



Voter Knowledge and Media Use

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**EMBARGOED UNTIL DELIVERY
CHECK AGAINST DELIVERY
IPS CONFERENCE ON "IMPACT OF NEW
MEDIA ON GENERAL ELECTION 2011"**



Is the Truth out there?

- Web is an important venue for disseminating alternative views and opposition information
- How politically knowledgeable are voters?
- Does the Web make voters more knowledgeable? What about other media?
- What other factors influence political knowledge?

2

TEST TIME!!!

- Questions about opposition parties
- Did you know which of the following candidates contested in the Aljunied GRC?
- Which party is Mr Chiam See Tong from?
- Which one of the following statements best described Singapore Democratic Part candidate Tan Jee Say?
- Which one of the following statements best described the Workers Party's manifesto, "Towards a First World Parliament"?

3

RESULTS

- Knowledge Score – sum of correct answers
- Average score is 5.35
- 13.6% scored 0
- Overall political knowledge is weak

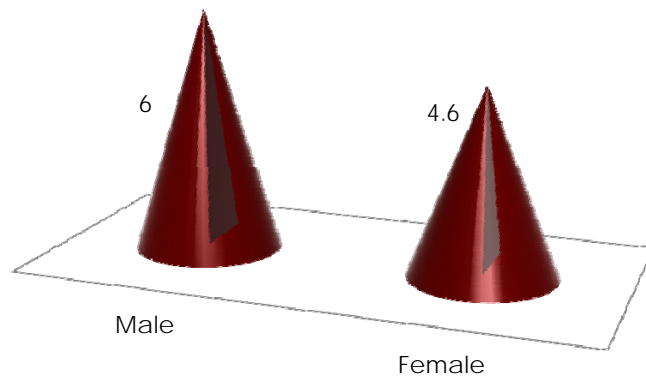
Score	N	%
0	272	13.6
1	182	9.1
2	135	6.8
3	137	6.9
4	141	7.0
5	169	8.5
6	153	7.7
7	181	9.0
8	141	7.0
9	129	6.5
10	129	6.5
11	124	6.2
12	85	4.3
13	22	1.1

4

DEMOGRAPHICS and SES



Average Score

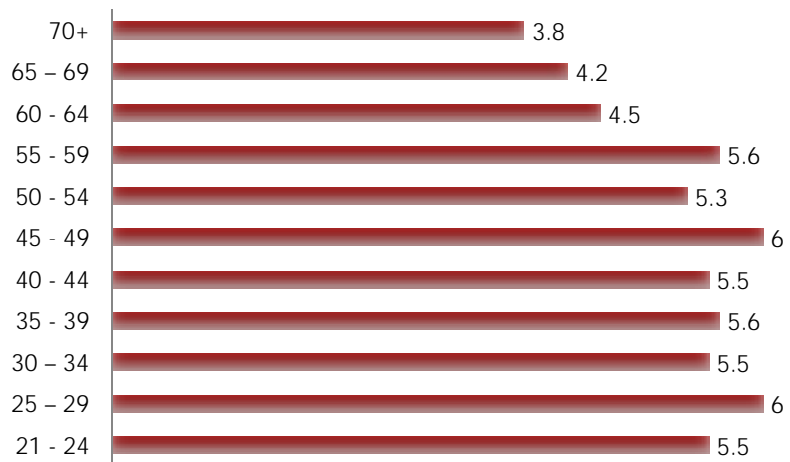


5

Age



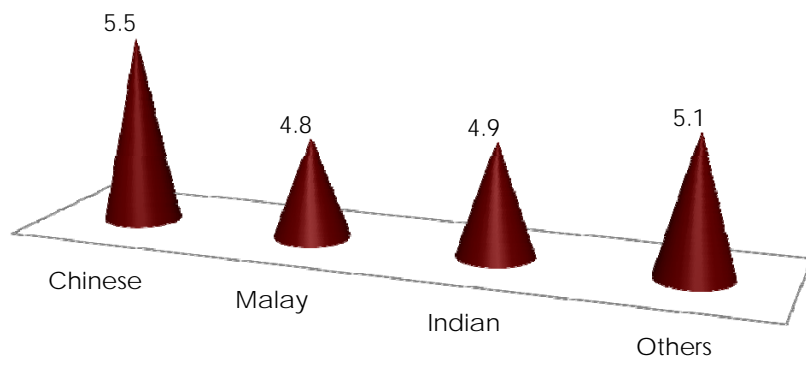
Average Score



6

Race

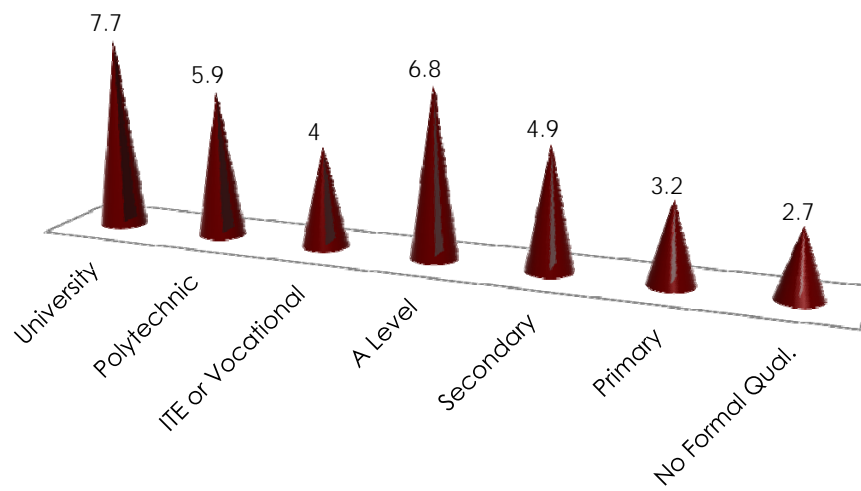
Average Score



7

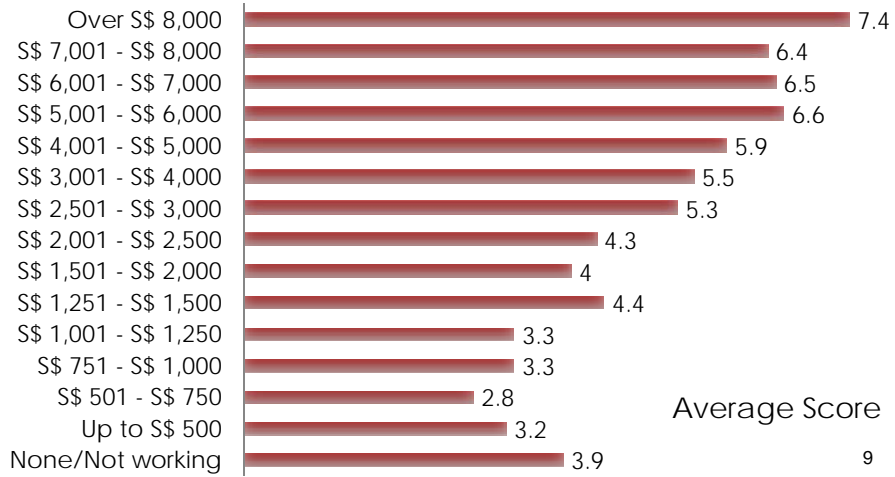
Education

Average Score



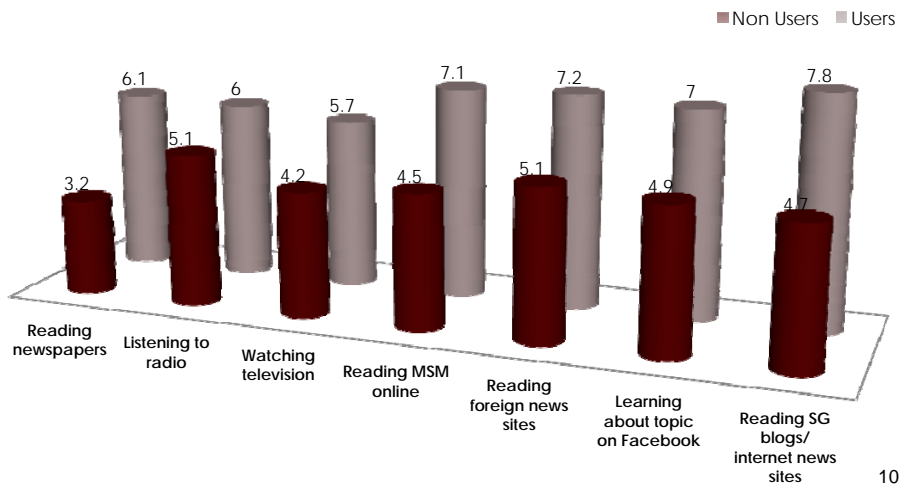
8

Income



MEDIA USE

Knowledge Score and Media Used

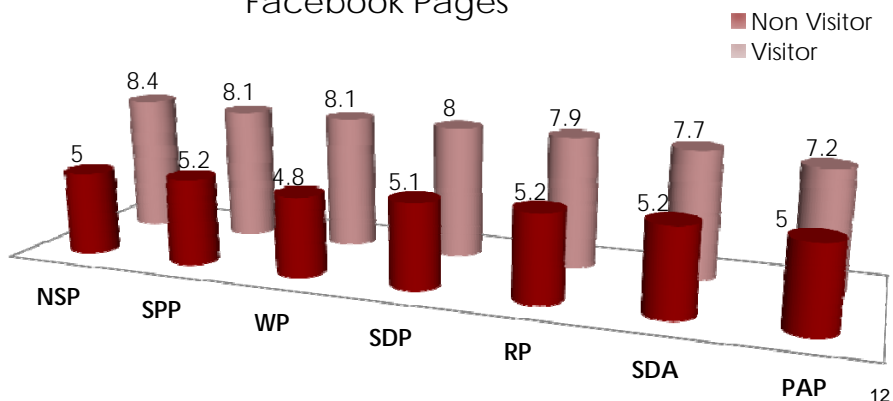


MEDIA USE

Online & Mobile Political Activity	N (non-user)	Average Score	N (user)	Average Score Range
Wrote on my blog, my Facebook page or Twitter account	1779	5.1	200	7.1 - 9.3
Wrote or commented on other people's blog, Facebook, or tweet	1719	5.0	259	6.9 - 9.0
Took part in online political or social issues forums	1909	5.3	72	4.7 - 10
Received SMSes on mobile phone	1716	5.2	265	6.4 - 7.5
Forwarded or shared online content by email, Facebook or Twitter	1782	5.0	198	7.6-9.9
Forwarded SMSes on mobile phone	1878	5.3	107	6.7 - 9.7
Wrote SMSes to people I know on mobile phone	1853	5.2	131	8.1 - 9.3
				11

MEDIA USE

Knowledge Score and Visits to Party Website / Facebook Pages



POLITICAL DISCUSSIONS

Discussion Groups	N (Never)	Average Score	N (Rarely - Very Often)	Average Score
Family	426	3.1	1571	4.7 - 7.3
Friends	487	3.0	1509	4.8 - 7.6
Colleagues	855	4.2	1108	5.5 - 7.3
People online	1623	5.0	346	6.3 - 7.5
Hear from family	394	3.2	1599	5.2 - 7.0
Hear from colleagues	393	2.7	1605	4.9-7.4

13

Summary

- Going online for election information did make voters more knowledgeable about the opposition parties
- Where the differences are:
 - Demographics
 - SES
 - Media use
 - Political discussions

14