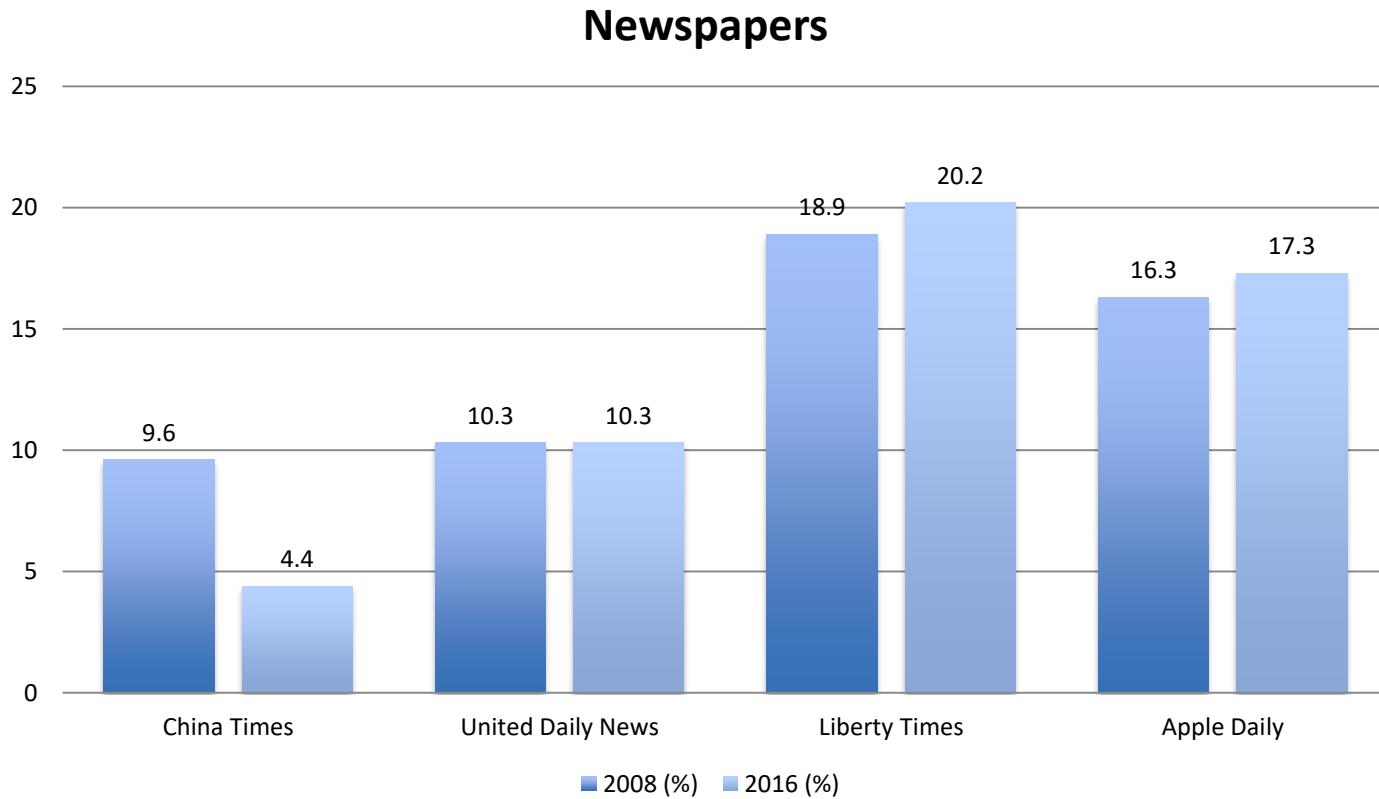
Changing Media Environment

- The rise of the Internet
 - From 20% to 80% daily users since 2000
- The decline of traditional media outlets
 - TV penetration rate 93% → 88%
 - Print newspaper 59% → 33%
- Changing Landscape of the traditional media outlets?

TV Landscape



Newspapers Landscape



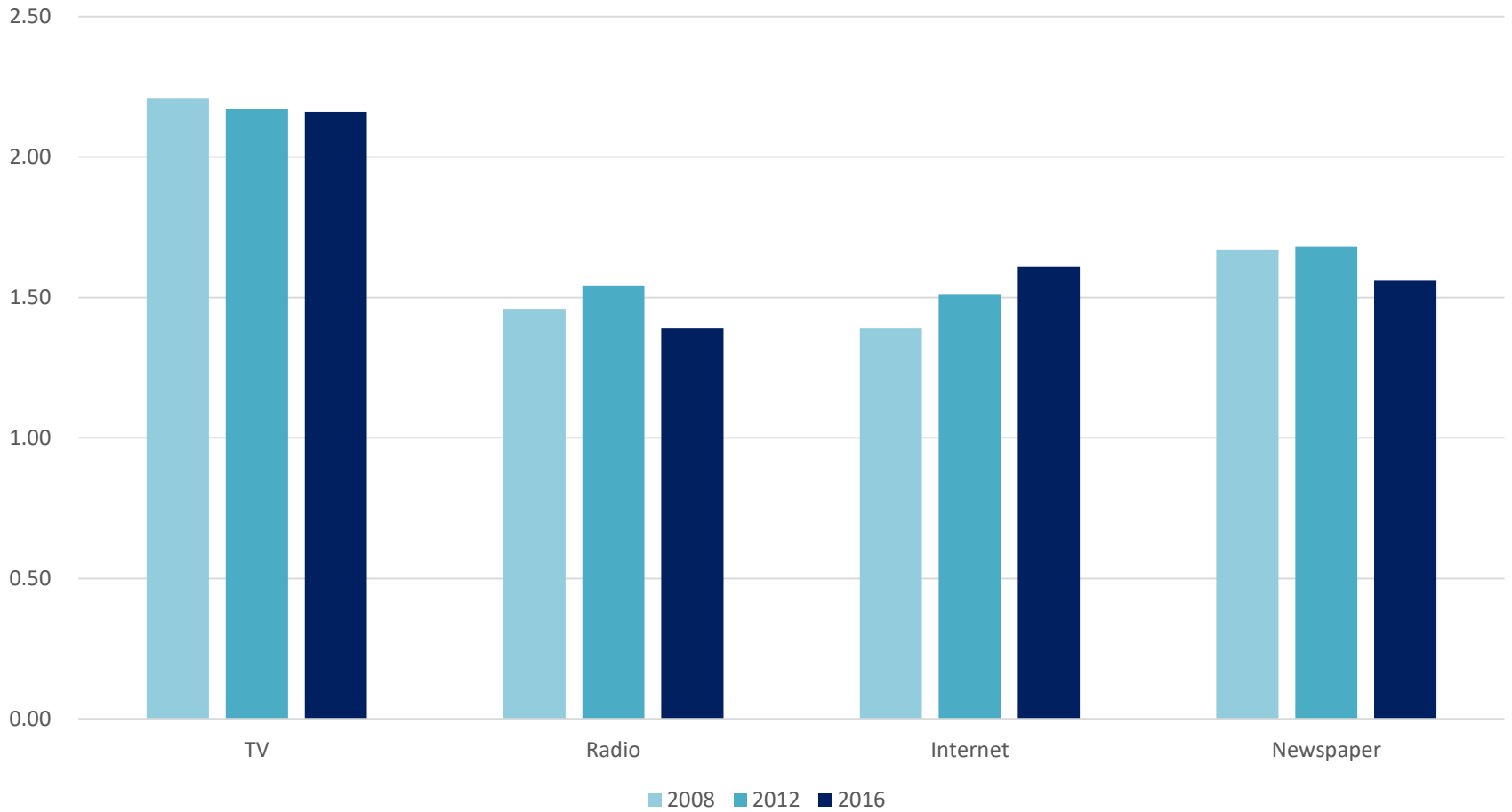
Current Status

- Traditional media, new format
 - Web portals for newspapers
- The rise of social media
 - Facebook (2016): 18 million accounts; 13 million daily users
- Advertisement allocation
 - Internet > Traditional media

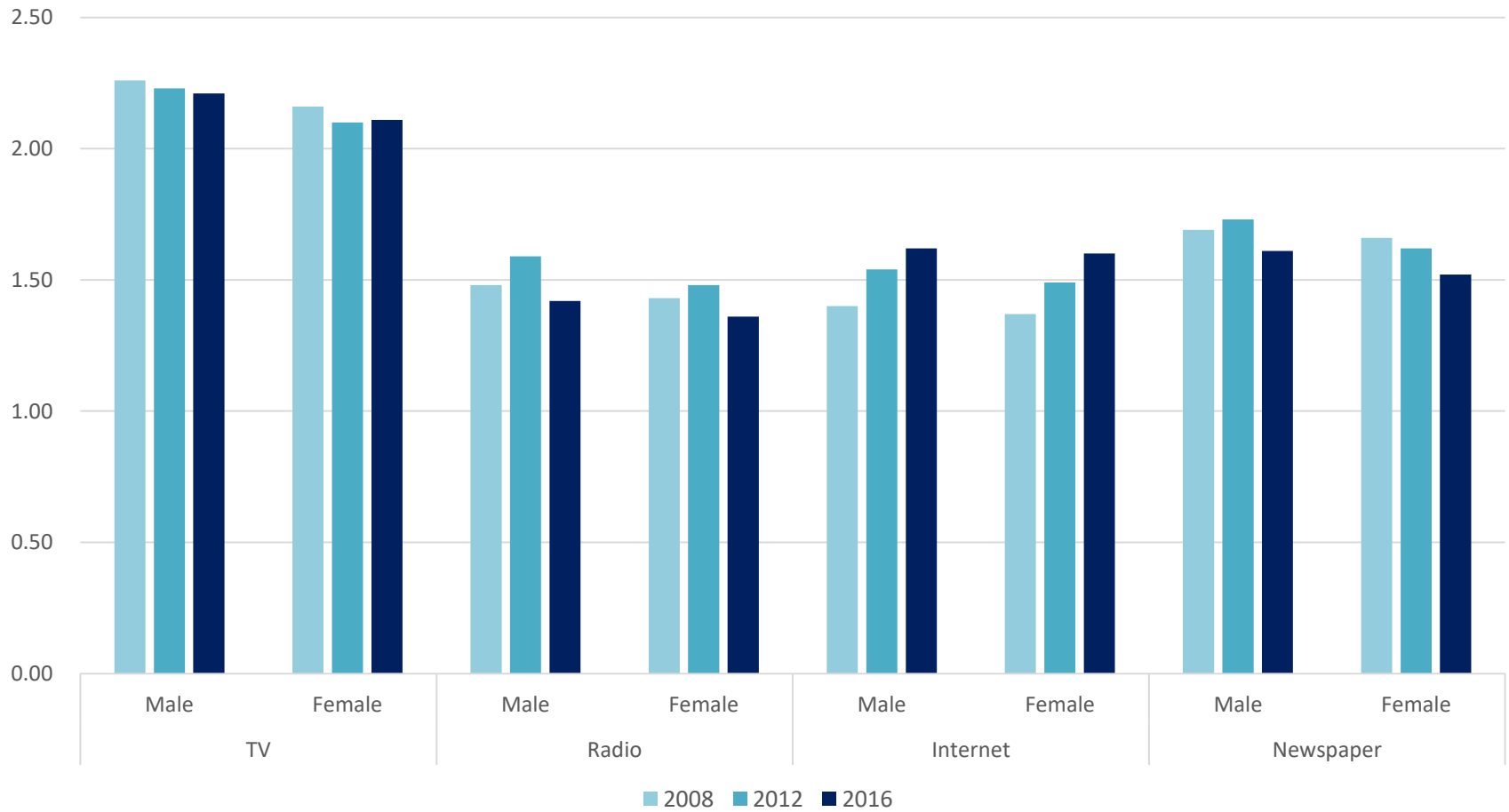
What's important?

- What is the relationship between media consumption and political participation? (TEDS 2008; 2012; 2016)
- Is the rise of the Internet plays a significant role that shapes Taiwan's new political landscape? Focusing on social media (TSCS 2014)
- Challenging Issues
 - Quality of media report
 - Anti-media-monopoly legislation (China factor again!)
 - Regulation vs. Deregulation
 - Independent online media

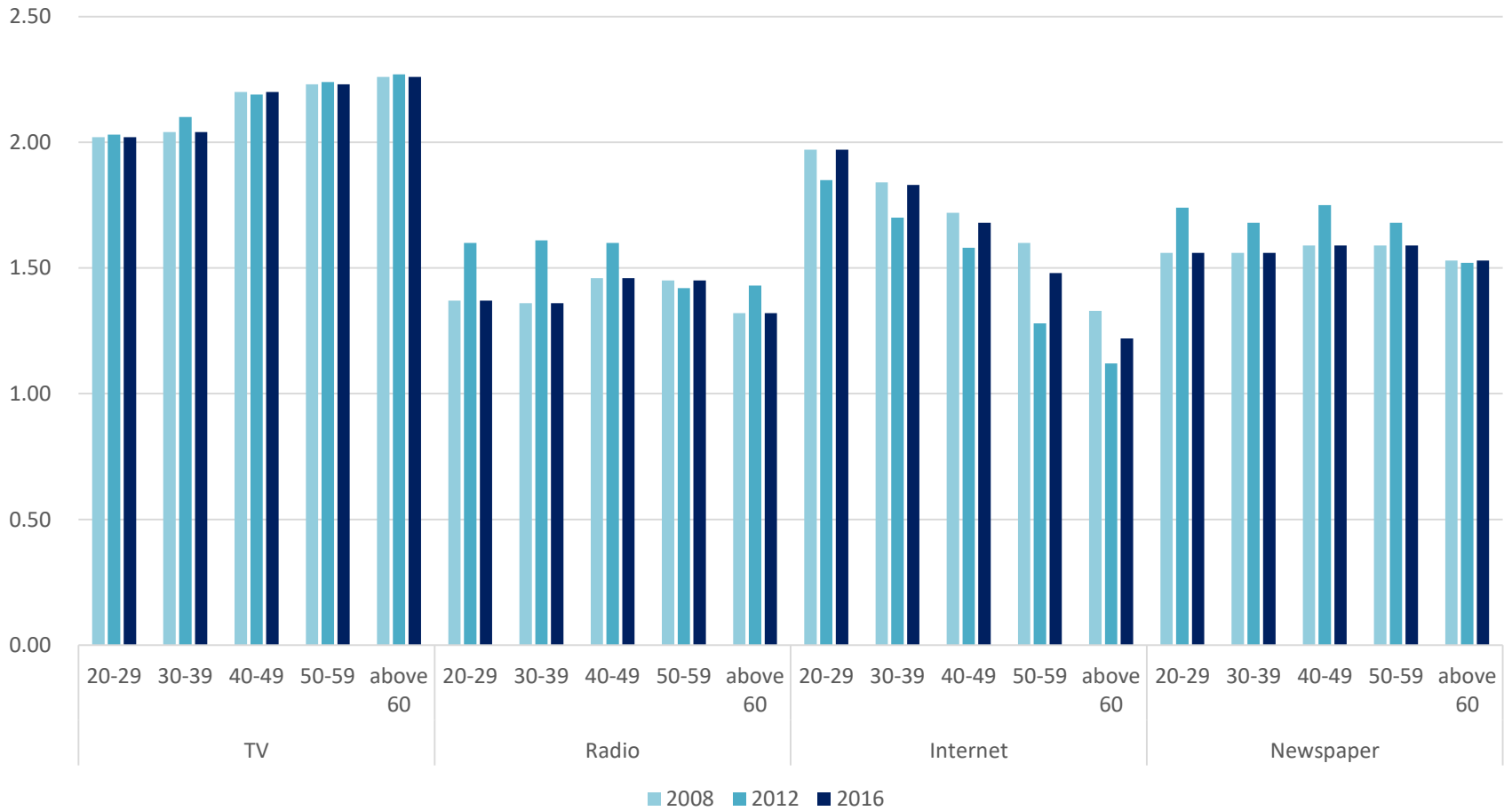
Daily Consumption for Election News



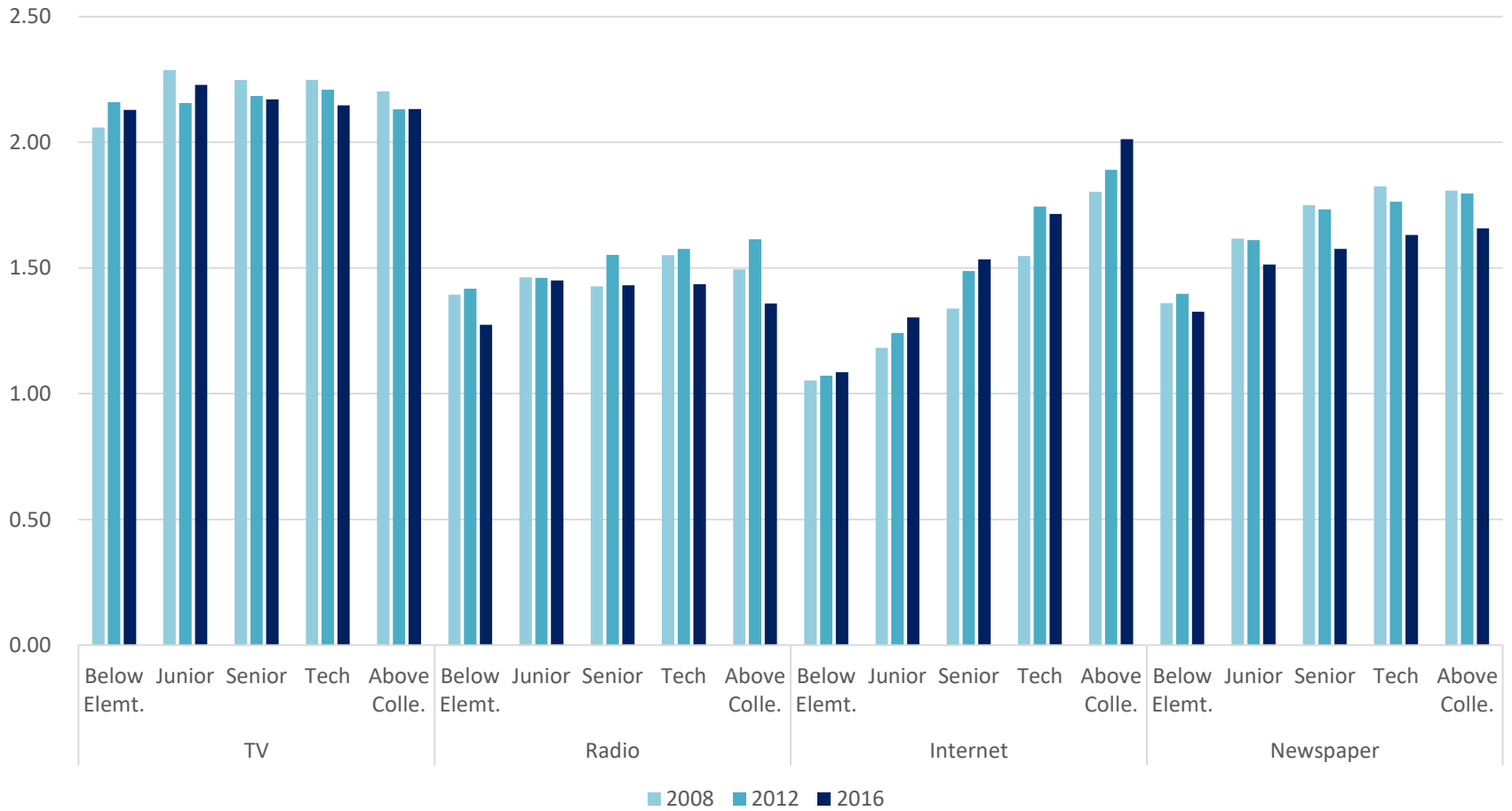
Demographic Breakdown (Gender)



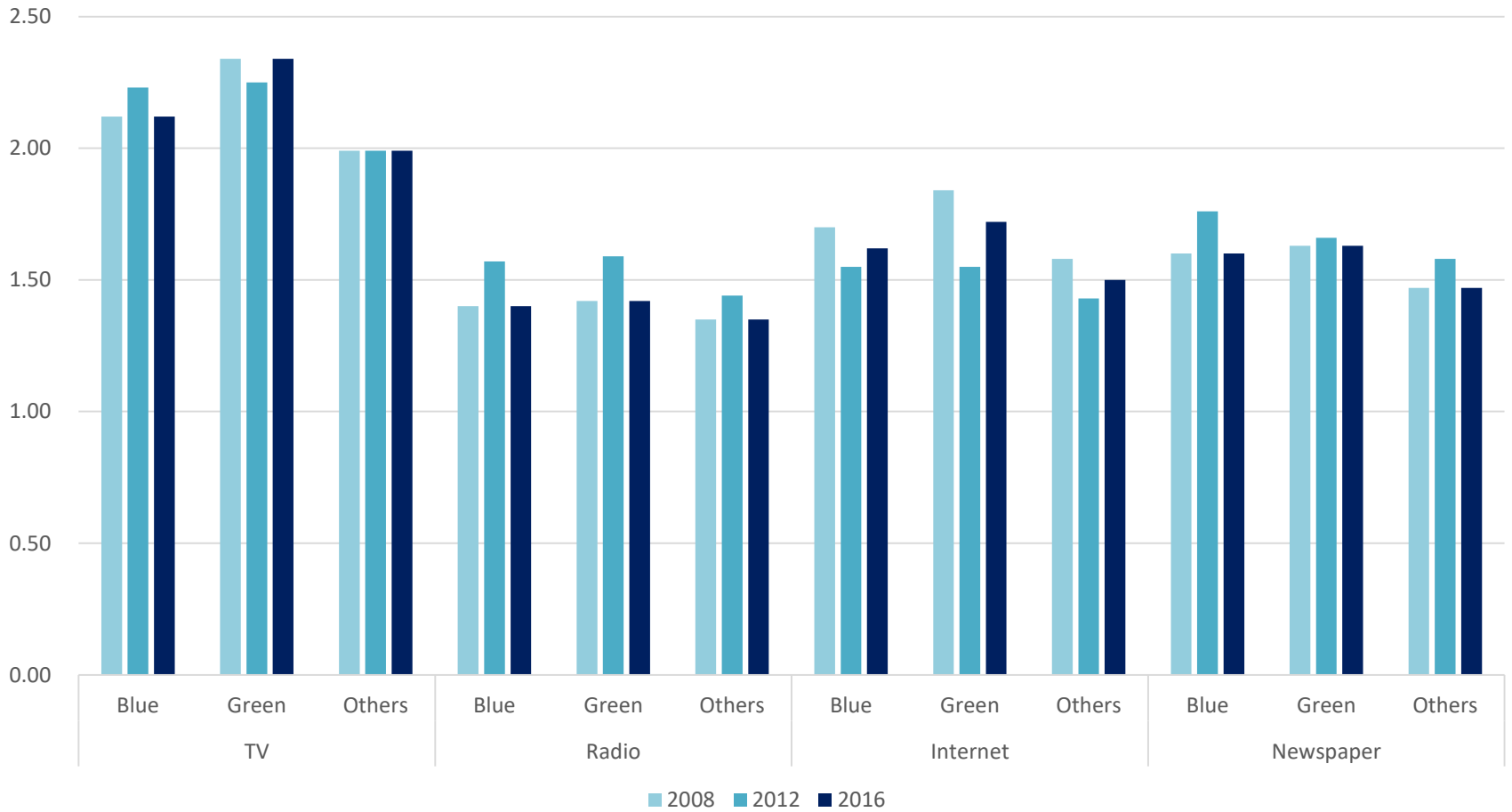
Demographic Breakdown (Age)



Demographic Breakdown (Edu)



Breakdown by Party Support



Voting Behavior and Media Consumption

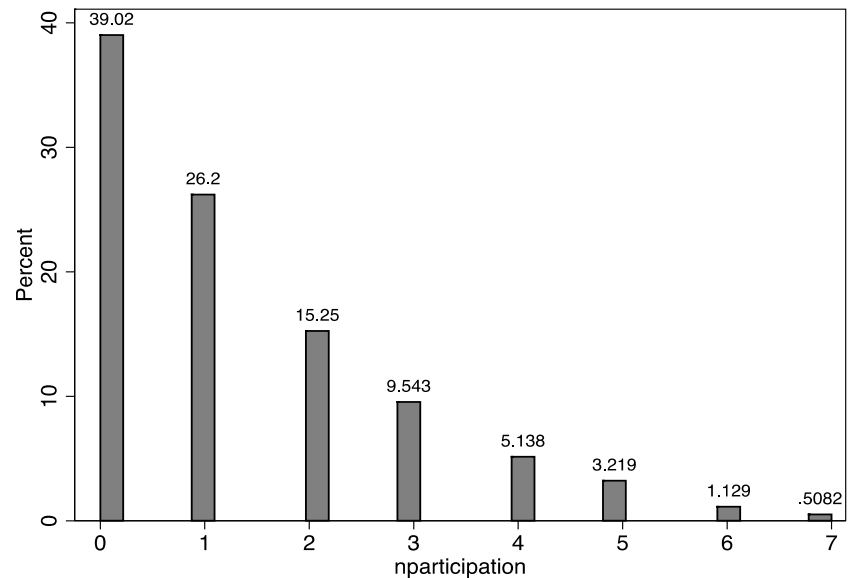
- Dependent variables:
 - Voting Participation
 - Vote Choice
- Independent variables:
 - Types of media consumption
 - Demographic variables
 - Political variables: party support, political efficacy, political interest
- Result:
 - Only TV watch matters on voting participation (positively correlated)

Non-conventional Political Participation and Use of Social Media

- Facebook becomes SUPER important for politicians (but not for all)
- Use of social media becomes the most important factor in campaign
- Controversies:
 - Online activities are associated with offline participation
 - Particularly for non-conventional participation
 - Online activities are not associated with offline participation
 - FB friends vs. political participation
 - Use of FB vs. political efficacy and participation
 - Cynicism

Measurement of Non-conventional Political Participation

- sign a petition
- boycott certain products
- take part in a demonstration
- attend political meeting or rally
- contact a politician
- donate money or raise funds
- contact media

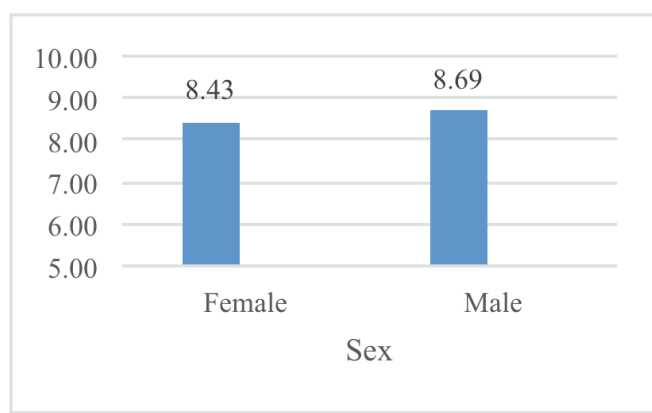


Measurement of FB Use

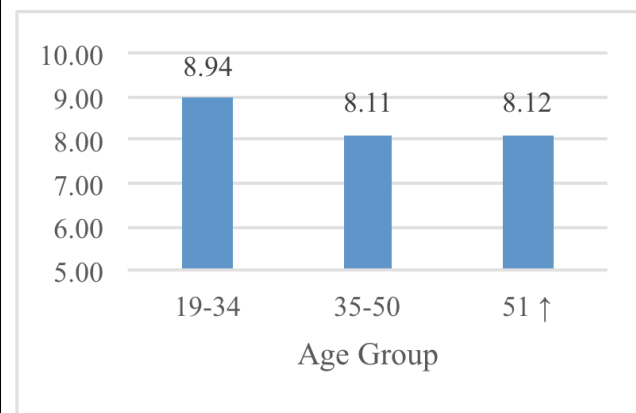
- Some “facts” from TSCS Survey data (2014)
 - Internet Users 65% (1228/1875)
 - FB users 54% (1021/1875)
 - FB daily users 44% (833/1875)
- Measurement on depth (depth score): 4 points scale: 4=very often; 3=sometimes; 2=rarely; 1=never
 - watch
 - share
 - comment
 - join community (or add friends)
 - participate into political related actions
- Measurement on breadth (breadth score): numbers of friends

Depth Score

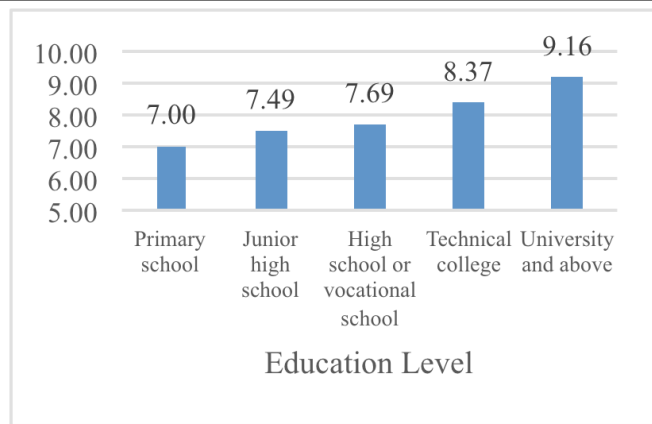
(1) By Gender



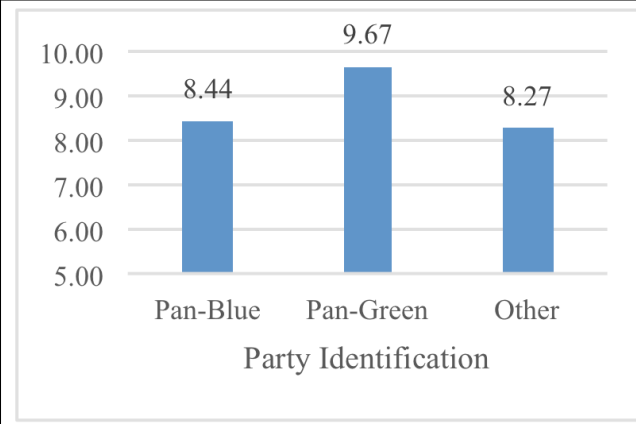
(2) By Age



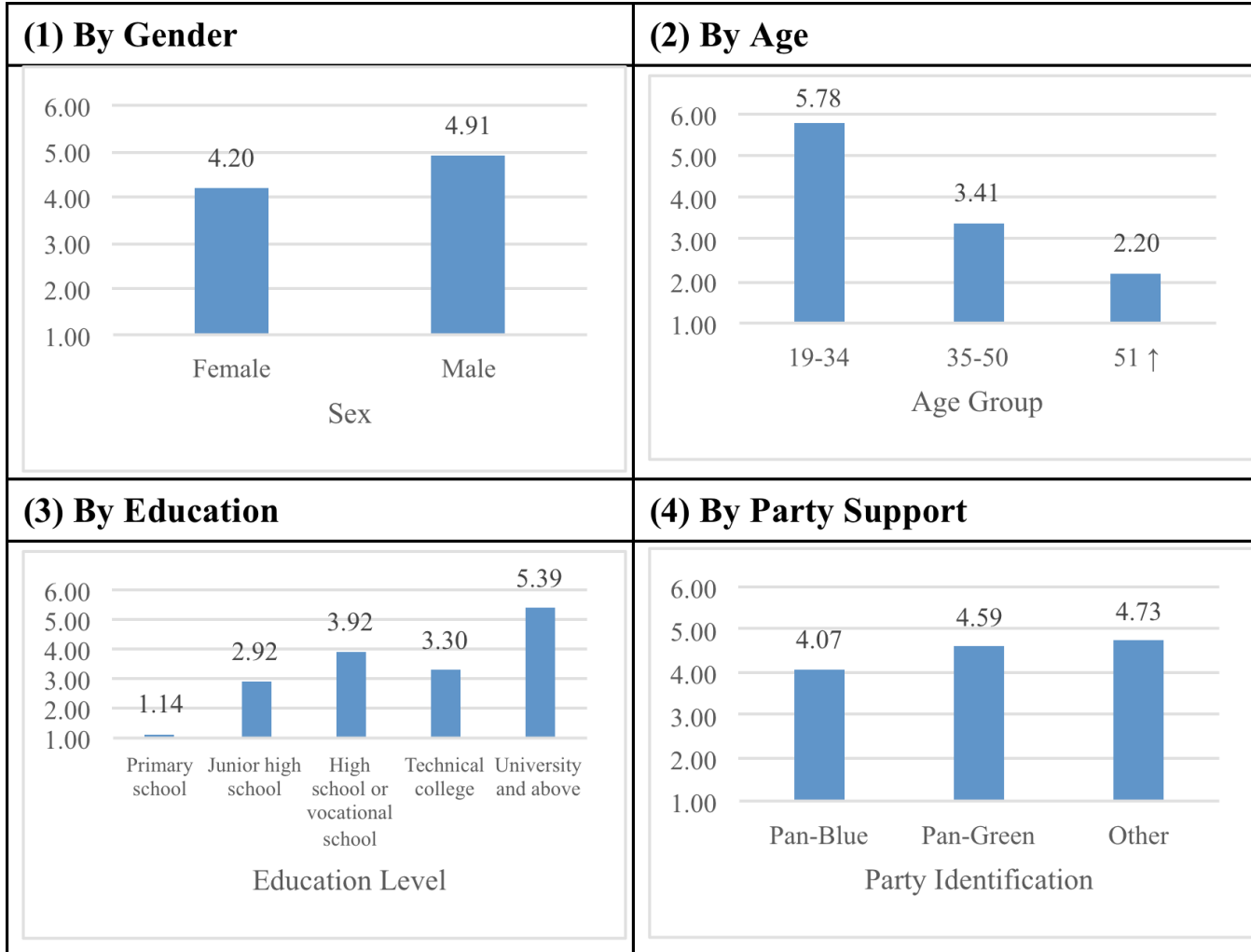
(3) By Education



(4) By Party Support



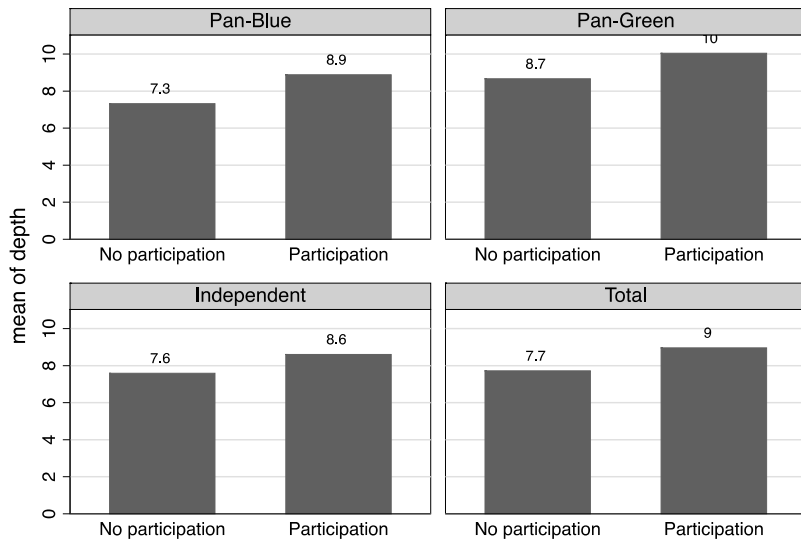
Breadth Score



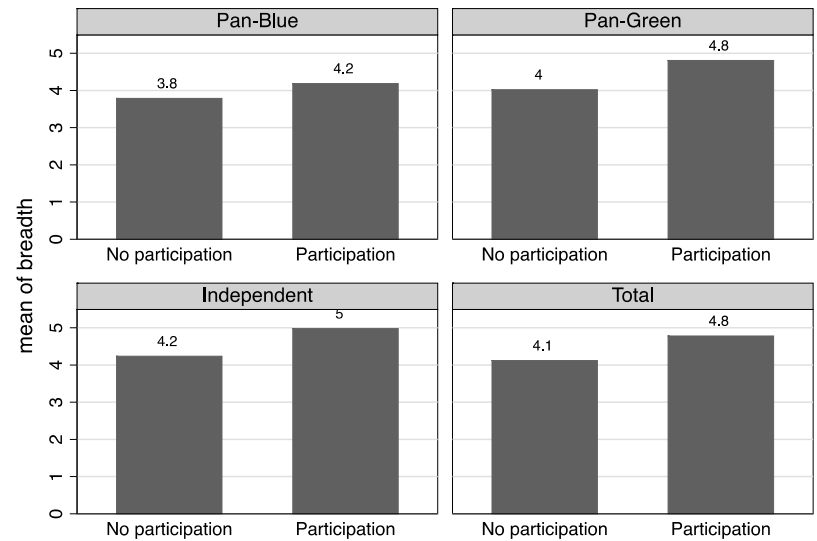
Modeling Analysis

- Dependent variable
 - Non-conventional participation
- Independent variables:
 - Depth score
 - Breadth score
 - Demographic variables
 - Political variables: political efficacy, political discussion with others
- Results:
 - Both depth and breadth scores matter!

FB Use and Non-conventional Participation: Party difference?



Graphs by partyid



Graphs by partyid

Future Modifications

- General media use and political participation
 - Problem: not much interesting
- Social media use and non-conventional political participation
 - Problem: not causality
 - Interaction terms
- Development of media environment?
 - Polarized media
 - China influence
 - New online media