

**Seminar on
"The Influence of Political Cynicism
and Political Efficacy on Media Use:
Further findings from the IPS Survey"**

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Conference Room, Level 1
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Political efficacy, media use, and political participation

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Study background

- Studies have reported the importance of political efficacy on various aspects of political arena such as political knowledge, interest, and political participations.
- Political efficacy has two dimensions: Political self-efficacy (PSE) and political collective efficacy (PCE).
- This study
 - examines the respective importance of the two kinds of efficacy on political participation.
 - Explores how media influence the two political efficacies.

Political Self-Efficacy (PSE)

- Political efficacy refers to a citizen's belief in one own capacities to take part in and affect the political system or society (Campbell, Gurin & Miller, 1954).
- Internal efficacy: perceptions about the impact a person may have on the political process as a result of their own skills and confidence.
- External efficacy: perceptions of political institutions' responsiveness to citizens' actions in the political process.

Political Collective Efficacy (PCE)

- Collective efficacy refers to the confidence one holds in a group to which one belongs (Mulvey & Klein, 1998; Prussia & Kinicki, 1996).
- Collective political efficacy: perceptions of system responsiveness to collective demands for change.
- Studies have found the positive relationship between the PCE and political participation.

Why PCE important?

- Perceived collective efficacy
 - fosters groups' motivational commitment to their missions, resilience to adversity, and performance accomplishments.
 - Leads to protests and voting

Hypotheses

H1: PSE is positively associated with Political Participation.

H1a: PSE is positively associated with Media Use

H2: PCE is positively associated with Political Participation.

H2a: PCE is positively associated with Media Use

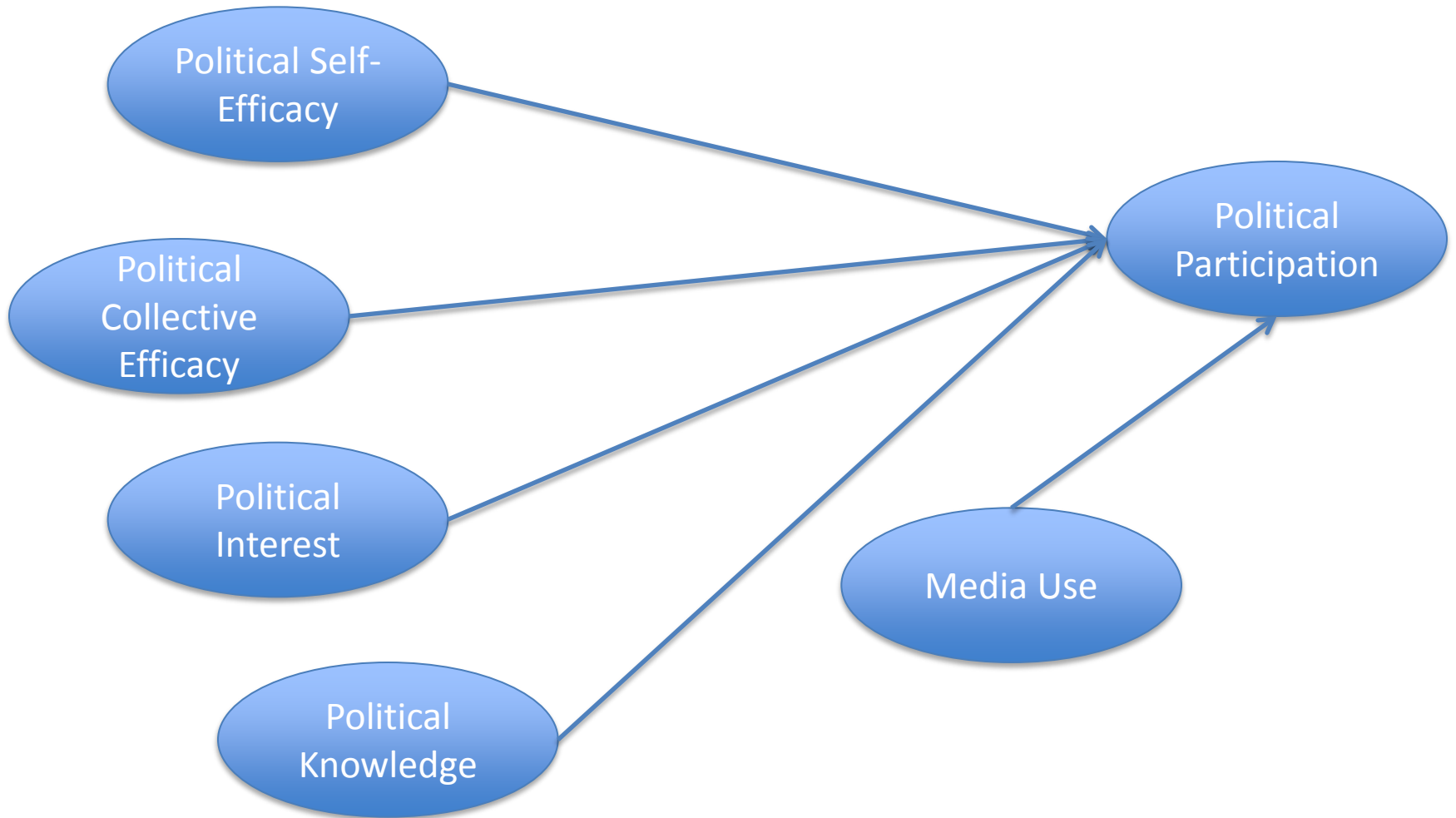
H2b: PCE is positively associated with Online Media Use

H3: Media use is positively associated with Political Participation.

Variables

- Political Self Efficacy (PSE)
- Political Collective Efficacy (PCE)
- Political Participation (PP)
 - Reading, Writing, Social Cause
- Media Use:
 - Traditional Media (Television, Newspaper)
 - Online Media: Internet (blogs and forums)
- Political Interest
- Political Knowledge

Research Model



Methodology

- Telephone Survey (RDD)
- 1,092 Singaporeans aged 21 and above
 - Main batch of 1,000 in July & August 2010
 - Booster in October 2010

Data Analysis

- Demographics
- Gender
 - Male 50.6%, Female: 49.4%
- Ethnicity
 - Chinese: 75.3%
 - Malay: 11.6%
 - Indian: 11%
 - Others: 1.6%
- Education level
 - University degree or higher: 21.3%
 - Polytechnic : 16.1%
 - ITE and Vocational Certificate: 3.7%
 - Junior College: 9.2%
 - Secondary: 32.3%
 - Primary and below: 17.2%
- Income
 - Mean: 9.7 (between 3,001~4,000 and 4,001~5,000)
 - Median: 10 (4,001~5,000)
 - Negative Skew (-.237)

Political Participation

- Political Participation is influenced by Political Interest and Political Collective Efficacy, when demographic data are controlled (gender, ethnicity, education, and income)
- Variance explained: $R^2 = .138$

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.280	.027		47.852	.000
	Gender	-.017	.010	-.059	-1.662	.097
	Race	.017	.007	.084	2.370	.018
	Education	.011	.003	.138	3.323	.001
	Income	.008	.002	.163	3.930	.000
2	(Constant)	1.053	.041		25.938	.000
	Gender	-.002	.011	-.005	-.153	.878
	Race	.015	.007	.075	2.147	.032
	Education	.010	.003	.130	3.251	.001
	Income	.006	.002	.127	3.100	.002
	POLITICALKNOWLEDGE	.010	.004	.091*	2.374	.018
	POLITICALINTEREST	.042	.008	.198**	5.513	.000
	POLITICAL SELF-EFFICACY	.012	.008	.055	1.422	.155
	COLLECTIVE EFFICACY	.017	.007	.082*	2.355	.019
MEDIA USE	3.299E-5	.000	.027	.807	.420	

a. Dependent Variable: TOTALPARTICIPATION

Online Participation

- Online Participation is influenced by Political Interest, Political Collective Efficacy, and Political Self-efficacy
- Variance Explained: $R^2 = .148$

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.922	.046		19.960	.000
	Gender	-.036	.018	-.070	-1.991	.047
	Race	.009	.012	.025	.697	.486
	Education	.021	.006	.157	3.788	.000
	Income	.012	.003	.142	3.418	.001
2	(Constant)	.481	.070		6.902	.000
	Gender	-.009	.018	-.018	-.518	.605
	Race	.003	.012	.009	.260	.795
	Education	.020	.005	.147	3.698	.000
	Income	.009	.003	.108	2.636	.009
	POLITICALKNOWLEDGE	.013	.007	.068	1.795	.073
	POLITICALINTEREST	.071	.013	.197	5.513	.000
	POLITICAL SELF-EFFICACY	.033	.014	.088	2.301	.022
	COLLECTIVE EFFICACY	.040	.013	.110	3.154	.002
	MEDIA USE	2.217E-5	.000	.011	.316	.752

a. Dependent Variable: ONLINE PARTICIPATION

Offline Participation

- Offline Participation is influenced by Political Interest, Political Self-efficacy, and Political Knowledge
- Variance Explained: $R^2 = .105$

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.914	.048		19.066	.000
	Gender	-.008	.019	-.016	-.439	.661
	Race	.056	.013	.155	4.338	.000
	Education	.015	.006	.105	2.502	.013
	Income	.009	.004	.104	2.479	.013
2	(Constant)	.570	.073		7.790	.000
	Gender	.022	.019	.043	1.174	.241
	Race	.052	.013	.145	4.098	.000
	Education	.013	.006	.096	2.360	.019
	Income	.006	.004	.066	1.573	.116
	POLITICALKNOWLEDGE	.015	.008	.075	1.939	.053
	POLITICALINTEREST	.067	.013	.181	4.955	.000
	POLITICAL SELF-EFFICACY	.036	.015	.094	2.427	.015
	COLLECTIVE EFFICACY	.008	.013	.021	.599	.550
	MEDIA USE	8.915E-5	.000	.041	1.201	.230

a. Dependent Variable: OFFLINEPARTICIPATION

Dissecting Political Participation

- Types of Activity (Factor analysis)
 1. Writing (3): Writing on other blogs, Participated in online forums, Writing to newspaper.
 2. Attendance (3): Attending offline meetings or discussion, events for a cause, volunteering for charities
 3. Reading (2): Reading blogs, forwarding to others
 4. Petition (2): Online and offline petitions

Media Use

- Both efficacies are positively correlated with all types of media use.
- Political self efficacy shows higher correlations with all types of media use than political collective efficacy.
- Newspaper is influential in shaping political self efficacy but not so much in collective efficacy
- Online Singapore news sites are moderately correlated with newspaper reading but highly correlated with online foreign news sites and online Singapore forums.
- Reading online Singapore forums, online foreign news sites, and online Singapore news sites are highly correlated ($r > .60$).
 - Once online, people read various sources.

Correlations

		POLITICAL SE	COLLECTIV E_EFFICACY	newspaper	TV	STonline	CNN	Brown
POLITICALSE	Pearson Correlation	1	.199**	.229**	.165**	.213**	.189**	.130**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	1020	917	995	997	980	980	975
COLLECTIVE_EFFICACY	Pearson Correlation	.199**	1	.067*	.072*	.124**	.143**	.100**
	Sig. (2-tailed)	.000		.041	.028	.000	.000	.003
	N	917	944	924	925	910	911	908
newspaper	Pearson Correlation	.229**	.067*	1	.277**	.311**	.270**	.221**
	Sig. (2-tailed)	.000	.041		.000	.000	.000	.000
	N	995	924	1064	1050	1038	1034	1028
TV	Pearson Correlation	.165**	.072*	.277**	1	.155**	.141**	.102**
	Sig. (2-tailed)	.000	.028	.000		.000	.000	.001
	N	997	925	1050	1066	1038	1035	1030
STonline	Pearson Correlation	.213**	.124**	.311**	.155**	1	.652**	.660**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	980	910	1038	1038	1051	1037	1035
CNN	Pearson Correlation	.189**	.143**	.270**	.141**	.652**	1	.644**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	980	911	1034	1035	1037	1051	1039
Brown	Pearson Correlation	.130**	.100**	.221**	.102**	.660**	.644**	1
	Sig. (2-tailed)	.000	.003	.000	.001	.000	.000	
	N	975	908	1028	1030	1035	1039	1046

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Results depending on types of activity

- Writing activity is influenced by political interest: Writing is an activity that takes a greater momentum to initiate. Stronger interest engenders the action.
- Attendance is influenced by political interest and political knowledge
- Reading is influenced by political interest, collective efficacy, self efficacy, and political knowledge.: Without knowledge, understanding may be challenging
- Petition is influenced by collective efficacy: collective efficacy induces voluntary engagement.

Discussion

- Political self efficacy is influential on both online ($\beta = .088$) and offline ($\beta = .094$) participation.
- Political collective efficacy has effects only on online participation ($\beta = .110$).
 - They may feel cutoff from or unheeded by the current systems or they try to find other outlets to connect, express, or make changes
- Political self efficacy is related with reading political news while political collective efficacy is with reading and petitions (on- and offline).
- Political self efficacy and collective efficacy are related to political media consumption.

Conclusions

- This findings of this study reveal that political self efficacy and collective efficacy are important in understanding political participation among Singaporeans.
- More importantly, the findings suggest that the two efficacies lead to difference in the choice of people's political activities (online vs. offline) and also in the types of activities (reading, writing, petition, attendance).
- Although the control variables in our model are not the main focus of our paper, I nevertheless briefly discuss some results here. Two variables of importance for being an active member of voluntary organizations are political interest and education; the more people are interested in politics and the higher educated—even when controlling for the other variables—the more they participate in political activities.

Implications

- Political efficacy is not limited in its effect to political realm. It influences various social engagements such as volunteering, attending, organizing social events and movements. It is at the core of community building and social capital
- If we could induce efficacy among young people earlier in life, voter turnout among young people would rapidly increase.
- Media can take part in boosting efficacy as many people learn from media about politics

Implications

- More offline venues for expression and exchanging ideas to increase the perception of system responsiveness (external efficacy and collective efficacy)
- Education is a key especially understanding political information. Schools should cultivate positive attitudes toward politics (especially for female students)