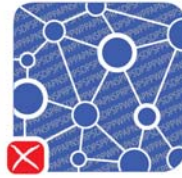


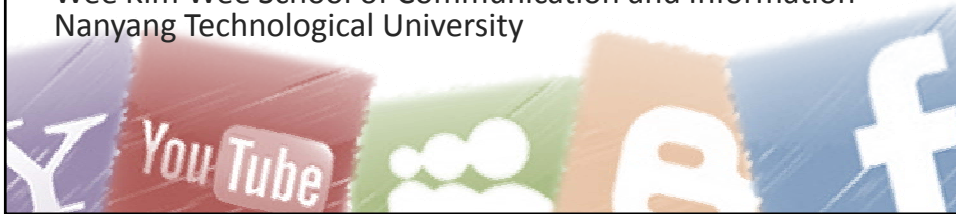
EMBARGOED UNTIL DELIVERY  
CHECK AGAINST DELIVERY

Impact of New Media  
on General Election 2011



## VOTER RESPONSE TO CONFLICTING INFORMATION

Assistant Professor Natalie Pang  
Division of Information Studies  
Wee Kim Wee School of Communication and Information  
Nanyang Technological University

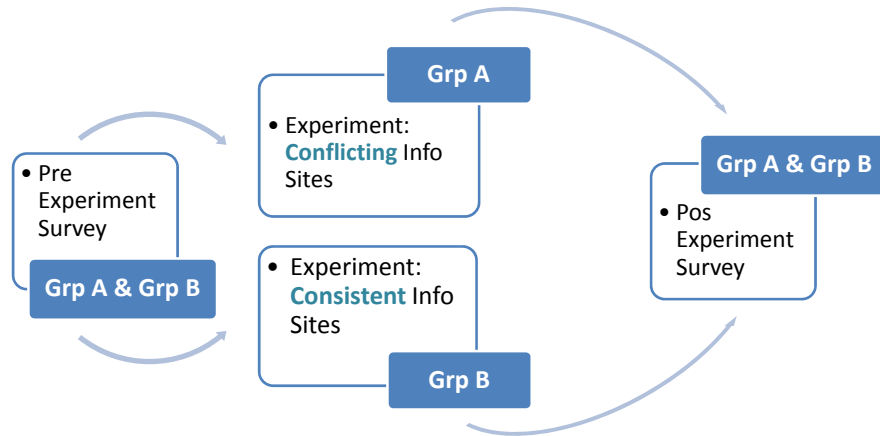


### The Study

- 60 participants with an eligibility to vote recruited randomly based on 2010 population census
- Randomly assigned to 2 different experimental groups



# The Study



# Increased certainty in supporting a party



Participants who were already **certain**

Position **maintained** after looking at conflicting information



Participants who were **uncertain**

Position **moved towards certainty** after looking at conflicting info



## Increase in perceived political knowledge



Conflicting Information

Significant increase in perceived political knowledge



Consistent Information

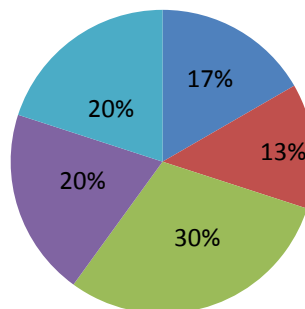
No significant increase in perceived political knowledge



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## Further Actions/Doubts Triggered

- 1. Breeds doubts about the source of information
- 2. Breeds doubts about the political parties and their solutions to address the issue
- 3. Breeds doubts about my own original views
- 4. Inspires me to seek further validation
- 5. Inspires me to rethink the issue differently



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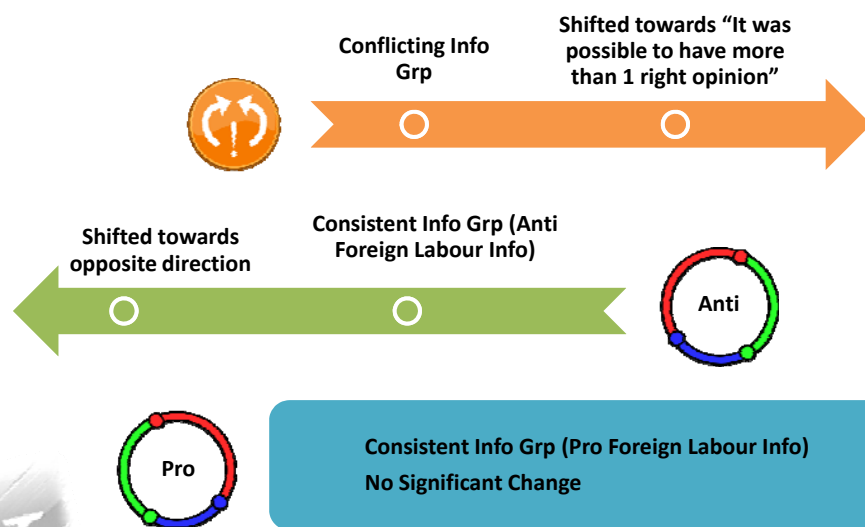
## Shifts in Epistemic Beliefs

- Only 1 out of 8 questions saw a significant shift in responses

*"I don't think that it is possible for there to be more than one right opinion on this topic."*

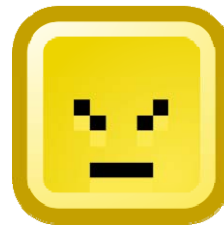


## Shifts in Epistemic Beliefs



## Implications

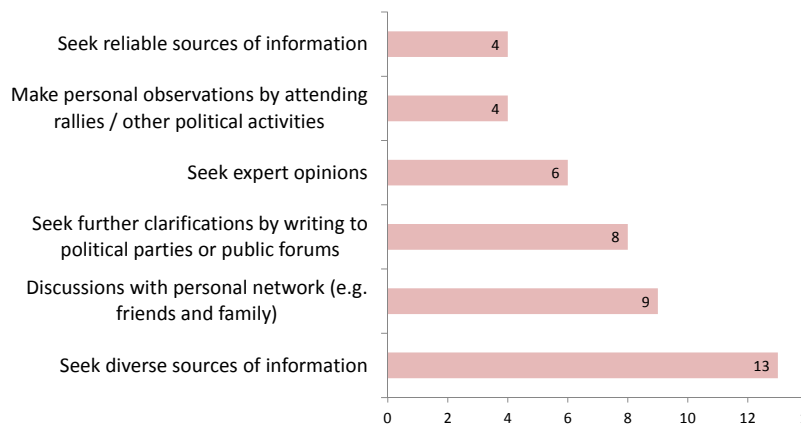
- Information with negative valence stoked sentiments
- Results in lower tolerance for different opinions on the issue



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## Coping strategies

How would you deal with such conflicting information?

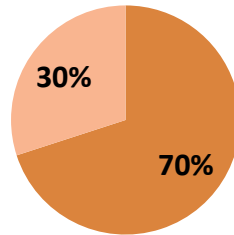


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## Increased skepticism towards information sources



How does this influence your beliefs about the sources of information?



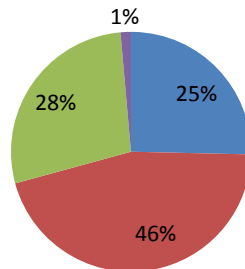
- It increases my skepticism about the sources of information
- It doesn't change anything



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## Perceived incidence of conflicting information (from main survey)

In getting information from the media about the election, did you encounter situations where information conflicted with or contradicted what you read previously?



- Yes
- No
- Don't Know
- Refused



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# QUESTIONS & ANSWERS

Thank you for your time

