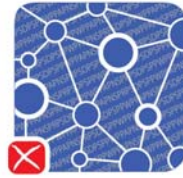


EMBARGOED UNTIL DELIVERY  
CHECK AGAINST DELIVERY

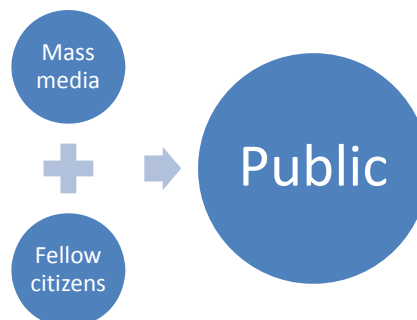
Impact of New Media  
on General Election 2011



## Political Talk During Election Time

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## Two sources of communication influence



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## How political talk was defined?

- Everyday conversations
- Between ordinary citizens (not with politicians)
- The shortcomings of political talk
  - Lack of disagreement → political disagreement
  - Lack of an ideal speech condition

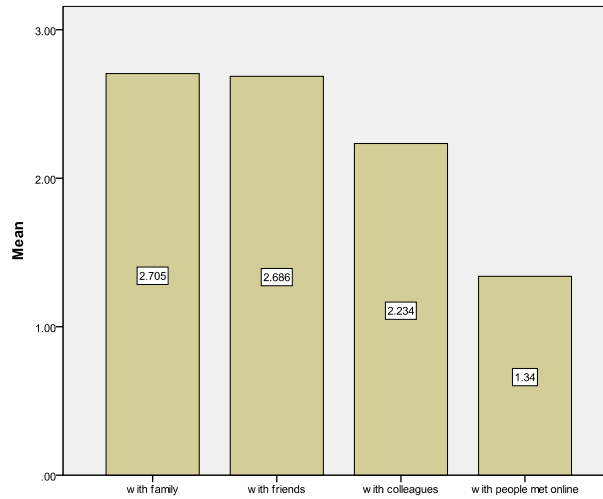
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## Measures

- Political talk:
  - how often they discuss the elections with the following groups: (1) family members, (2) friends, (3) colleagues at work, and (4) people they meet online.
  - a 5-point scale (1 = never, 2 = rarely, 3 = sometimes, 4 = often, 5 = very often)
- Political disagreement:
  - how often they disagree with their fellow discussants

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## How much talk? Mean = 2.24 (2=rarely) vs. M =2.0



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## Compared to other Asian polities

Singapore	Taiwan	Hong Kong	Japan	South Korea	Malaysia	Philippines
E: 21% & 24% N-E: 15% & 14%	34%	30%	28%	31%	39%	23%

Percentages of respondents who NEVER talked about politics with family members or friends

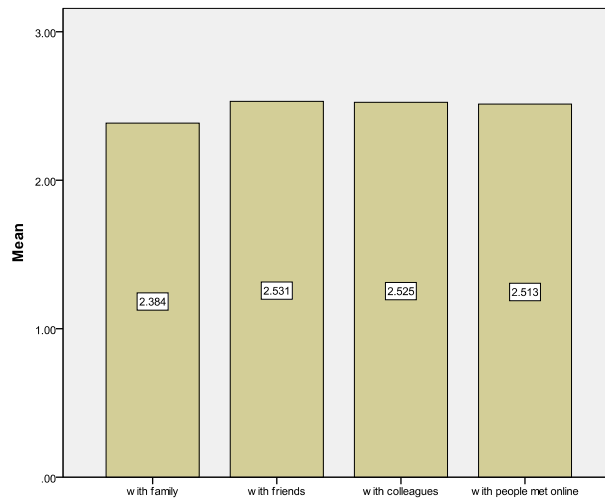
\* E means election time, N-E means non-election time.

\* All the other polities used a three-point scale (1= never, 2 = occasionally, 3 = frequently).

Source: Asian Barometer surveys.

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## How much disagreement?



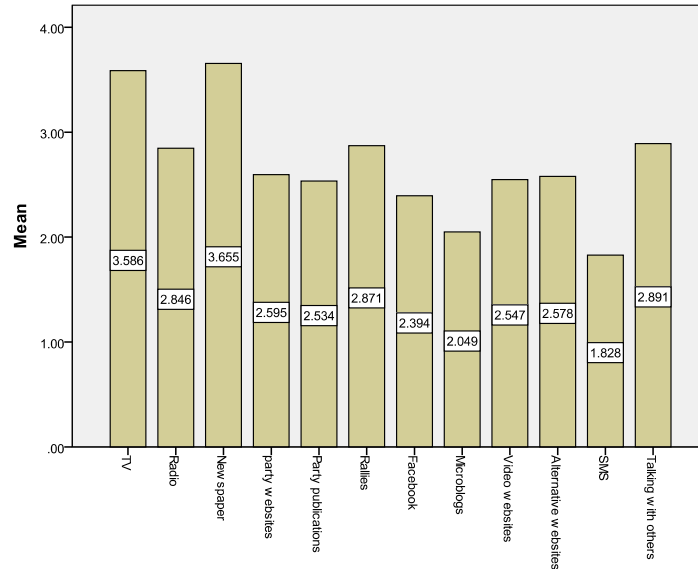
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## Perceptions of political talk

- Importance as information source
  - a 5-point scale (1 = unimportant, 2 = of little importance, 3 = moderately important, 4 = important, 5 = very important)
- Trustworthiness as information source
  - a 5-point scale (1 = untrustworthy, 2 = a little trustworthy, 3 = moderately trustworthy, 4 = trustworthy, 5 = very trustworthy)
- Influence on voting decisions
  - a 5-point scale (1 = no influence at all to 5 = a lot of influence)

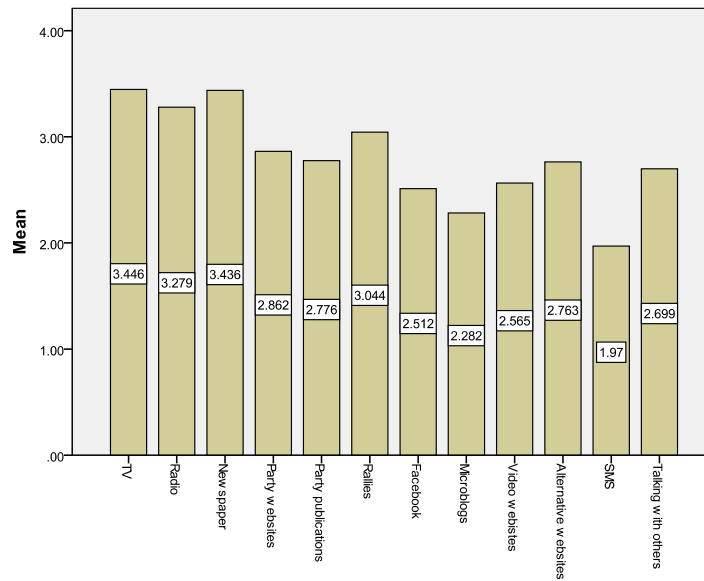
8

## Importance?



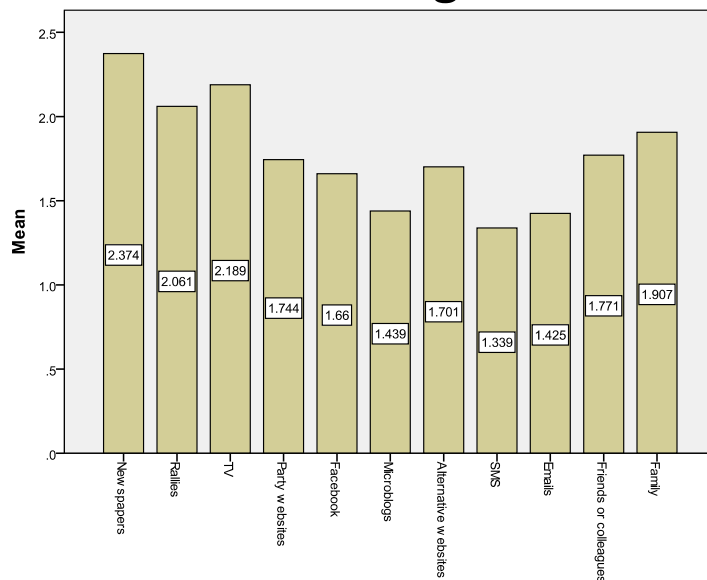
9

## Trustworthiness?



10

## Influence on voting decisions?



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## Demographics?

- Few differences: Gender and ethnicity.
- Lots of differences:
  - People who are 30 years old or younger, compared to those older than 30, are different in many measures.
  - Education is positively correlated with all measures.
  - Income is positively correlated with most measures.

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## Political talk and votes?

- People who voted for the opposition talked more about the elections than everyone else including those who voted for PAP, those who did not vote, and those refused to answer.
- They also attributed more importance to political talk than everyone else.
- They assigned political talk more trustworthiness than people who voted for PAP and people who refused to answer.

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## Political talk and votes?

- They perceived more influence from friends/colleagues on their voting decision than everyone else and more influence from family members than people who voted for PAP and who refused to answer.
- People who voted for PAP disagreed more than people who voted for the opposition and those who refused to answer.

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Thanks!

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