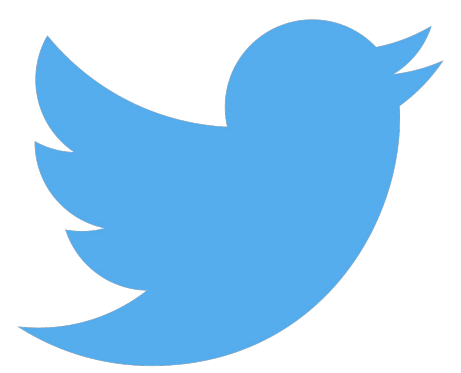




Examining the Impact of the Types of Mediums on Different Age Groups in Terms of Political Awareness



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Objective & Hypotheses

Research Question: Examine the impact of the types of mediums on different age groups in terms of political awareness.

- **H1:** The use of “social” media platforms has a positive relationship on political awareness among younger generations.
- **H2:** Exposure to like-minded news on television contributes to polarization among younger generations.
- **H3:** The use of Facebook has a greater impact on political awareness among younger generations compared to Twitter and Instagram.

Literature Review

In today's digital age, the role of different types of mediums shaping political awareness and engagement has become a subject of considerable interest and debate (Keating and Melis, 2017). With the expansion of various media platforms, including traditional news outlets, social media, and online forums, the ways in which individuals engage with and become aware of political information have undergone notable changes. However, scholars have long debated how different types of mediums affect different age groups, particularly when it comes to political awareness (Ahamed et al., 2019). This study aims to fill this gap in the literature by exploring the impact of various media platforms on teens' political awareness. By identifying the factors that influence political awareness across different age groups, this study seeks to provide insights that can promote greater political understanding and engagement.

Method

Participants: Using survey data of social media use in relation to young people's political engagement conducted by Vronmen et al., (2013) the sample was systematically recruited from online panels. The study resulted in 1,228 observations coming from the United States.

Procedure: We used collected data provided, which was then analyzed using three statistical methods in SPSS to examine the impact of the types of mediums on different age groups.

Analysis:

- H1: Correlation (Spearman's Rho)
- H2: Regression
- H3: Correlation (Pearson's R)

Discussion/Conclusion

The findings suggest that social media use may have a positive relationship with political awareness, as indicated by the significant correlation found in **H1**. However, this relationship may differ depending on the social media platform used, as indicated by the lack of significant correlation found between Facebook and political awareness in **H3**, but the significant correlation found between Twitter and political awareness. Findings from **H2** suggest a significant regression, but no relationship.

Some **limitations** found in our study included:

- A need for a greater age sample
- The level of political awareness measured

The **implications** of our findings suggest that social media can play an important role in increasing political awareness, but the impact may vary depending on the platform used. It also suggests that social media use is not necessarily linked to political ideology, which could have implications for how political discussions and debates unfold on social media.

Results

Based on our SPSS tests we found:

- **H1:** A Spearman’s Rho correlation test was calculated for the use of social media and its relationship on political awareness. A significant correlation was found $r(1226) = .144 p = .001$
- **H2:** A linear regression was calculated to predict the polarization among younger generations based on exposure to like minded news. No relationship was found, however a significant regression equation was found $(F(1, 1110) 1226, p=.117)$, with an adjusted R2 of .000. Participants political party affiliation predicted rate is equal to 2.389 - .020 (News Source).
- **H3:** A Pearson’s r was calculated for the relationship between political awareness and the use of facebook, twitter and instagram among 1228 american participants. For facebook no correlation was found $r(1226)= .016, p= .584$. For twitter there was a significant correlation $r(1226) = .137 p= .001$. For instagram there was not a significant correlation $r(1226) = .054 p=.057$.

Future Research

Future research can explore specific features or characteristics of social media platforms that contribute to political awareness. For example, what specific aspects of Twitter are better suited for political discussion and information sharing compared to Facebook or other platforms. Also the relationship between different mediums use and political behavior.

References

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