

**Symposium
on
Media and Internet Use
During General Election 2015**

Wednesday, 27 January 2016

Conference Room, Level 1, Oei Tiong Ham Building

Explicating Social Media Use: How Expressive, Informational and Relational Uses of Social Media Shape Participation

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Explicating Social Media Use: The Expressive, Informational and Relational

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Gaps



- Boulianne (2009) noted that the effect of Internet use was increasing over time
- The ecology of the Internet today is different from that of the 1990s and 2000s
- Social media platforms are diverse, and have different features and characteristics
- Use is often measured in terms of intensity/frequency of use, and/or what is used



Social media: A definition



“Social media are Internet-based channels that allow users to opportunistically interact and selectively self-present, either in real-time or asynchronously, with both broad and narrow audiences who derive value from user-generated content and the perception of interaction with others. “
(Carr & Hayes, 2015, p. 50)

Key elements

Internet-based and persistent

Perceived interactivity

User-generated value

Mass-personal communication



Types of social media use



Type of social media use	Informational use	Seeking, gathering, and sharing various kinds of information via social media, including news, community information, and campaign information
	Expressive use	Using social media to express oneself and to articulate one's own opinions, ideas, and thoughts
	Relational use	Using social media to initiate, maintain, and strengthen relationships with others
	Identity use	Using social media to create and maintain one's identity, gain others' recognition, and enhance status
	Entertainment use	Using social media for entertainment



Research Questions



- How was social media used, and what were the types of use during the General Election?
- How do the types of use influence participation in the General Election?



Method



- Survey with 2000 citizens aged 21 years and above by YouGov Asia Pacific from 15-25 September 2015 (4 days after Polling Day)
- Weights used were based on: gender, race and age proportions according to the population census (Department of Statistics, 2014)



Measures



- Expressive use: 8 items across platforms (Cronbach alpha = 0.93)
 - Wrote a post or made a video expressing my opinions on a candidate, political party, the election, and/or issue
 - Commented on a post or video on a candidate, political party, the election, and/or issue
 - Started a thread discussing a candidate, political party, the election, and/or issue
 - Liked a page or a post about a candidate, political party, the election and/or issue
 - Commented on a page or a post about a candidate, political party, the election and/or issue
 - Wrote a post expressing my opinions on a candidate, political party, the election, and/or issue
 - Started a discussion about a candidate, political party, the election, and/or issue
 - Participated in a discussion about a candidate, political party, election and/or issue



Measures



- Informational use: 8 items across platforms (Cronbach alpha = 0.94)
 - Followed a blogger/site or YouTuber's postings on a candidate, political party, the election and/or issue
 - Shared relevant information and/or political commentary related to the post/video
 - Followed a thread discussing a candidate, political party, the election and/or issue
 - Shared relevant information and/or political commentary in a discussion thread
 - Followed someone in your social network's postings about a candidate, political party, the election and/or issue
 - Shared information and/or political commentary with people on your social networking sites
 - Sought/asked for information about a candidate, political party, election news and/or issue
 - Shared information and/or political commentary with people on instant messaging platforms



Measures

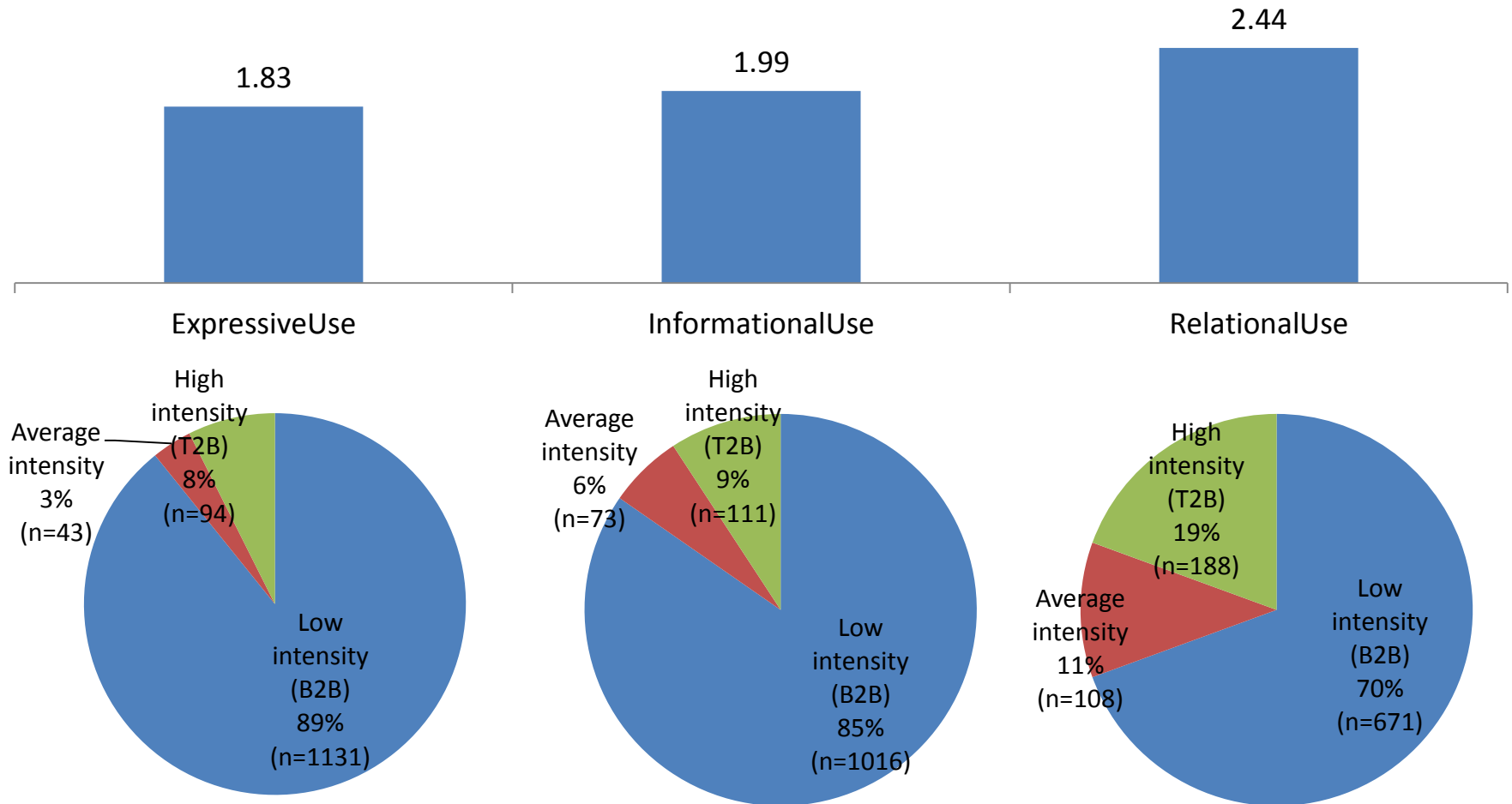


- Relational use: 6 items (Cronbach alpha = 0.91)
 - Used SNS to learn more about my family members' views on the election
 - Used SNS to learn more about my friends' views on the election
 - Used SNS to learn more about my colleagues' views on the election
 - Used SNS to learn more about fellow Singaporeans' views on the election
 - Used SNS to connect to people I already know
 - I used SNS to connect to new people related to my interests in the election



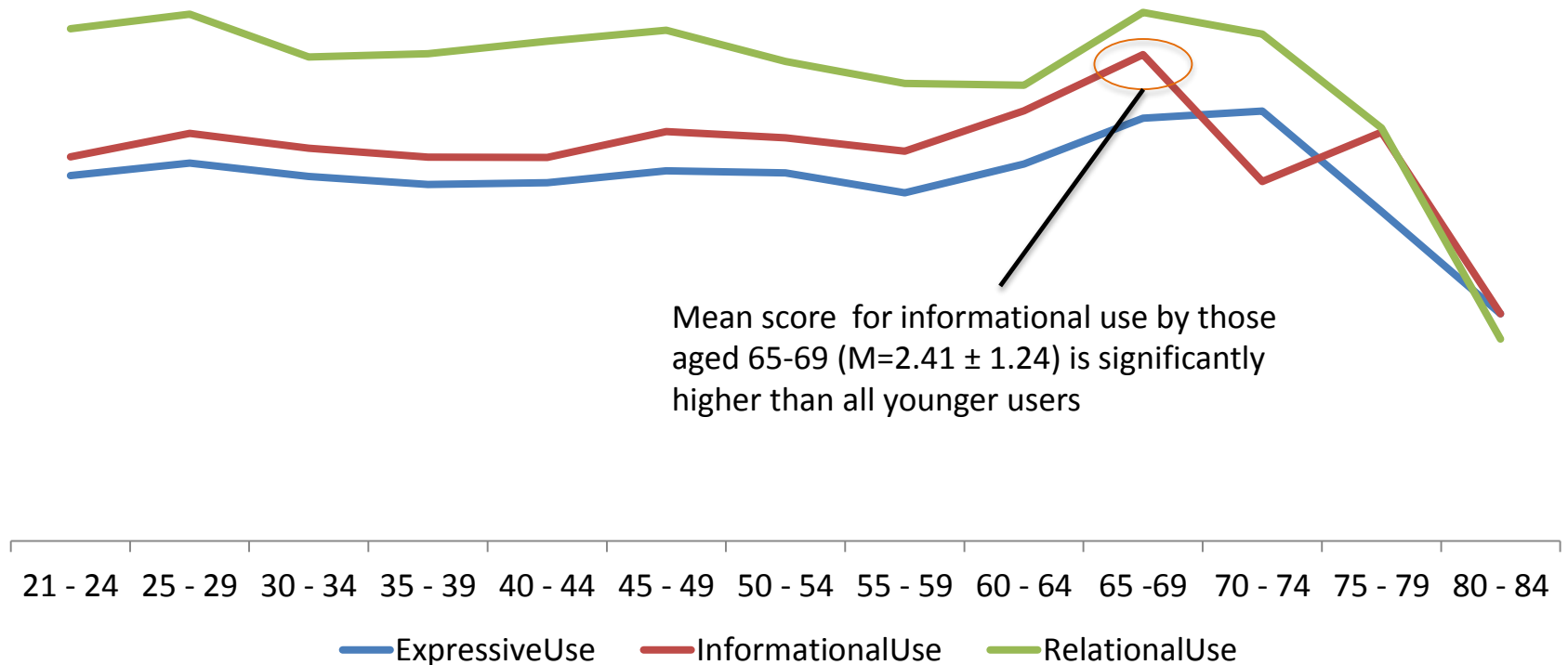
Findings

- Overall, expressive and informational uses characterised by low intensity of use
- Relatively greater intensity of use for relational usage of social media



Post-retirement users more likely to engage in informational use

Types of Use by Age

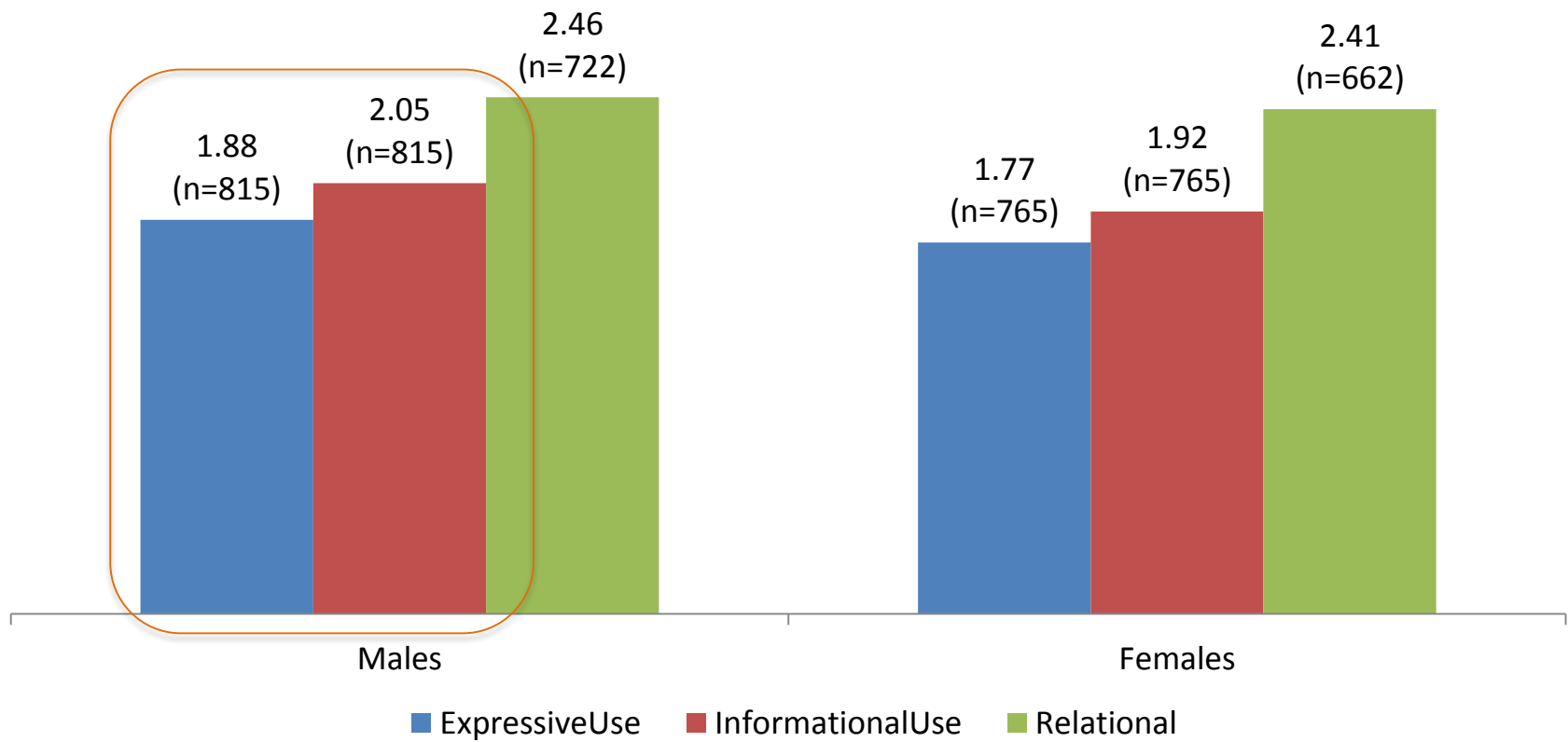


Mean score for informational use by those aged 65-69 (M=2.41 ± 1.24) is significantly higher than all younger users

- 1) Age is significant for informational use ($F(12,1578)=2.50, p=.003$). There are no significant age differences for expressive or relational use.
- 2) Post-hoc (Tukey) tests found that those aged 65-69 were significantly more likely to engage in informational use compared to all their younger counterparts.

Males are significantly more likely to engage in expressive and informational use

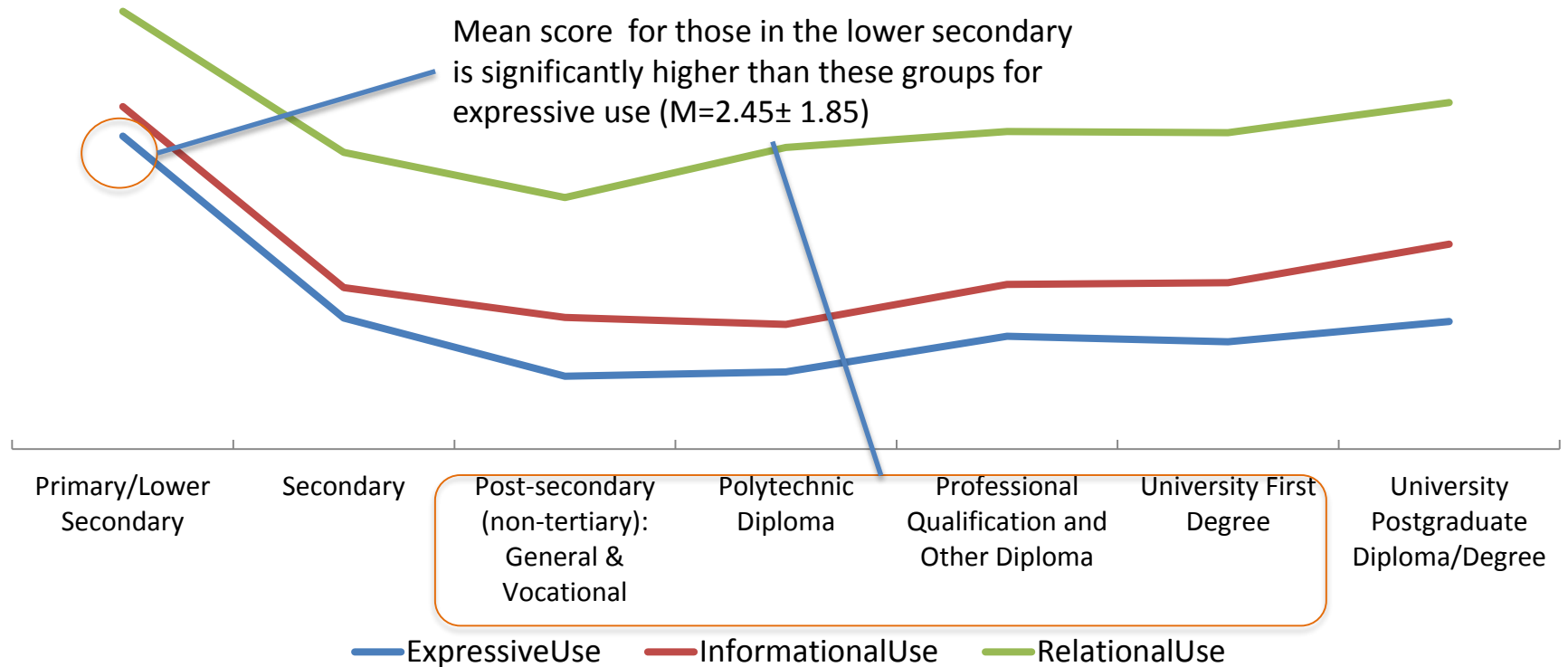
Types of use by Gender



- 1) Males are significantly more likely than females to engage in expressive ($F(1,1579)=4.78, p=.03$) and informational use ($F(1,1578)=6.99, p=.008$). There are no differences in terms of relational use.

Who are the most expressive?

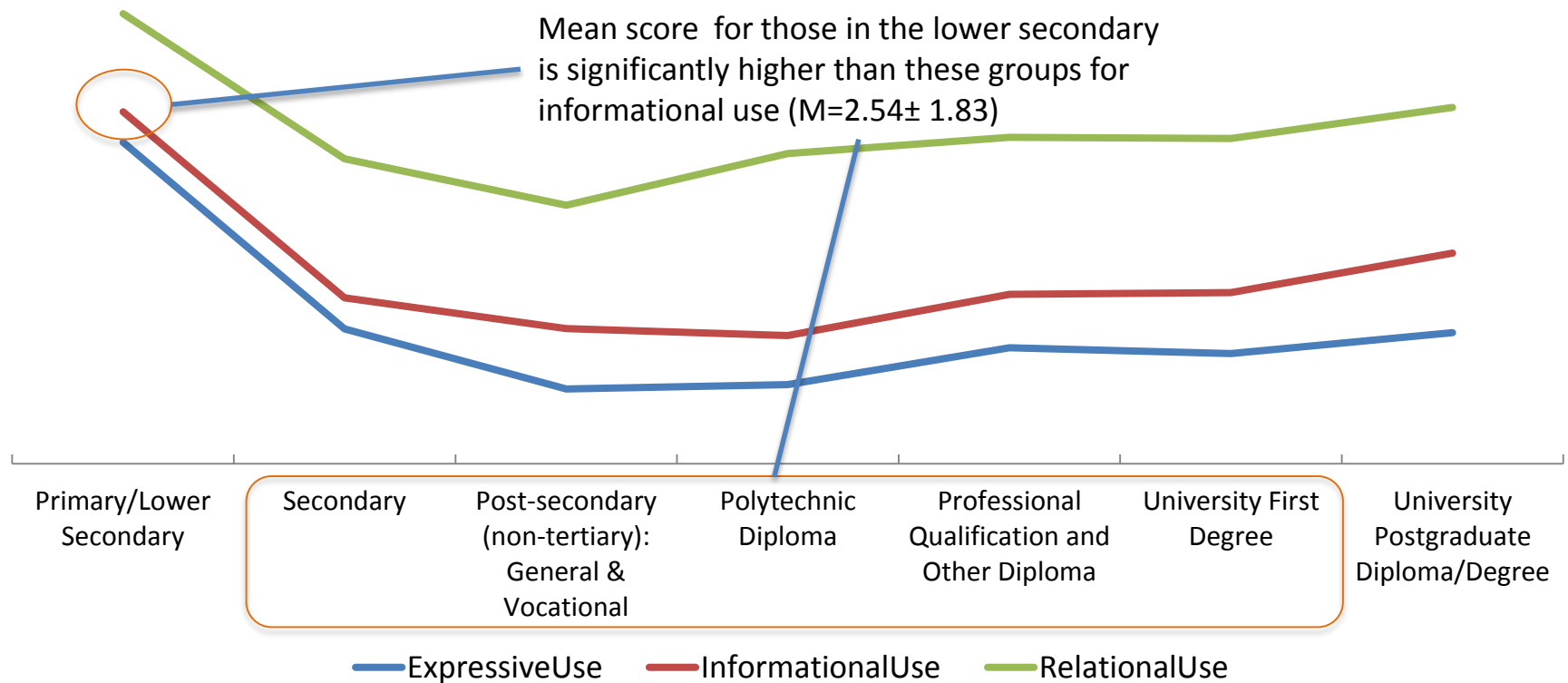
Types of use by Education



- 1) Education is significant for expressive use ($F(7,1578)=2.55, p=.013$).
- 2) Post-hoc (Tukey) tests found that those in the lower-secondary group were significantly more likely to engage in expressive use compared to those in the post-secondary, polytechnic, professional, and university first degree groups.

The same group is also significantly more likely to engage in informational use

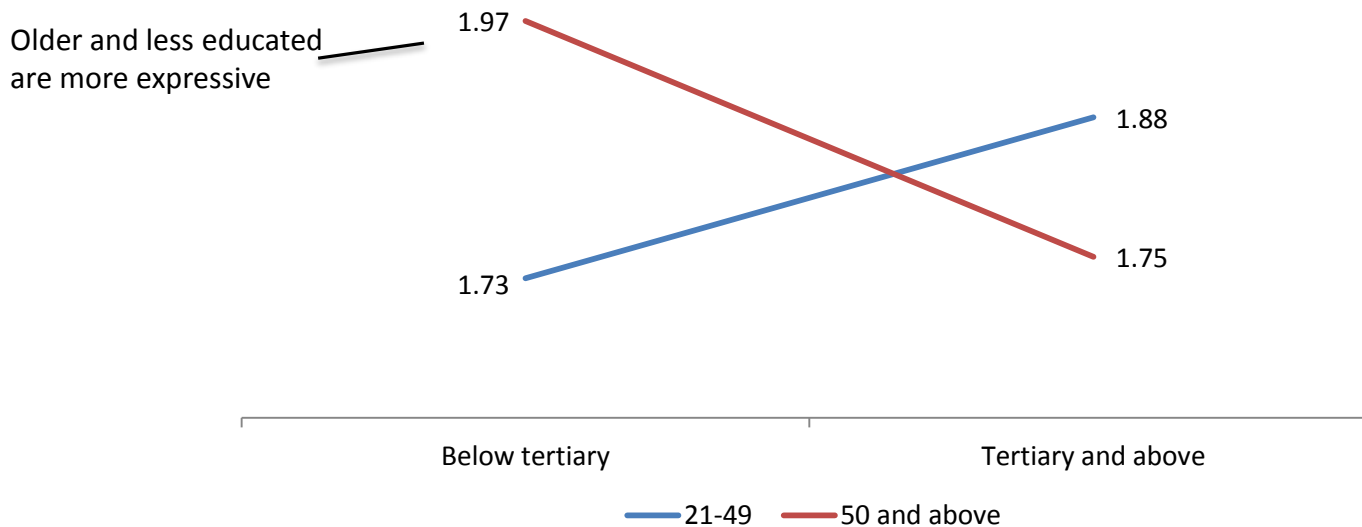
Types of use by Education



- 1) Education is significant for informational use ($F(7,1577)=2.56, p=.013$).
- 2) Post-hoc (Tukey) tests found that those in the lower-secondary group were significantly more likely to engage in expressive use compared to those in the secondary, post-secondary, polytechnic, professional, and university first degree groups.

Age and Education on Expressive Use

Age and Education on Expressive Use

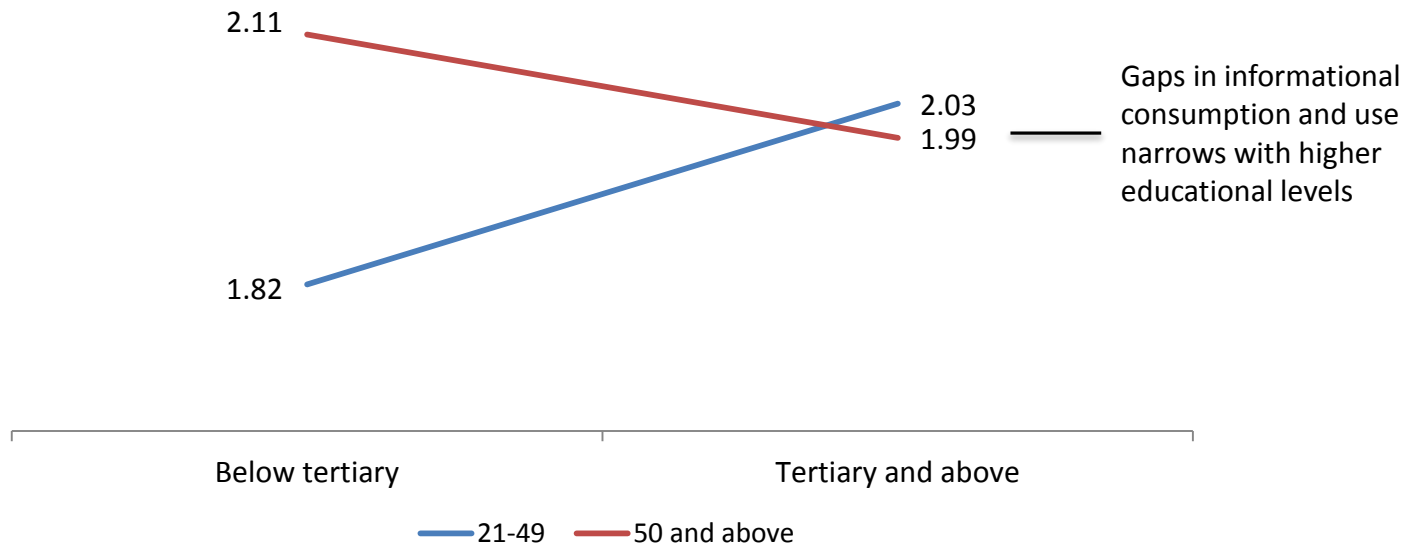


Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	153.612 ^a	76	2.021	2.208	.000
Intercept	843.825	1	843.825	921.861	.000
q2	22.306	12	1.859	2.031	.019
q5	7.347	7	1.050	1.147	.331
q2 * q5	118.973	57	2.087	2.280	.000
Error	1600.945	1749	.915		
Total	7922.775	1826			
Corrected Total	1754.557	1825			

a. R Squared = .088 (Adjusted R Squared = .048)

Age and Education on Informational Use

Age and Education on Informational Use

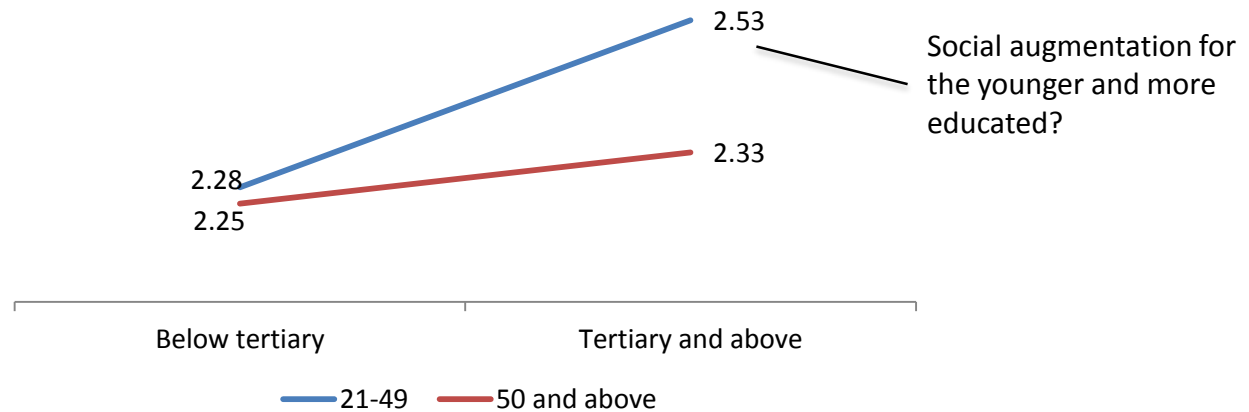


Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	155.640 ^a	76	2.048	2.055	.000
Intercept	976.496	1	976.496	979.918	.000
Q2 (age)	23.916	12	1.993	2.000	.021
Q5 (Education)	11.234	7	1.605	1.610	.128
q2 * q5 (Age*Education)	103.510	57	1.816	1.822	.000
Error	1741.894	1748	.997		
Total	9198.616	1825			
Corrected Total	1897.535	1824			

a. R Squared = .082 (Adjusted R Squared = .042)

Age and Education on Relational Use

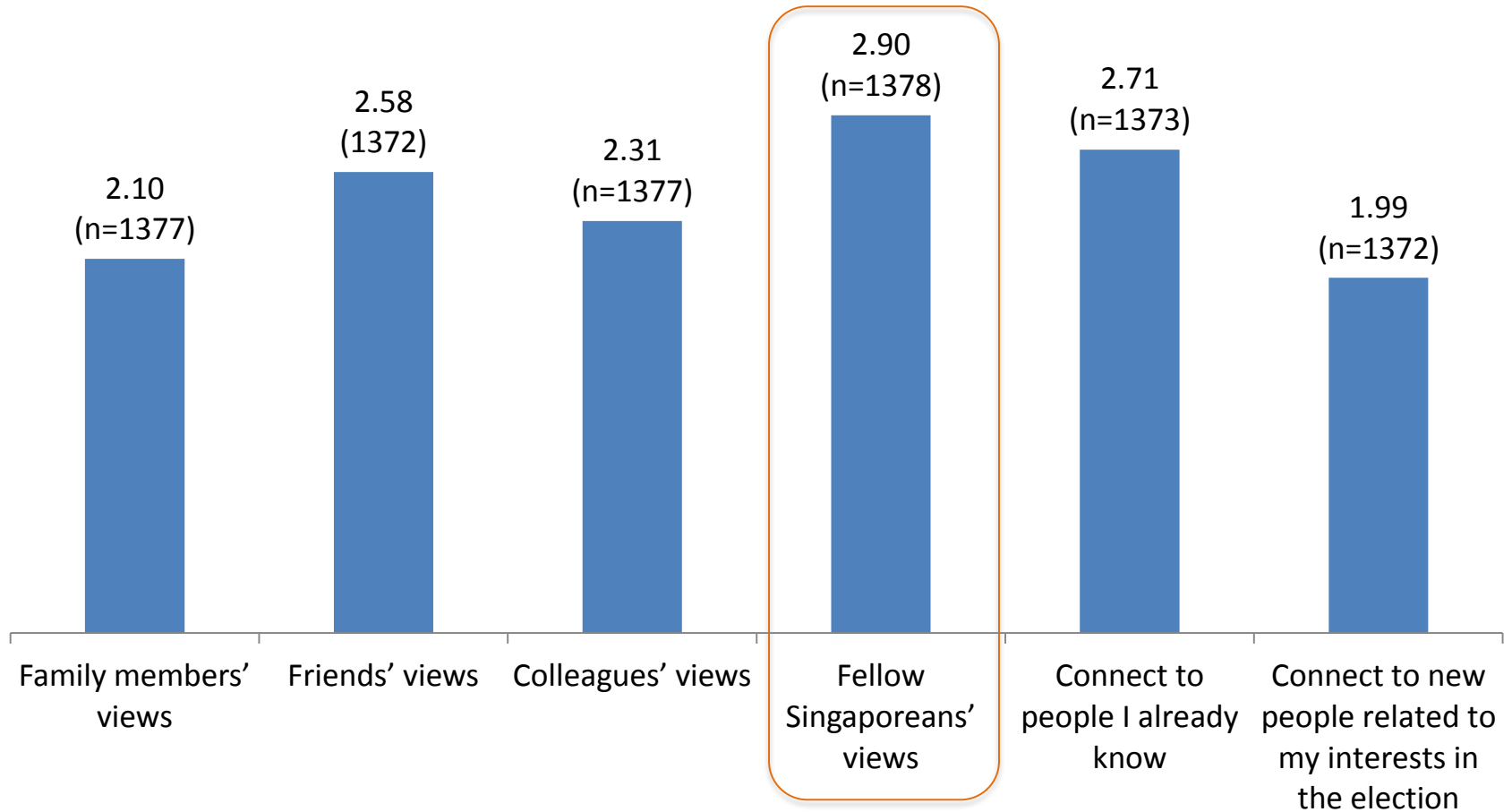
Age and Education on Relational Use



Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	176.093 ^a	76	2.317	1.960	.000
Intercept	1245.655	1	1245.655	1053.848	.000
q2	27.502	12	2.292	1.939	.026
q5	15.033	7	2.148	1.817	.080
q2 * q5	123.615	57	2.169	1.835	.000
Error	1806.105	1528	1.182		
Total	11650.296	1605			
Corrected Total	1982.198	1604			

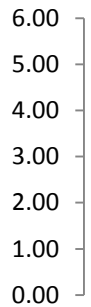
a. R Squared = .089 (Adjusted R Squared = .044)

A closer look at the relational



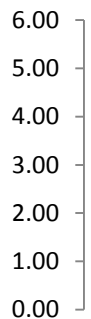
Using SM to connect to other Singaporeans is influenced by both expressive and informational use

Distribution by expressive use



Expressive use is significant in users using social networking sites to learn more about fellow Singaporeans' views on the election ($F(79,1374)=7.84$, $p=.000$).

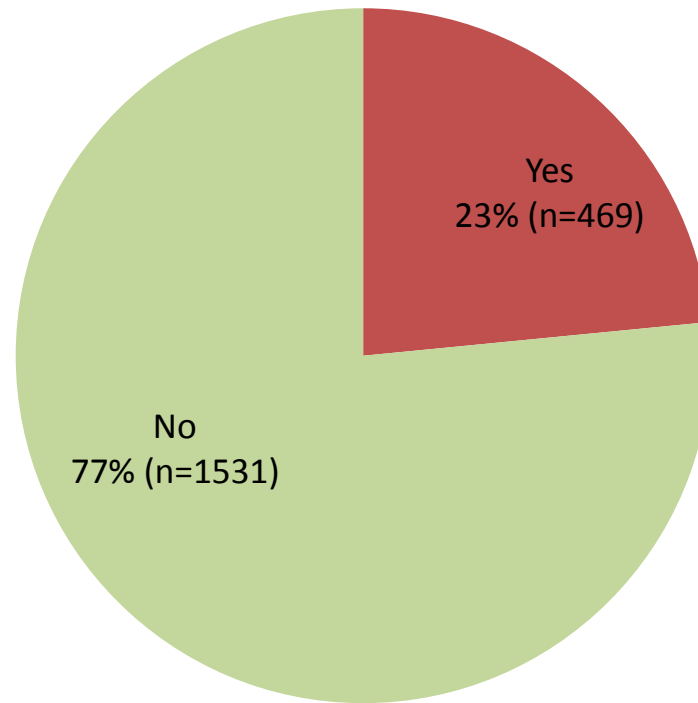
Distribution by informational use



Informational use is significant in users using social networking sites to learn more about fellow Singaporeans' views on the election ($F(56,1373)=13.03$, $p=.000$).

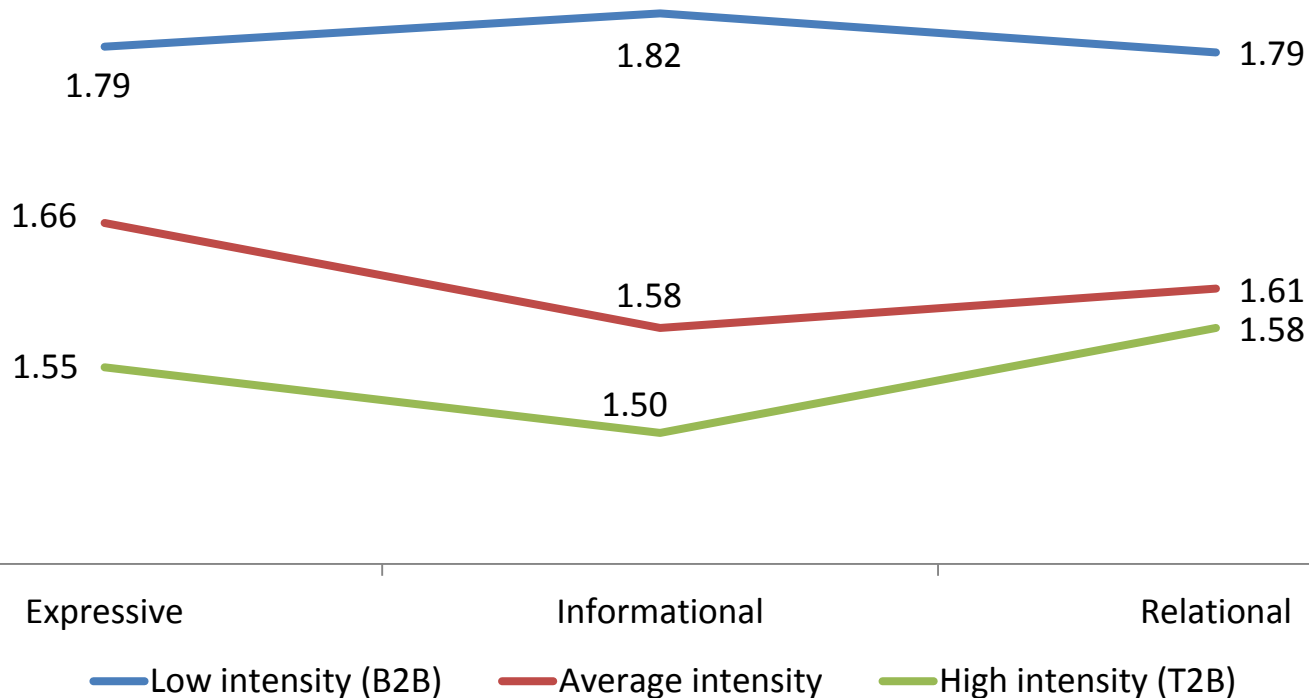
Participation at rallies

In the recent election, I attended one or more political rallies



Expressive and informational use on rally attendance

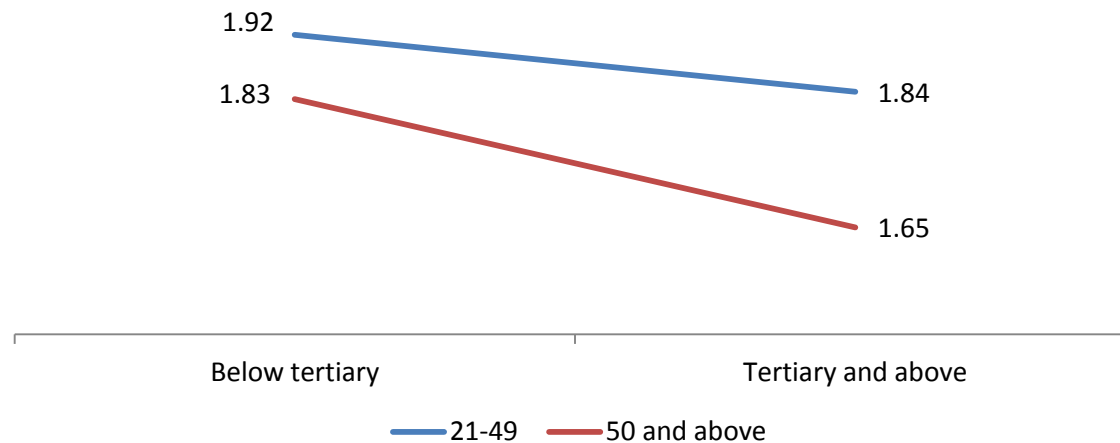
Intensity of use and type of use on rally attendance



- 1) Main effect of expressive use (low, average, high) on rally attendance ($F(2,854)=3.12$, $p < .05$)
- 2) Main effect of informational use (low, average, high) on rally attendance ($F(2,854)=8.48$, $p=.00$)
- 3) No significant main effect for relational use (low, average, high) and no significant interaction effects were found

Age, Education, and expressive use on rally attendance

Age and Education on rally participation amongst Low Intensity Expressive Use



Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	55.653 ^a	143	.389	2.434	.000	.209
Intercept	417.612	1	417.612	2611.520	0.000	.665
Q2 (age)	3.655	12	.305	1.905	.030	.017
Q5 (education)	3.029	7	.433	2.706	.009	.014
ExpressiveIntensity	6.042	2	3.021	18.892	.000	.028
q2 * q5	11.327	54	.210	1.312	.067	.051
q2 * ExpressiveIntensity	10.630	17	.625	3.910	.000	.048
q5 * ExpressiveIntensity	3.393	10	.339	2.122	.020	.016
q2 * q5 * ExpressiveIntensity	7.972	40	.199	1.246	.141	.037
Error	210.443	1316	.160			
Total	4790.000	1460				
Corrected Total	266.096	1459				

a. R Squared = .209 (Adjusted R Squared = .123)

Summary

- Types of use rather than simply frequency of use tells a richer story
- Post-retirement users are significantly more likely to engage in informational use
- Males are significantly more likely to engage in expressive and informational use
- Primary/lower secondary users significantly more likely to engage in expressive and informational use
- More people were engaging in relational use; in particular, using social networking sites to learn about the views of other Singaporeans (assessing the opinion climate?)
- Significant main effects of expressive and informational use on rally attendance
- Users with high intensity of use were more likely to attend rallies



Thank you!
Questions?





A debate about Internet Use

Does Internet use lead to
civic decline and
isolation?

Is there a positive
relationship between
Internet use and
engagement?



An answer in 2009...



- Boulianne's (2009) meta-analysis of 38 studies from the United States up until 2008 found that:
 - no evidence that Internet use leads to civic decline and isolation
 - Internet use had a positive relationship with engagement but the relationship was small and possibly not substantively significant



What is

- Blogs
- Discussion forums/boards
- Whatsapp
- Facebook
- Facebook Messenger
- Twitter
- WeChat
- Google+
- Instagram
- Pinterest
- LinkedIn
- YouTube
- Tinder
- Line

What's not

- Skype
- Snapchat
- Whisper
- Tumblr
- Netflix

Features of platforms matter too

An explication



Ego-centric platforms



Interest-centric platforms



Open social networking platforms



Closed/semi-open social networking platforms



- Expressive: Using social media to express oneself and to articulate one's own opinions, ideas, and thoughts
- An example from Rojas & Puig-i-Abril (2009)

Using a scale ranging from 0 to 5 where 0 means never and 5 means frequently how often do you do the following activities on social media during the last election:

- Liked or Comment on a candidate, political party, election and/or issue.
- Liked or Comment on news or opinion pieces that appear in online news media.
- Shared or sent messages with political information.
- Participate in online discussions.
- Start, follow or join a political or interest group.
- Post content expressing my opinions on a candidate, political party, election, and/or issue.





- Relational: Using social media to initiate, maintain, and strengthen relationships with others



Example from Ellison, Steinfield & Lampe (2007):

Using a scale of 1 to 5 where 1 is strongly disagree and 5 is strongly agree, which of the following reflects your use of social media:

Off to online:

- Using SM to connect with offline contacts
- I have used SM to check out someone I met socially
- I use SM to learn more about other people in my organisation/classes
- I use SM to learn more about other people in my district
- I use SM to keep in touch with my old friends

On to offline:

- Using SM to meet new people
- I use SM to meet new people

Example from MacAfee & Simone (2012)
Using a scale ranging from 0 to 5 where 0 means never and 5 means frequently how often do you do the following activities for each type of social media used during the elections :

- Follow a candidate, political party, election news and/or issue.
- Receive and read information about a candidate, political party, election news and/or issue.
- Actively sought/searched for information about a candidate, political party, election news and/or issue.
- Learn about the opinions or support of friends about a candidate, political party, election news and/or issue.



- Informational: Seeking, gathering, and sharing various kinds of information via social media, including news, community information, and campaign information





- Identity building: Using social media to create and maintain one's identity, gain others' recognition, and enhance status

Social Network ID 4
identity card



name
Mark Zuckerberg

username
zuck

gender male locale en_US



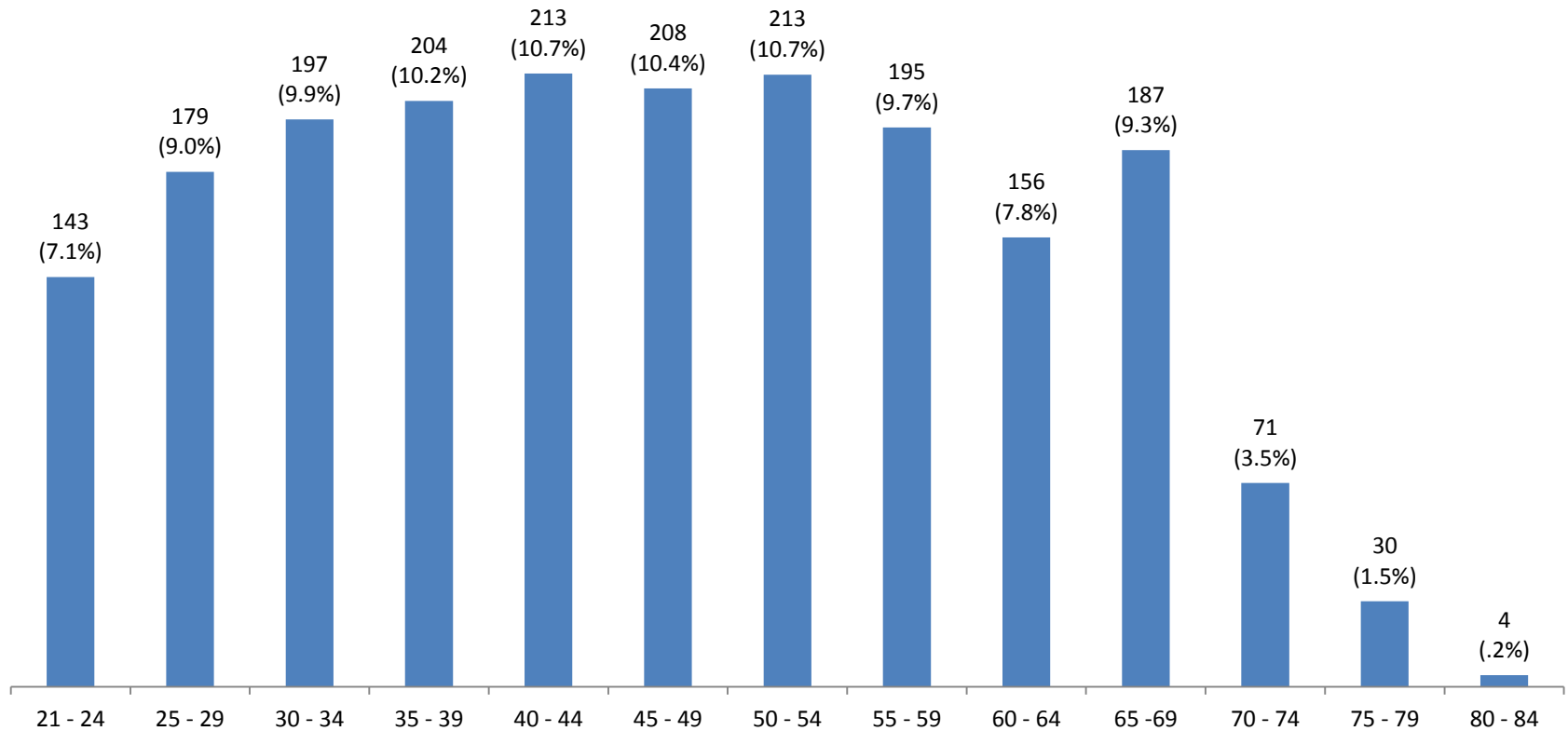


- Entertainment: Using social media for entertainment



Age distribution

Sample Profile by Age



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