POST-ELECTION CONFERENCE 2015

iPS Institute of Policy Studies

Hougang Bukit Batok Pioneer Fengshan Bukit Panjang Radin Mas Potong Pasir

Marsiling-Yew Tee GRC Chua Chu Kang GRC Aljunied GRC Tampines GRC

Bishan-Toa Payoh GRC West Coast GRC Jurong GRC Marine Parade GRC

Tanjong Pagar GRC Ang Mo Kio GRC East Coast GRC Pasir Ris-Punggol GRC

Holland-Bukit Timah GRC Nee Soon GRC Jalan Besar GRC Sembawang GRC

MacPherson Yuhua Hong Kah North Sengkang West Punggol East Mountbatten

Wednesday, 4 November 2015
Ballroom 1 & 2, Orchard Hotel

Lee Kuan Yew School of Public Policy

NUS National University of Singapore

Study on Internet and Media Use during General Election 2015

Carol Soon

Institute of Policy Studies

4 November 2015

Acknowledgements

Our collaborators:

- Department of Communications & New Media (NUS): Zhang Weiyu, Elmie Nekmat

- Wee Kim Wee School of Communication & Information (NTU): Natalie Pang, Debbie Goh, Ang Peng Hwa

- Living Analytics Research Centre (SMU): Lim Ee-Peng

Special thanks to IPS Research Assistants Nadzirah Samsudin, Tng Ying Hui and Andrew Yeo

And Marko Skoric, City University of Hong Kong

Background of the Study

- Polling Day on 11 September 2015, realities and reactions

- IPS study on media and Internet use during GE2011

- Since 2011…
  - "New normal" in politics
  - Tech changes: smart phones, Instant Messaging apps and social media use
  - Greater diversity in online content
  - Mainstream media coverage has also changed

Research Questions

- What role did media play during the GE?

- Did Social Media matter?
  - How did Social Media compare with Mainstream Media?
  - What did people do on Social Media?
  - How were Users of Social Media different from Non-Users?

Methodology

- Aim of the study: To conduct a nationwide survey to understand Singaporeans' media usage habits and their political activities during the election

- A survey was conducted with 2,000 citizens aged 21 years and above by YouGov Asia Pacific from 15 - 25 Sep 2015

- Respondents were asked via an online survey on their:

Demographics	Political traits	Use & trust of media	Political participation and talk	Voting behaviour

- Weights used were based on the proportions of the gender, race and age groups in the Singapore Citizen population (Department of Statistics, 2014).

Election Media Mix

Social Media	1. Blogs or YouTube sites of individuals and groups 2. Online discussion forums/portals 3. Social Networking Sites (SNS) 4. Instant Messaging	**Usage:** Never Once a week or less A few times a week About once a day Several times a day
Mainstream Media	1. Print newspapers 2. Television 3. Radio 4. Online websites of mainstream media 5. Party and candidate websites/SNS 6. Printed party brochures and newsletters	

Mainstream media top for usage and trustworthiness

Most used media for election-related information

1. TV (88.8%)
2. Print newspapers (80.2%)
3. Online websites of Singapore mass media (76.1%)
4. Social Networking Sites (69.6%)
5. Instant Messaging (62.7%)
6. Party and candidate websites/SNS (60.4%)
7. Radio (59.9%)
8. Printed party brochures and newsletters (56.9%)
9. Blogs and YouTube sites of individuals and groups (56%)
10. Online discussion forums and portals (38.6%)

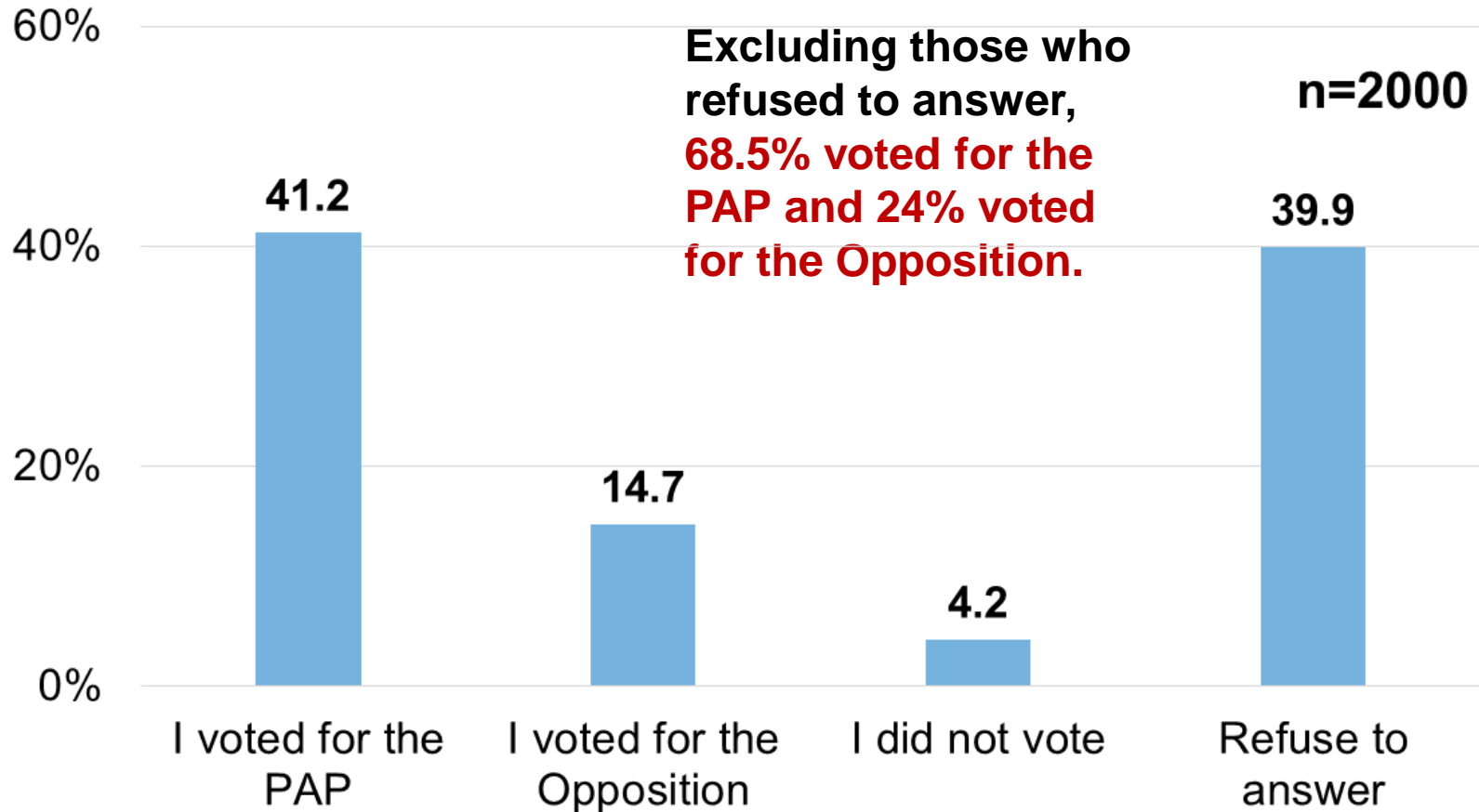Percentages of respondents who used the media

Decreasing Use/Trust

Most trusted media for election-related information

1. TV stations and their websites (3.03)
2. Newspapers and their websites (2.98)
3. Radio stations and their websites (2.96)
4. Party and candidate websites/SNS (2.86)
5. Printed party brochures and newsletters (2.81)
6. Social Networking Sites (2.57)
7. Instant Messaging (2.53)
8. Blogs and YouTube sites of individuals and groups (2.46)
9. Online discussion forums and portals (2.32)

Mean scores of trustworthiness based on a scale of 1 ("Untrustworthy") to 5 ("Very trustworthy")

Whom Singaporeans voted for

Excluding those who refused to answer, 68.5% voted for the PAP and 24% voted for the Opposition.

n=2000

41.2 — I voted for the PAP

14.7 — I voted for the Opposition

4.2 — I did not vote

39.9 — Refuse to answer

n=2000

Lee Kuan Yew School of Public Policy
National University of Singapore

iPS Institute of Policy Studies

About 1 in 2 made up their minds on whom to vote for before Nomination Day

Before the election was announced: 36%

Category	Percentage
Before Nomination Day	47.3
After Nomination Day	40.5
Can't recall	6.6
Refuse to answer	5.5

n=2000
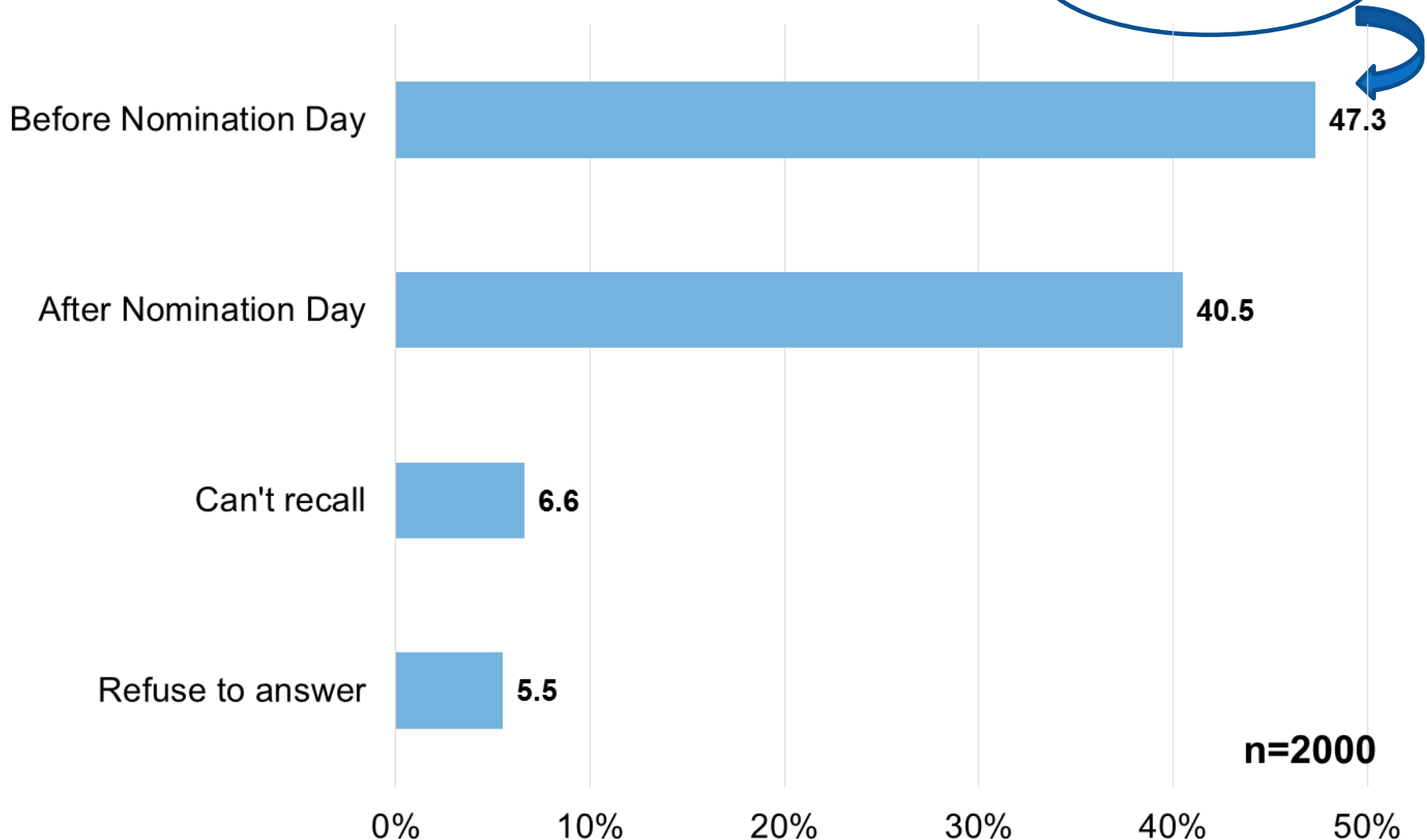
What did people do online leading up to Polling Day?
In general, *online participation* was low

Once a week or less

Followed a blogger/YouTuber

Shared information and commentary

Followed a discussion thread

Once a week or less

On Blogs/ YouTube sites

Commented on a post/video

Shared information or commentary in a discussion thread

In online forums/ portals

Almost never

Wrote a post or made a video

Participation was even lower for activities that required more effort

Started a discussion thread

Almost never

Lee Kuan Yew School of Public Policy
National University of Singapore

iPS Institute of Policy Studies

Offline participation during non-election and election time was low

Non-Election Time	**Election Time**
15.2% Served as a member or volunteer in a VWO or NGO in the last 6 months	Bought campaign-related products **5.2%**
20% Took part in an event for a good cause in the last 6 months	Attended one or more political rallies **23.5%**

Top 3 party rallies: WP (61%), PAP (50%) and SDP (27%)

Lee Kuan Yew School of Public Policy
National University of Singapore

iPS Institute of Policy Studies

A closer look at Social Media Users

79% used social media (SM Users)
21% did not use social media (SM Non-Users)

Social Media Users and Mainstream Media Users

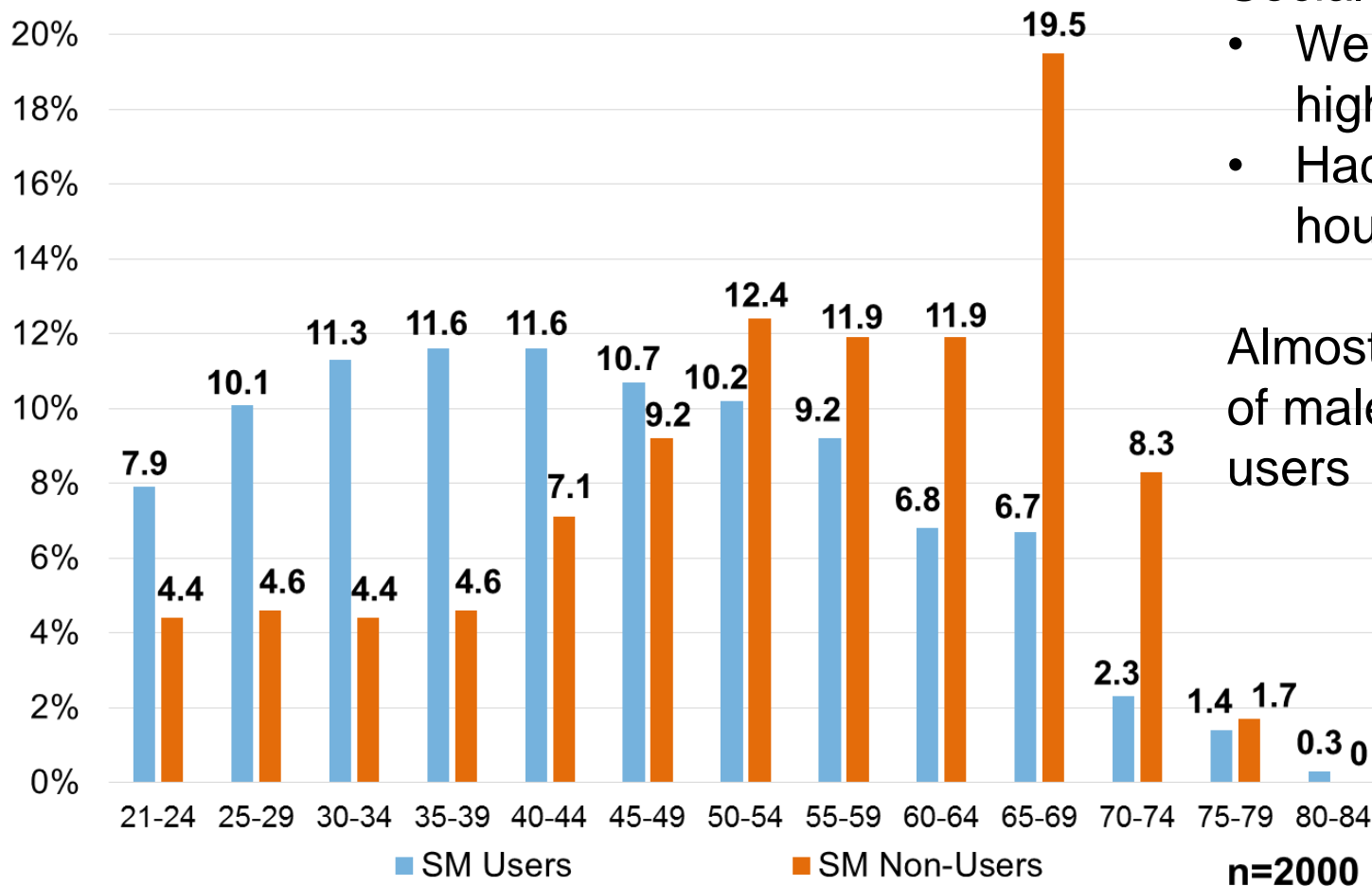Social Media
Users

Mainstream
Media Users
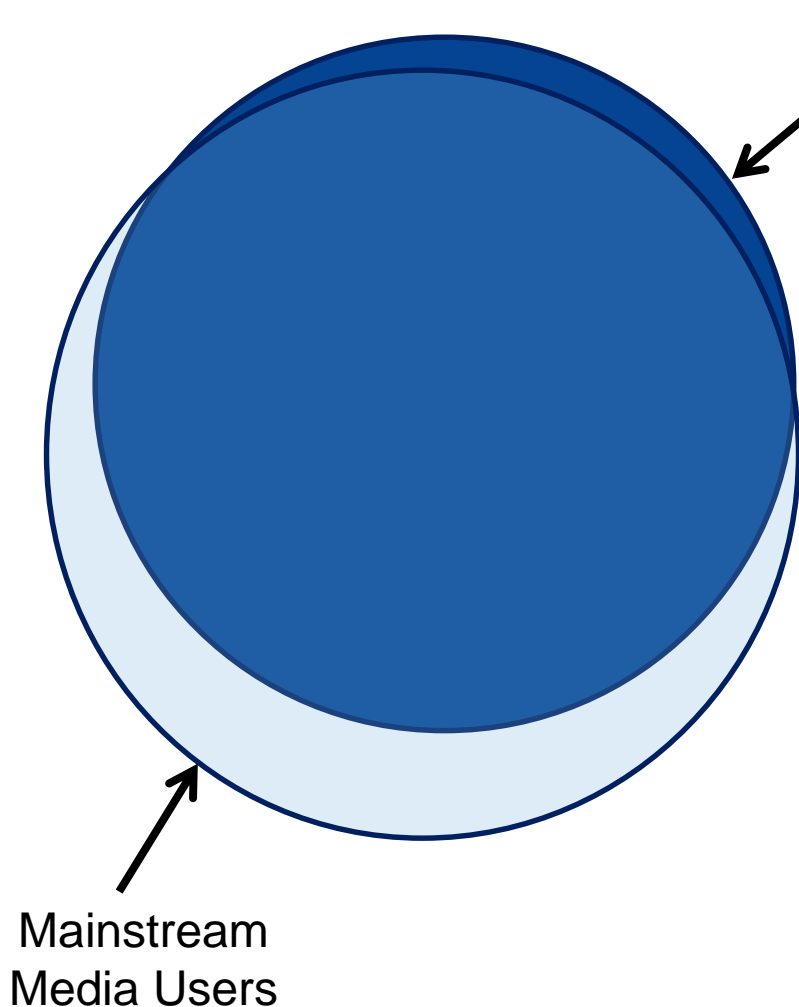
98.5% of people who used social media also used mainstream media.

Among Social Media users:

- 75.9% found TV and their websites..

- 73.7% found newspapers and their websites..

- 72.6% found radio stations and their websites..

.. to be moderately trustworthy to very trustworthy

Social Media Users were younger compared to Non-Users

Social Media Users
- Were also more highly educated
- Had higher household income

Almost equal number of male and female users

n=2000

Profile of Social Media Users

- Compared to Non-Users, Social Media Users
  - Consumed more mainstream media and trusted mainstream media more
  - Had higher political collective efficacy (believe that the government will respond to the needs of citizens if people band together and demand change)
  - Participated more in offline activities
  - More divided in their beliefs on Singapore having a powerful leader who can run the government as he thinks fit

Users	Strongly disagree/disagree	Neither agree nor disagree	Strongly agree/agree
Social Media Users	31.6%	18.3%	50.1%
Non-Social Media Users	21.4%	31.2%	47.4%

"Singapore should have a powerful leader who can run the government as he thinks fit"

Social Media Users were <u>more interested</u> in election issues than Non-Users
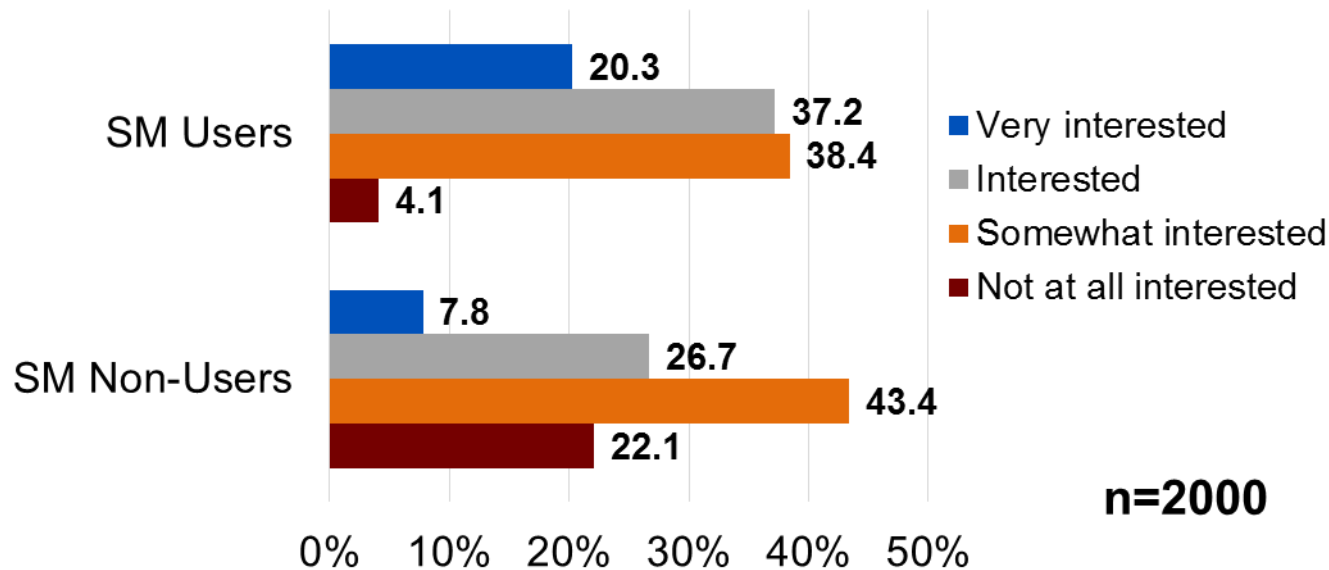
Social Media Users also <u>discussed the election more</u> with others than Non-Users
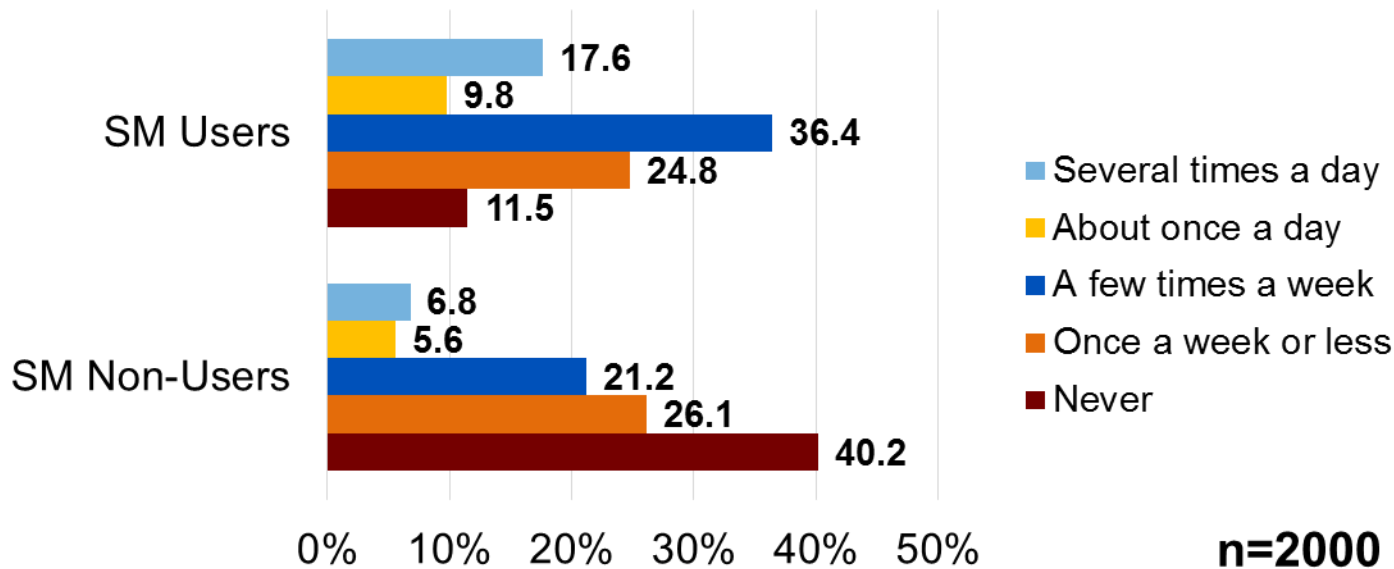
More Social Media Users made up their minds on whom to vote for <u>after Nomination Day</u> compared to Non-Users

SM Users
- Before Nomination Day: 47.4
- After Nomination Day: 43.2
- Can't recall: 5.0
- Refuse to answer: 4.4

SM Non-Users
- Before Nomination Day: 47.1
- After Nomination Day: 30.2
- Can't recall: 12.9
- Refuse to answer: 9.8

Legend:
- Before Nomination Day
- After Nomination Day
- Can't recall
- Refuse to answer

n=2000
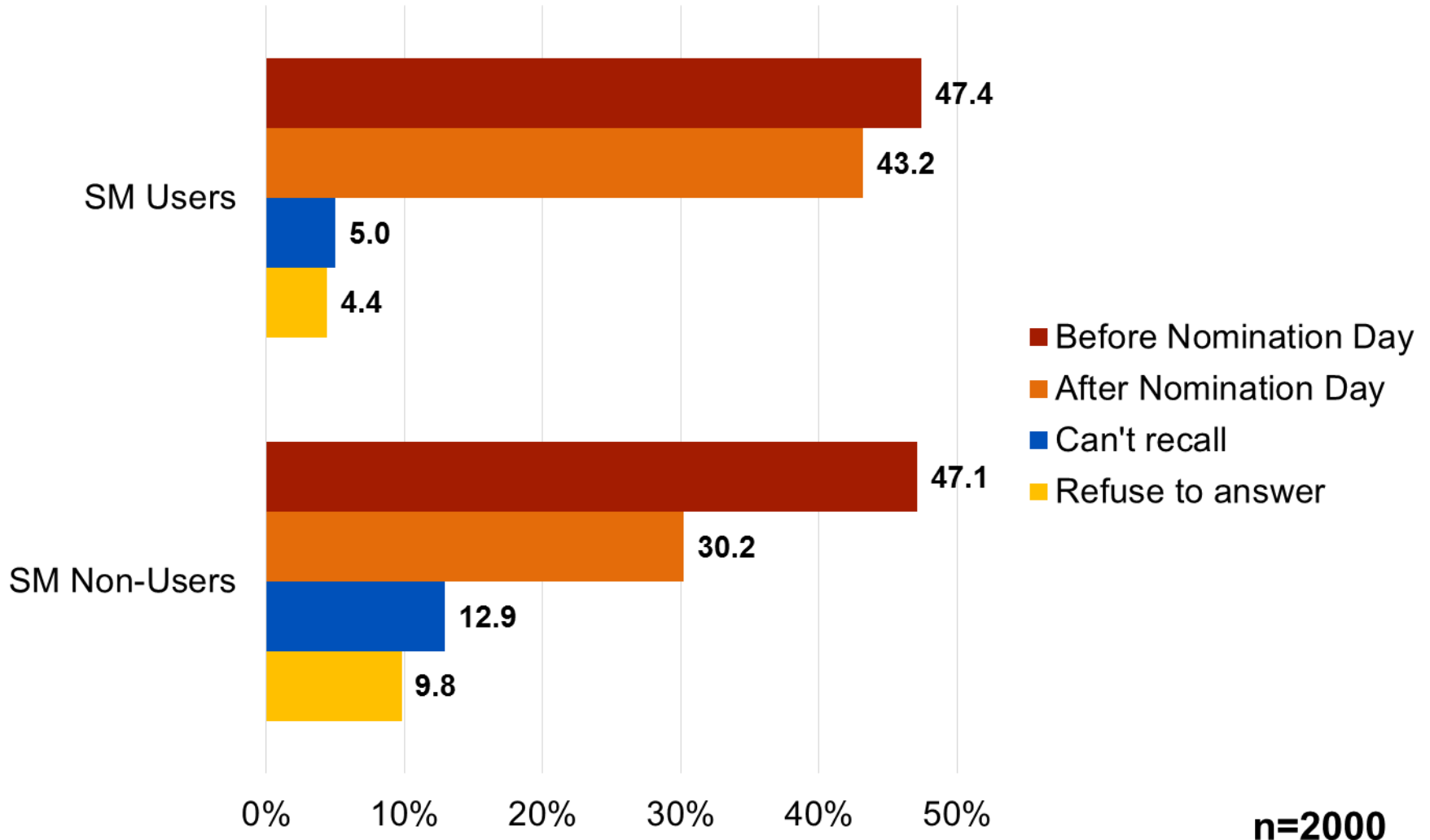
Summary

What has not changed…

- Almost half made up their minds on how to vote before Nomination Day

- Mainstream media played a bigger role compared to social media during the election – used more and trusted more

- Online participation was low, especially for activities that required more effort and commitment

Some social media effects…

- Social media users were more interested in election issues, talked more about the election with others and had stronger collective efficacy

- Social media users participated more offline than non-users

- More social media users made up their minds on whom to vote for *after* Nomination Day compared to non-users

Conclusion

- Expectations of social media to make a difference to the election due to high adoption

- Social media does not exist in a vacuum

- Not just how many people go online or use social media, but it is what they do on social media that matters

- Political interest and will are important too

APPENDIXES

Weighted sample profile

GENDER		Frequency	%
	Male	972	48.6
	Female	1028	51.4

AGE		Frequency	%
	21-24	143	7.1
	25-29	179	9.0
	30-34	197	9.9
	35-39	204	10.2
	40-44	213	10.7
	45-49	208	10.4
	50-54	213	10.6
	55-59	195	9.7
	60-64	156	7.8
	65-69	187	9.3
	70-74	71	3.5
	75-79	30	1.5
	80-84	4	.2

ETHNICITY		Frequency	%
	Chinese	1524	76.2
	Malay	254	12.7
	Indian	160	8.0
	Others	62	3.1

HOUSING TYPE		Frequency	%
	HDB 1 or 2rm	67	3.4
	HDB 3rm	274	13.7
	HDB 4rm	690	34.5
	HDB 5rm/ Executive/HUDC	605	30.3
	Exec/Private Condo/Apt	241	12.0
	Landed Property	121	6.0
	Others	2	.1

Weighted sample profile (cont'd)

EDUCATION		Frequency	%
EDUCATION	Not formal/Lower Primary	18	0.9
	Primary	18	0.9
	Lower Secondary	25	1.2
	Secondary	384	19.2
	Post-Secondary, general and vocational	244	12.2
	Polytechnic Diploma	300	15.0
	Professional Qualification and other Diploma	251	12.6
	University first degree	549	27.5
	University postgrad diploma/degree	212	10.6

| INCOME		Frequency	%
INCOME	No working person/Retired household	85	4.3
	Below $1000	78	3.9
	$1000 - 1999	138	6.9
	$2000 - 2999	214	10.7
	$3000 - 3999	200	10.0
	$4000 - 4999	193	9.6
	$5000 - 5999	196	9.8
	$6000 - 6999	144	7.2
	$7000 - 7999	140	7.0
	$8000 - 8999	118	5.9
	$9000 - 9999	86	4.3
	$10000 - 10999	125	6.2
	$11000 - 11999	45	2.3
	$12000 - 12999	65	3.2
	$13000 - 13999	28	1.4
	$14000 - 14999	34	1.7
	$15000 and above	110	5.5

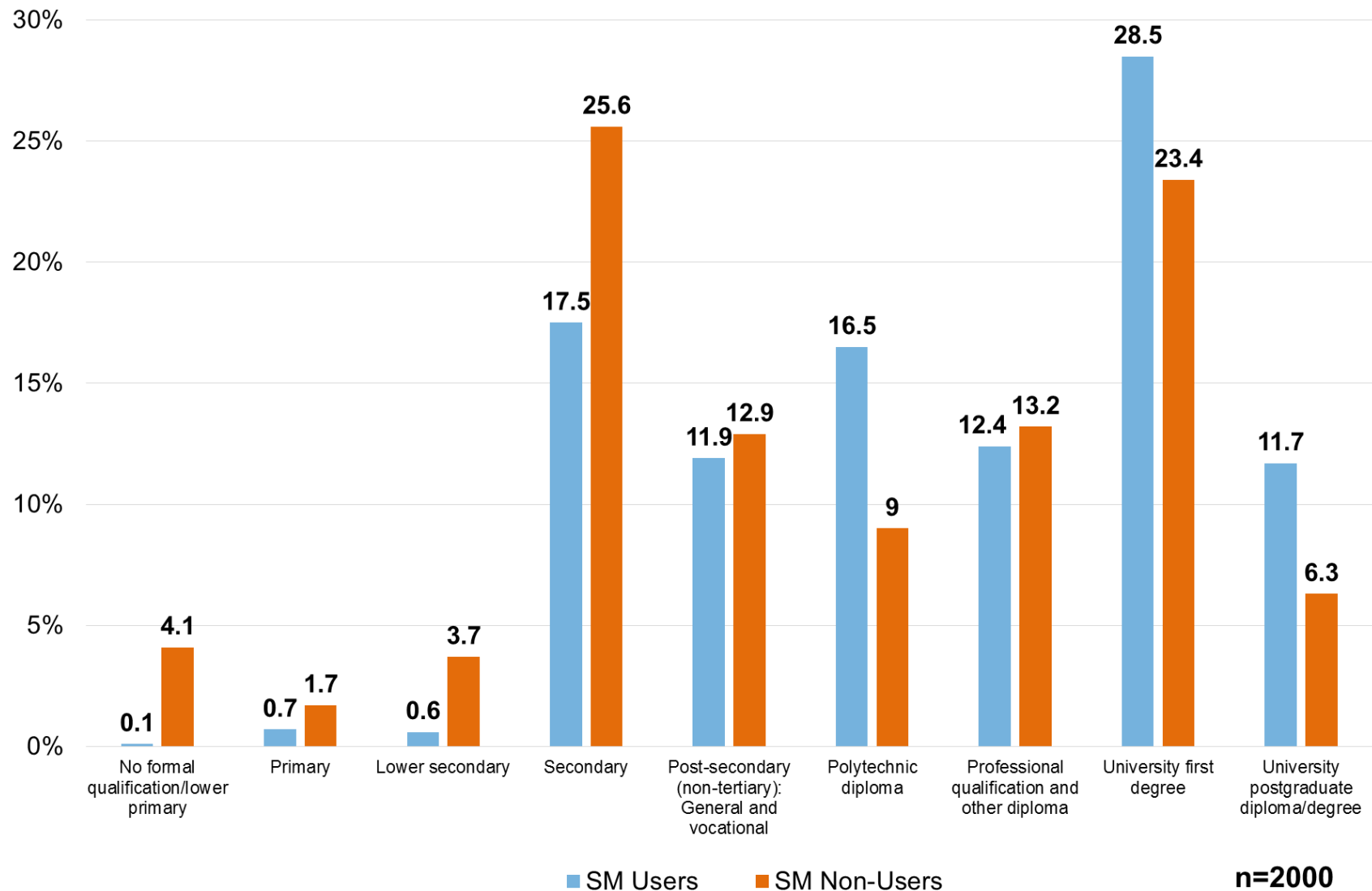# How often people participated in online activities - Blogs and YouTube
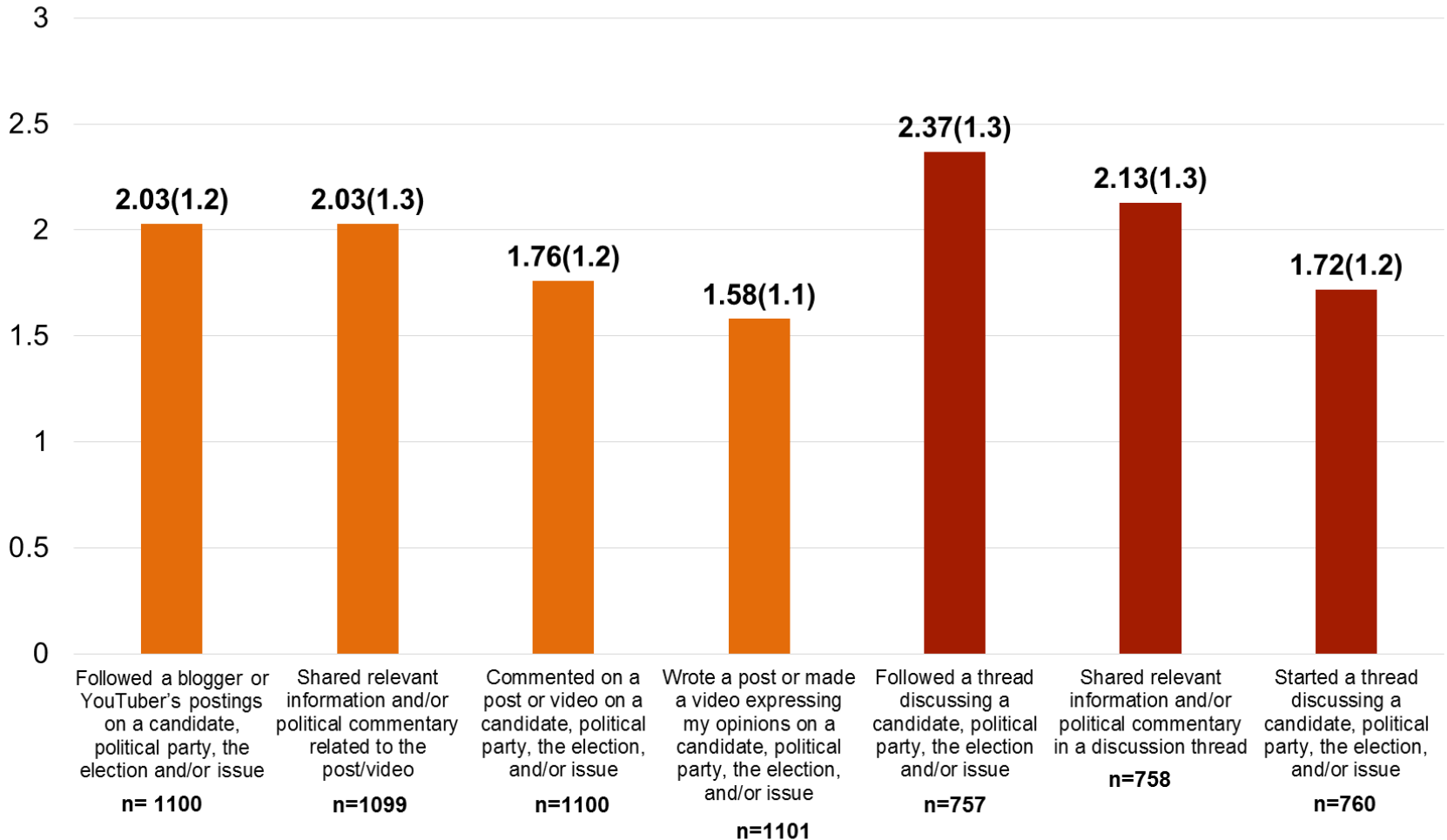
How often did you do the following activities?
1=Never and 5=Several times a day

Legend:
- I used blogs/YouTube sites
- I used online discussion forums/portals

Chart data:

Activity	Value	n
Followed a blogger or YouTuber's postings on a candidate, political party, the election and/or issue	2.03(1.2)	n= 1100
Shared relevant information and/or political commentary related to the post/video	2.03(1.3)	n=1099
Commented on a post or video on a candidate, political party, the election, and/or issue	1.76(1.2)	n=1100
Wrote a post or made a video expressing my opinions on a candidate, political party, the election, and/or issue	1.58(1.1)	n=1101
Followed a thread discussing a candidate, political party, the election and/or issue	2.37(1.3)	n=757
Shared relevant information and/or political commentary in a discussion thread	2.13(1.3)	n=758
Started a thread discussing a candidate, political party, the election, and/or issue	1.72(1.2)	n=760

Lee Kuan Yew School of Public Policy
National University of Singapore

iPS Institute of Policy Studies

How often people participated in online activities – SNS and Instant Messaging

How often did you do the following activities? 1=Never and 5=Several times a day
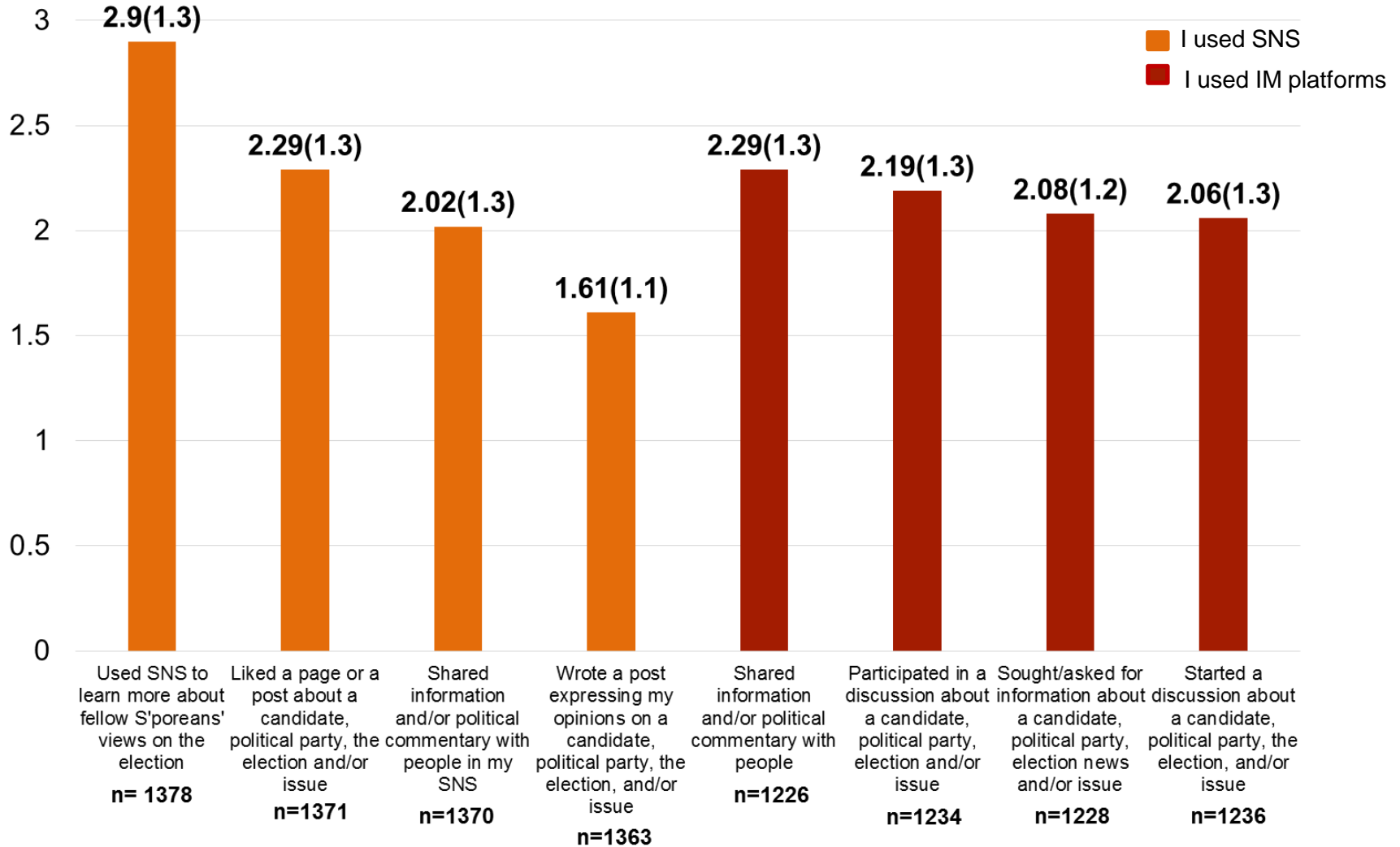
SM Users versus SM Non-Users: Education

n=2000

SM Users versus SM Non-Users: Household Income

Household Income	SM Users	SM Non-Users
Not working/Retired	3.4	7.5
Below $1000	3.6	5.1
$1000 - 1999	6.4	9.0
$2000 - 2999	9.6	14.8
$3000 - 3999	9.4	12.1
$4000 - 4999	9.2	11.4
$5000 - 5999	10.6	6.8
$6000 - 6999	8.0	4.1
$7000 - 7999	8.1	2.7
$8000 - 8999	5.7	6.8
$9000 - 9999	4.3	4.6
$10000 - 10999	7.2	2.7
$11000 - 11999	2.5	1.7
$12000 - 12999	3.0	4.4
$13000 - 13999	1.7	0.2
$14000 - 14999	1.6	1.9
$15000 and above	5.9	4.1

n=2000
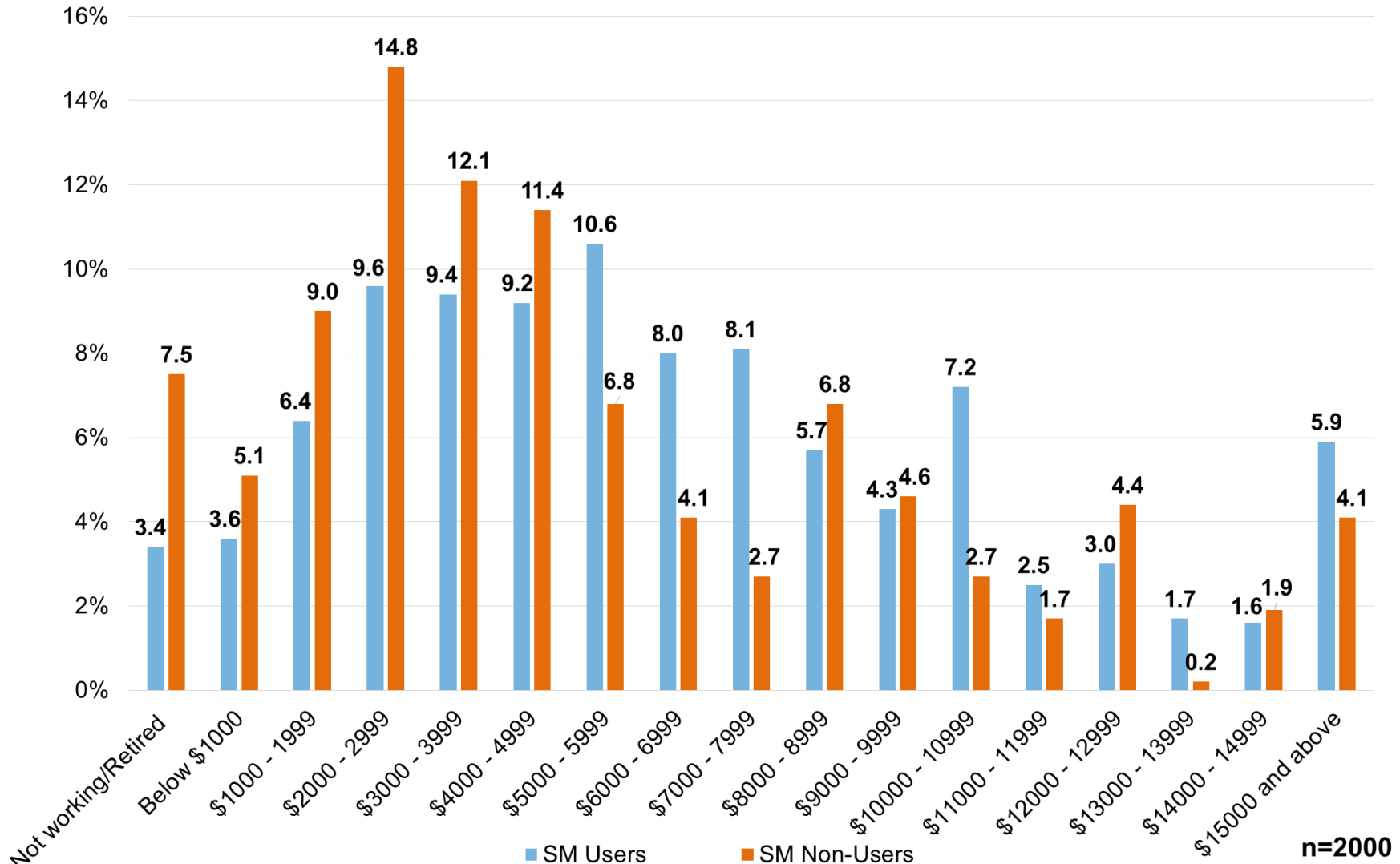
SM Users versus SM Non-Users: Trust of Media

	Very trustworthy		Trustworthy		Moderately trustworthy		A little trustworthy		Untrustworthy	
	SM Users (%)	SM Non-Users (%)	SM Users (%)	SM Non-Users (%)	SM Users (%)	SM Non-Users (%)	SM Users (%)	SM Non-Users (%)	SM Users (%)	SM Non-Users (%)
S'pore newspapers and their websites	3.8	0.7	28.6	30	41.3	33.7	18.8	18	7.4	17.6
S'pore TV stations and their websites	4.7	1.9	30	31.4	41.2	32.1	16.6	17	7.5	17.5
Radio stations and their websites	4.1	1.7	26.9	29.9	41.6	32.4	19.8	18.5	7.7	17.5
Political party and candidate websites	2.3	0.5	19.1	13.6	51.5	44.5	22.7	29.4	4.5	11.9
Politcal party brochures, newsletters and other publications	1.9	0.5	18.1	12.6	50	45.4	24.2	29.1	5.8	12.4

Websites include Facebook/Twitter pages

Chi-Square tests for social media users and:
Trust of S'pore newspapers and their websites: n=1999, Pearson Chi-Square=49.961, df=4, p=.000
Trust of S'pore TV stations and their websites: n=1999, Pearson Chi-Square=47.255, df=4, p=.000
Trust of radio stations and their websites: n=1999, Pearson Chi-Square=46.063, df=4, p=.000
Trust of political party and candidate websites: n=2000, Pearson Chi-Square=50.526, df=4, p=.000
Trust of political party brochures, newsletters and other publications: n=2002, Pearson Chi-Square=33.863, df=4, p=.000

Lee Kuan Yew School of Public Policy
National University of Singapore

IPS Institute of Policy Studies

SM Users versus SM Non-Users: Offline Participation

	SM Users (%)		SM Non-Users (%)	
	Yes	No	Yes	No
In the recent election, I bought campaign-related products	6.4	93.6	0.5	99.5
In the last six months, I took part in an event for a good cause	22.9	77.1	8.5	91.5
In the last six months, I was a member of or a volunteer in a welfare org or other NGOs	18	82	4.1	95.9
In the recent election, I attended one or more political rallies	27.2	72.8	9.2	90.8

Q31: Which of the following applies to you? You may choose more than one category.

Chi-Square tests for social media users and:

Bought campaign related products: n=2000, Pearson Chi-Square=23.031, df=1, p=.000

Took part in an event for a good cause n=2000, Pearson Chi-Square=42.350, df=1, p=.000

Member of or a volunteer in a welfare org or other NGOs: n=2000, Pearson Chi-Square=48.815, df=1, p=.000

Attended one ore more political rallies: n=2001, Pearson Chi-Square=58.383, df=1, p=.000

Institute of Policy Studies

ENGAGING MINDS, EXCHANGING IDEAS

Study on Internet and Media Use during General Election 2015

Carol Soon

Institute of Policy Studies

4 November 2015

Lee Kuan Yew School of Public Policy

National University of Singapore