

The Changing Nature of Campaigning in the Digital Age

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The Changing Nature of Campaigning in the Digital Age

We assess two different questions.

- First, how widespread is the use of the various means of internet based campaigning and participation?

Pretty much the entire point of the CSES adopting a small module of e-participation related questions was precisely to observe the spread of adoption of e-participation over time and space from what we might expect to be near zero on to whatever is the tendency to use that technology.

- Second, what are the correlates, and especially how important is age (and perhaps the respondent's class, education, and other measures related to political sophistication, for understanding the seizing of opportunities for using electronic means of engaging in politics within any nation), and how does that relate to political participation?

Nations included in study

Austria 2013
Taiwan 2012
France 2012
Ireland 2011
Mexico 2012
Montenegro 2012
New Zealand 2011
Serbia 2012
Switzerland 2011

Question 1: Nations included in Study and
 Frequency of Reported Online and Offline Contacts from Parties,
 CSES module 4, various nations

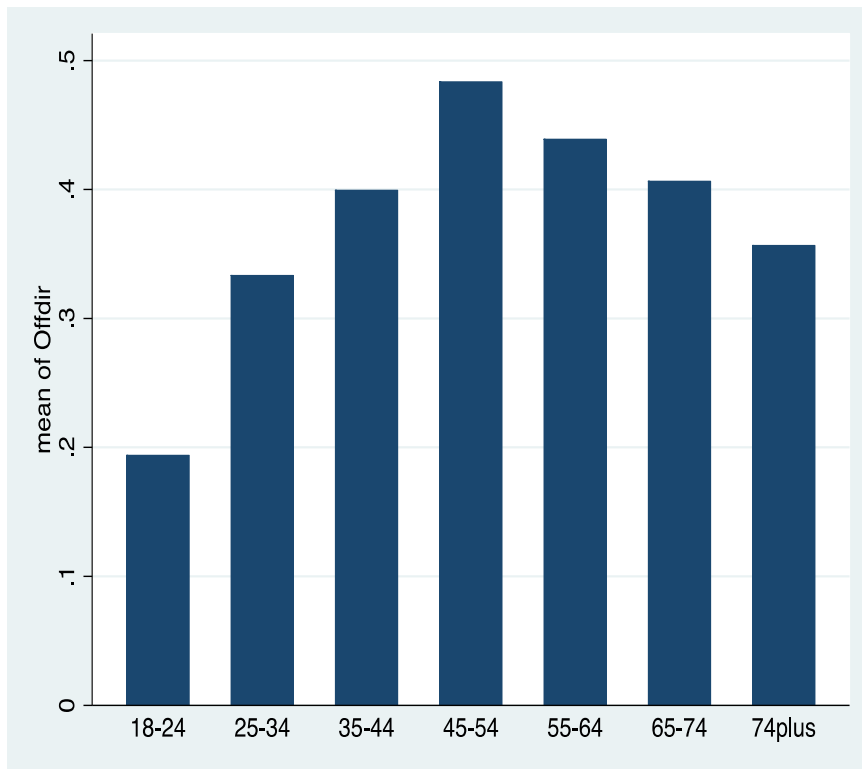
	Contacted by parties offline	Contacted by parties online
Austria 2013	18%	6%
Taiwan 2012	40%	24%
France 2012	7%	4%
Ireland 2011	49%	2%
Mexico 2012	24%	10%
Montenegro 2012	18%	4%
New Zealand 2011	69%	7%
Serbia 2012	18%	8%
Switzerland 2011	26%	6%

Question 2a: Does Contacting Vary by Age?

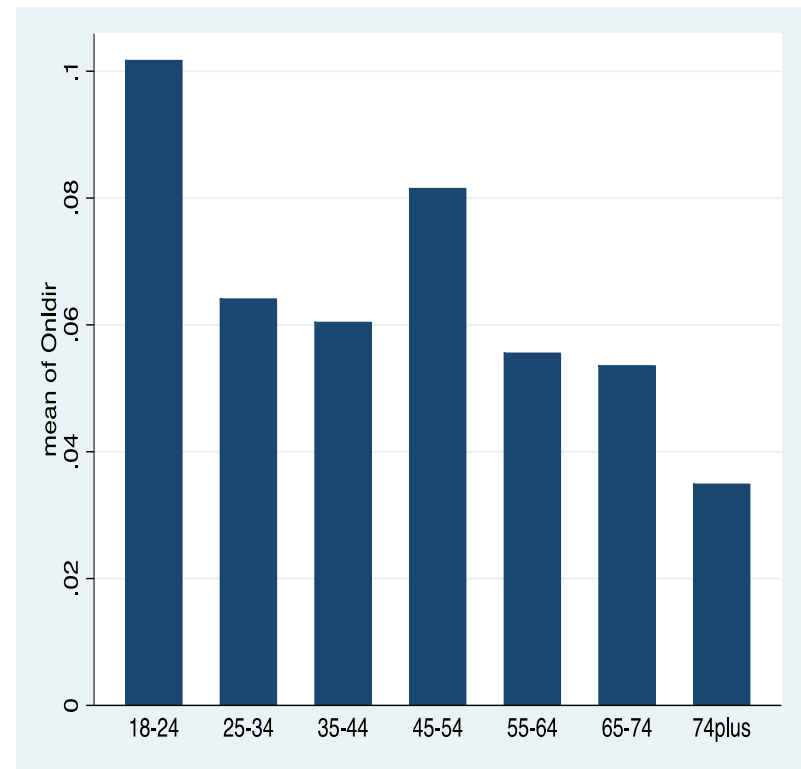
- We begin with an assessment of how **Online** and **Offline** contacting varies by age cohorts.
- We find that in nearly every case:
 - Offline contacting is **least** common among the youngest age cohorts
 - Online contacting is **most** common among the youngest age cohorts

Taiwan

Contacted offline by age bracket,

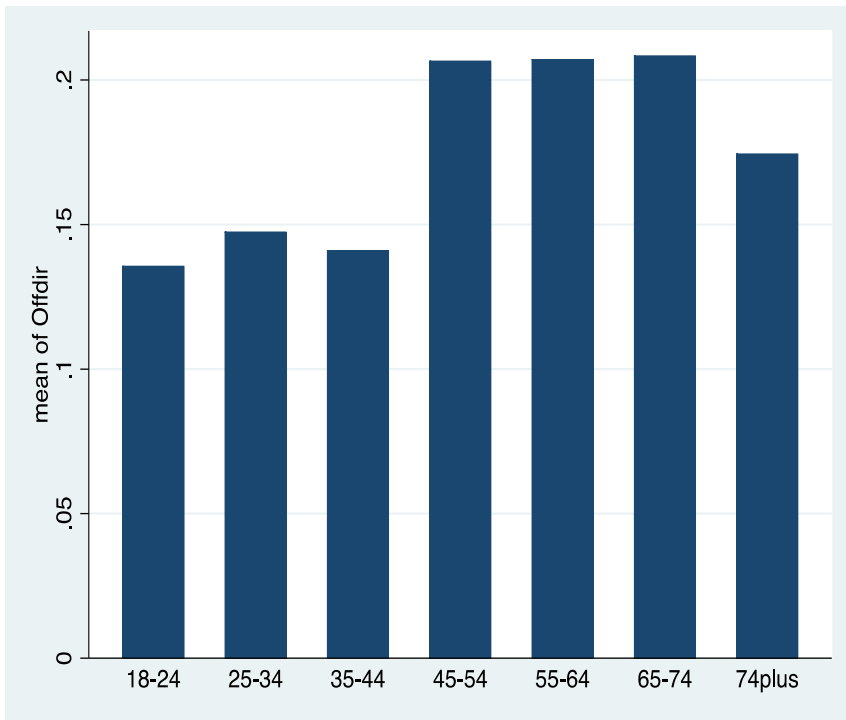


Contacted online by age bracket

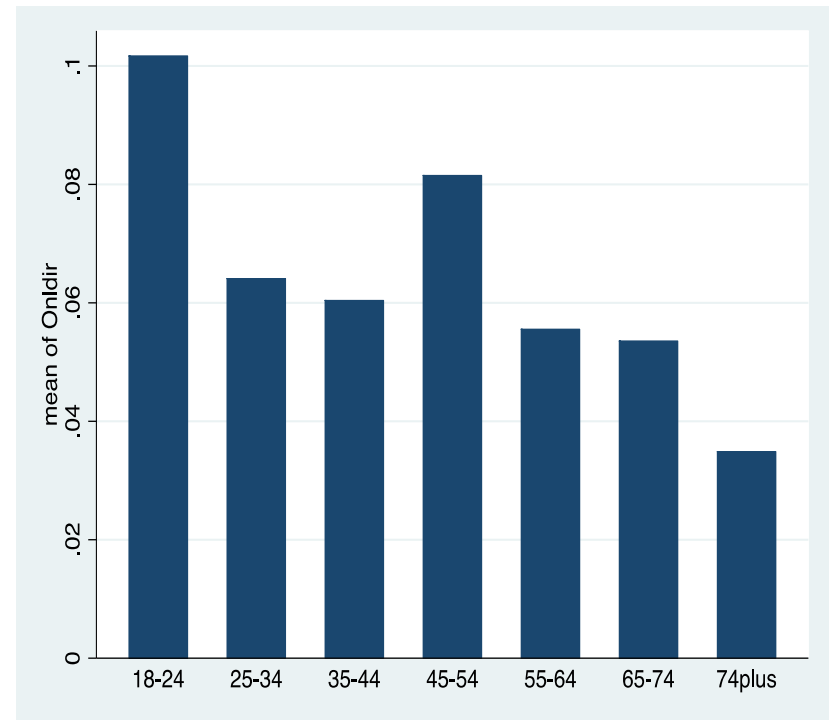


Austria

Contacted offline by age bracket

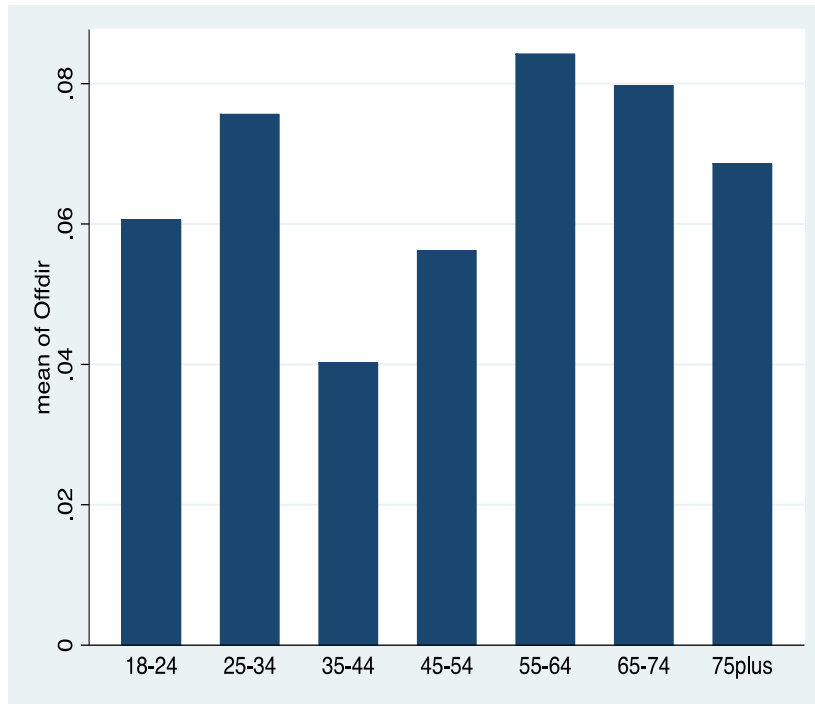


Contacted online by age bracket

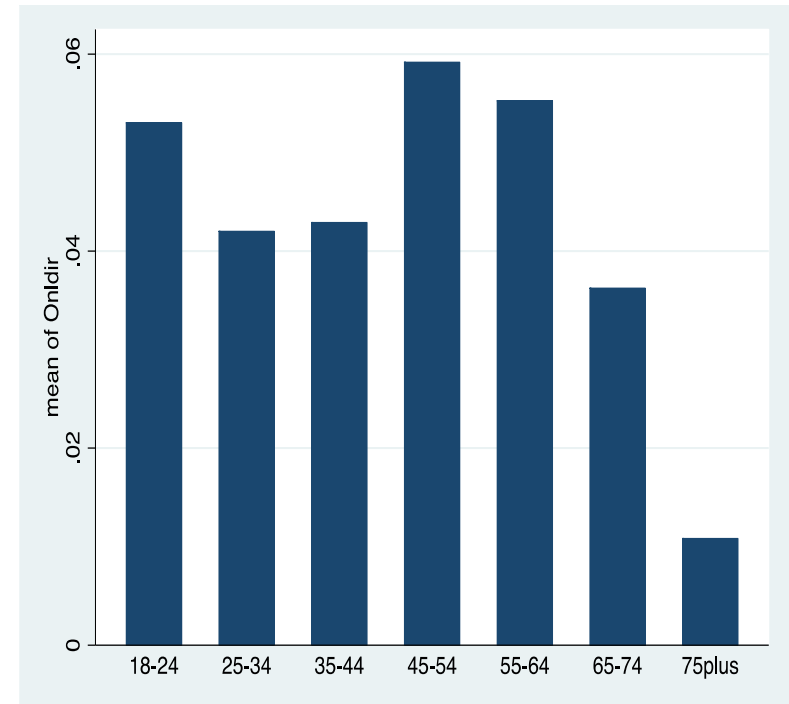


France

Contacted offline by age bracket,

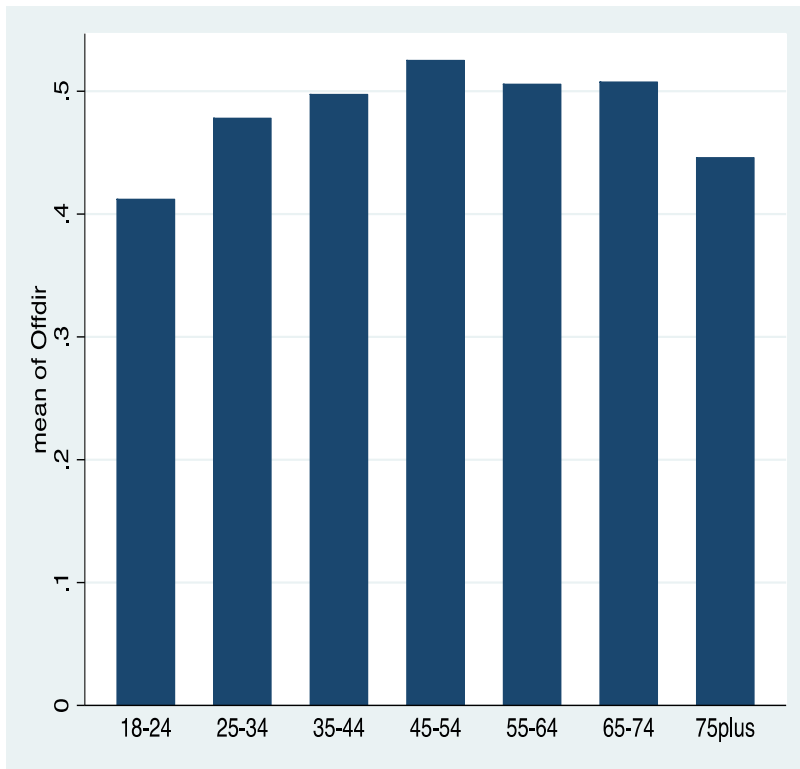


Contacted online by age bracket

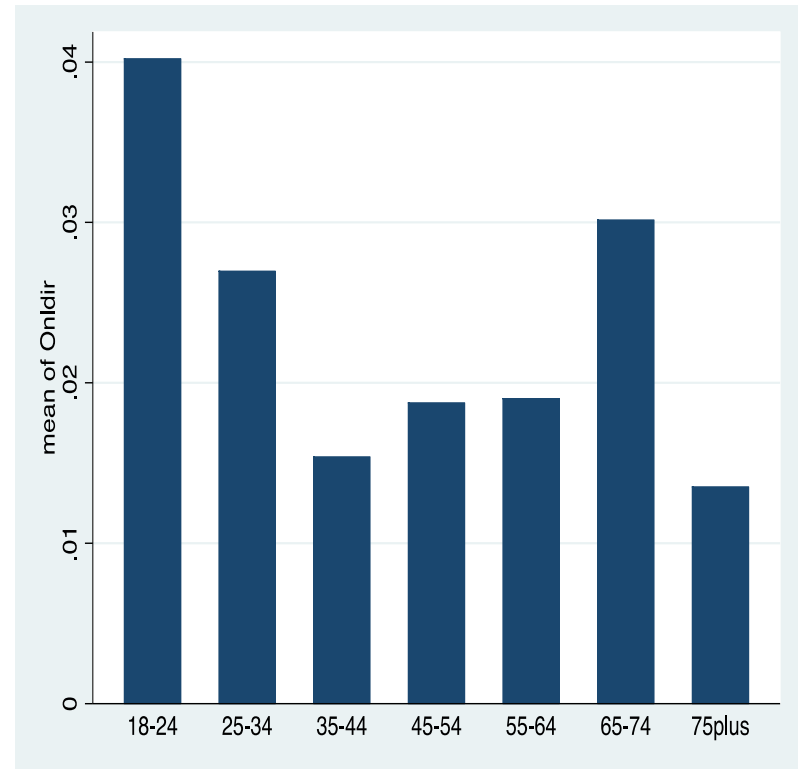


Ireland

Contacted offline by age bracket,

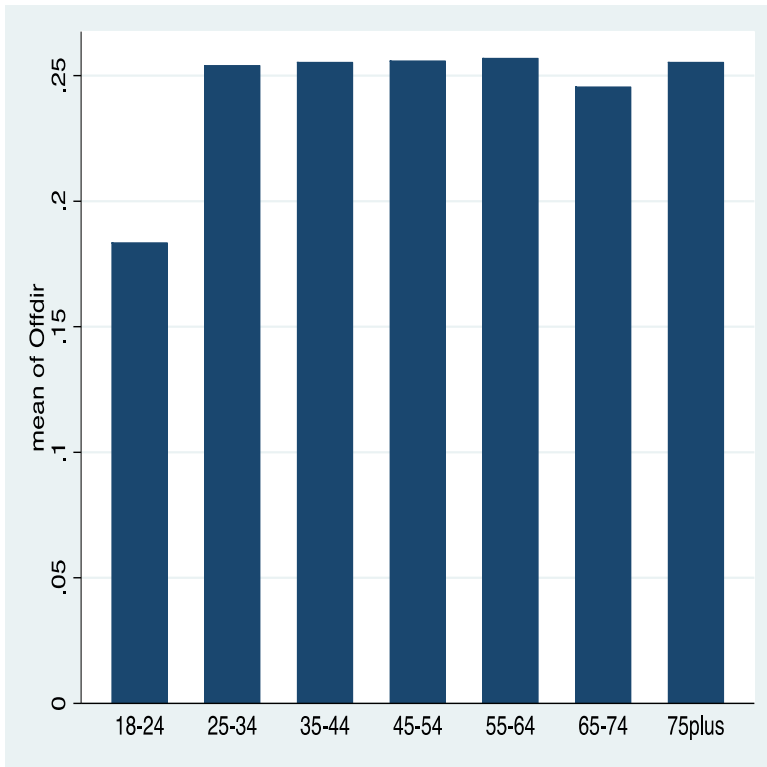


Contacted online by age bracket

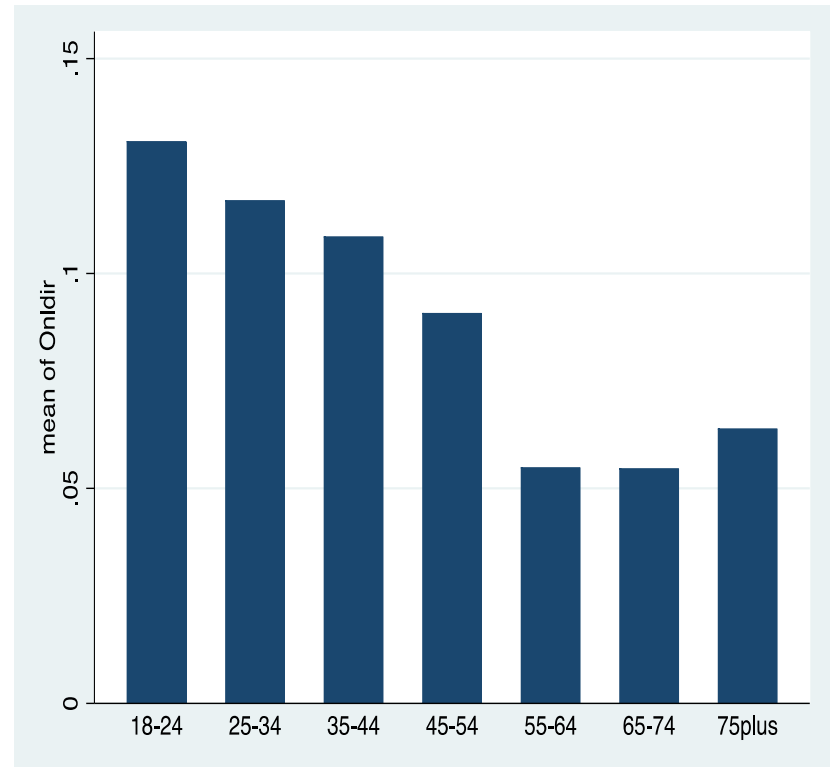


Mexico

Contacted offline by age bracket,

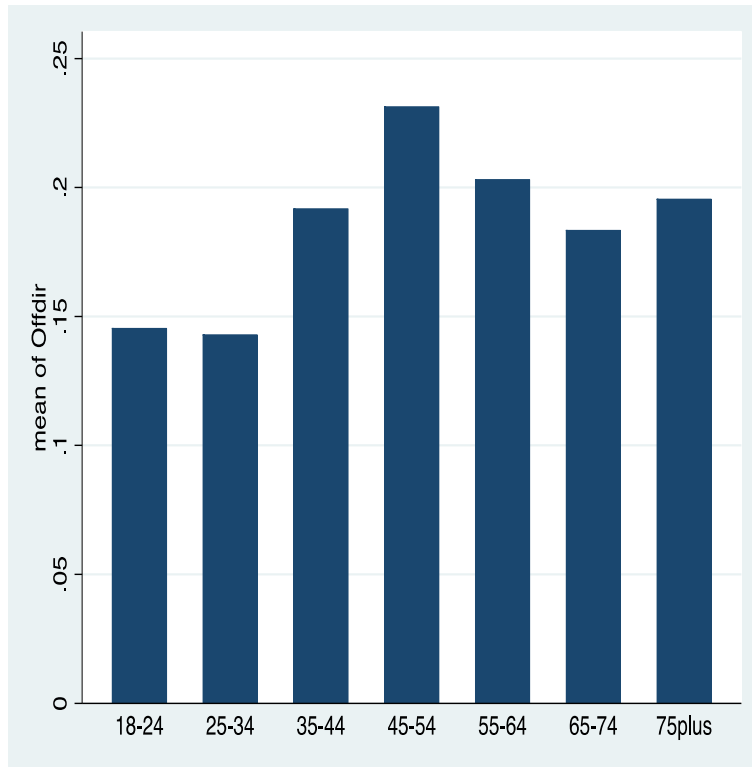


Contacted online by age bracket

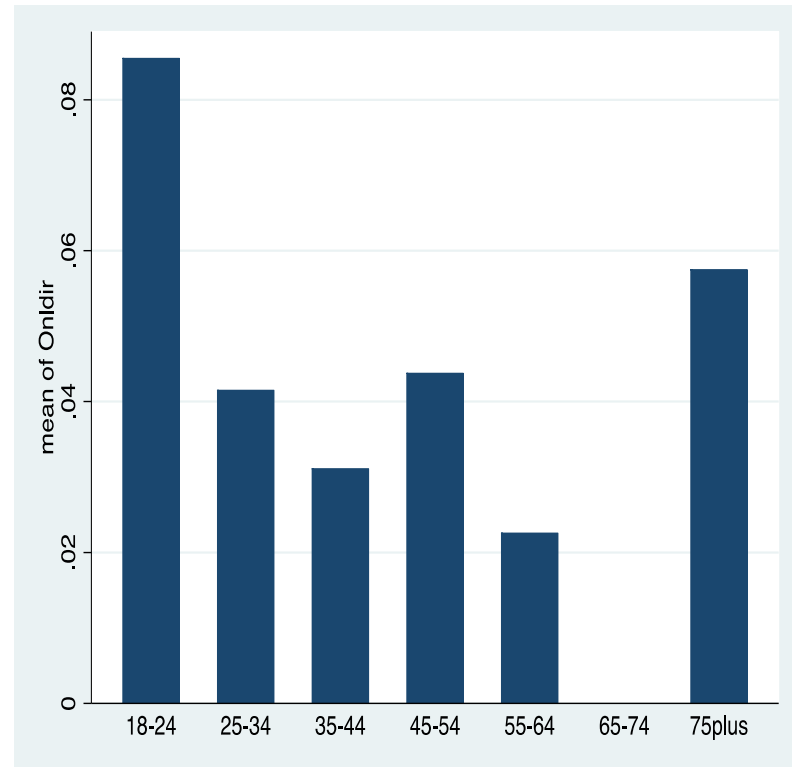


Montenegro

Contacted offline by age bracket,

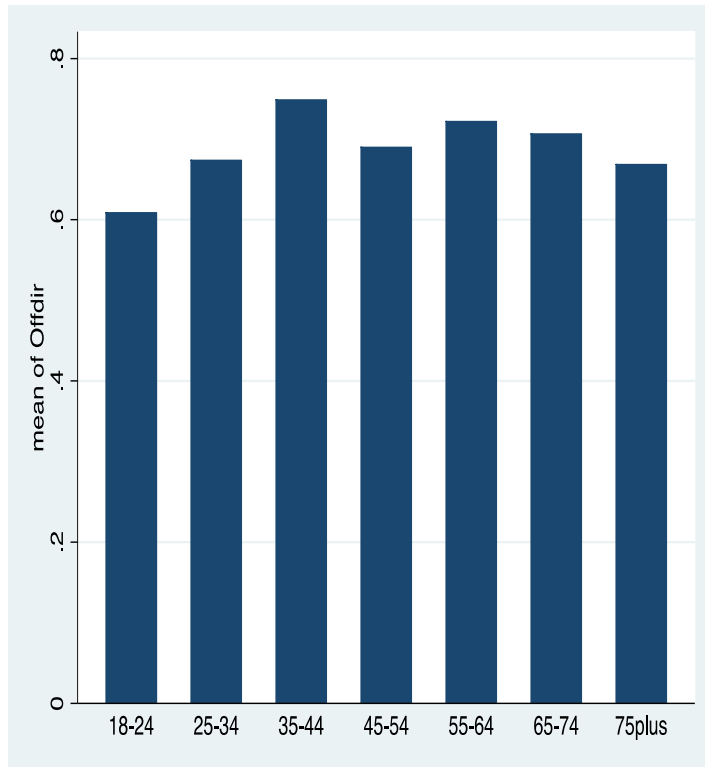


Contacted online by age bracket

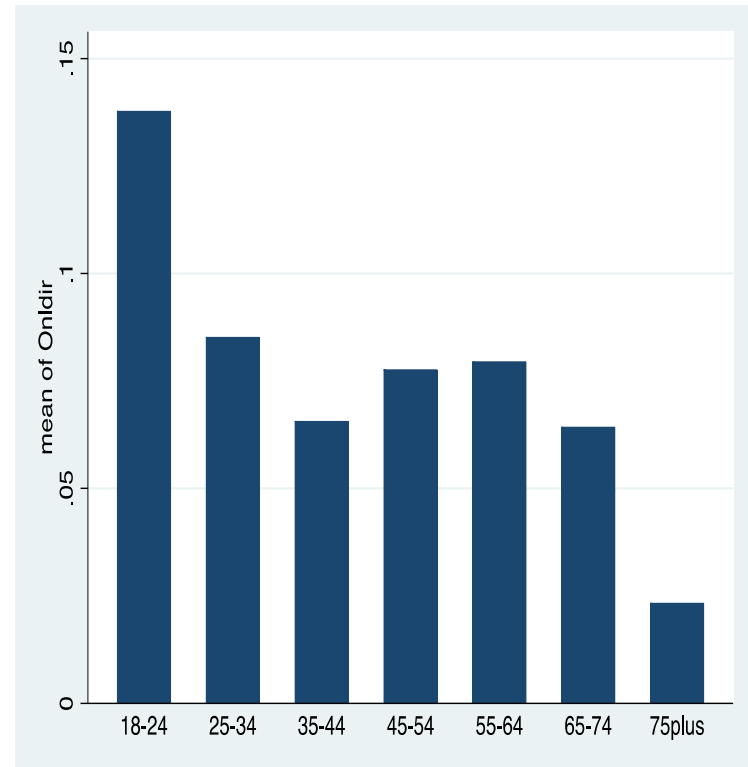


New Zealand

Contacted offline by age bracket,

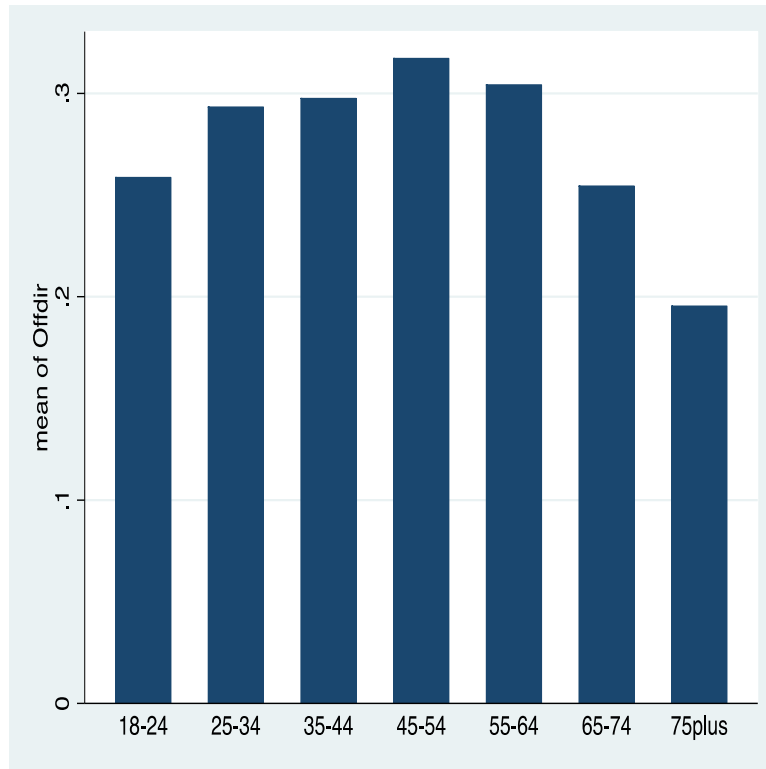


Contacted online by age bracket

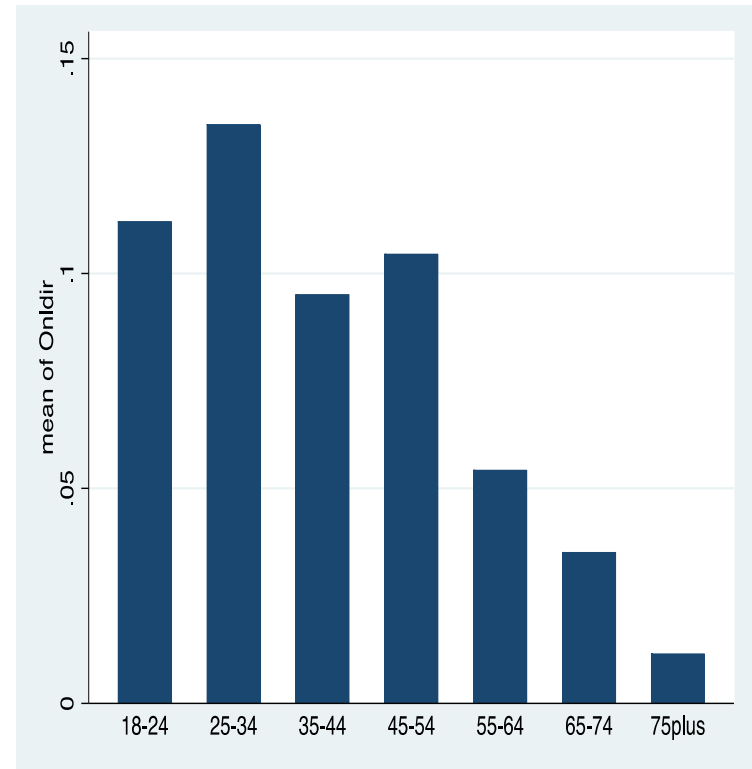


Serbia

Contacted offline by age bracket,

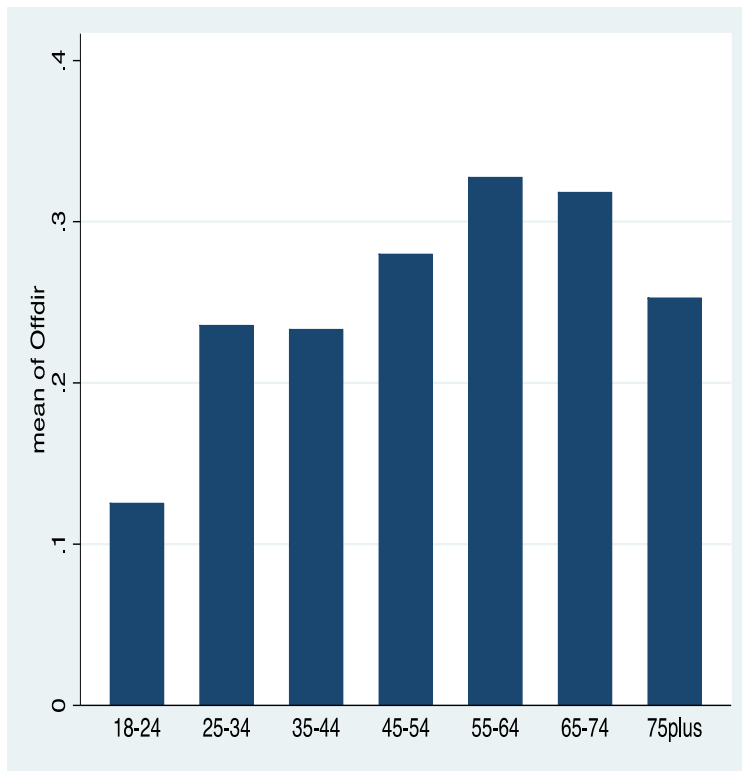


Contacted online by age bracket

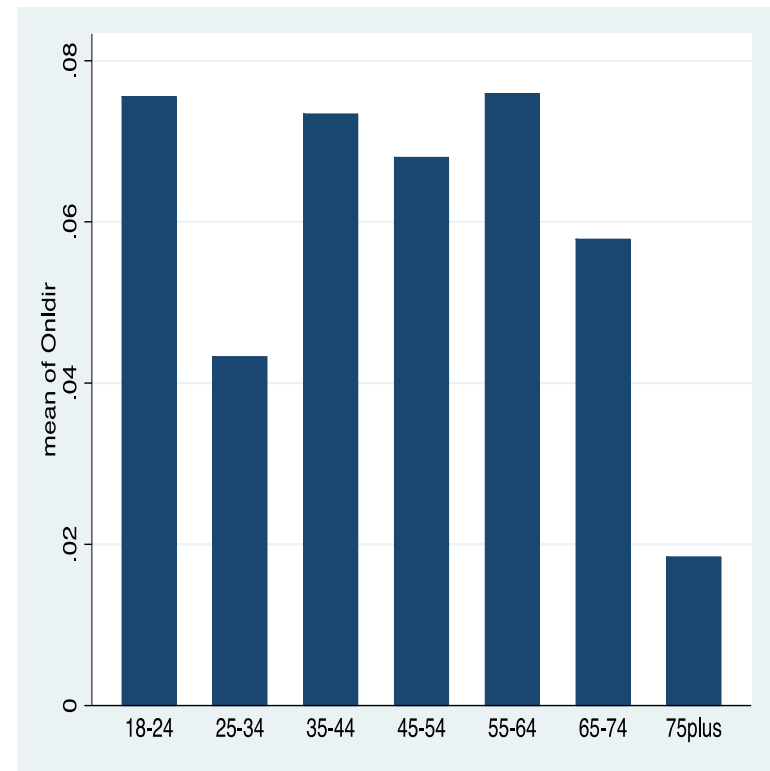


Switzerland

Contacted offline by age bracket,



Contacted online by age bracket



Question 2b:

Does Contacting Enhance Participation?

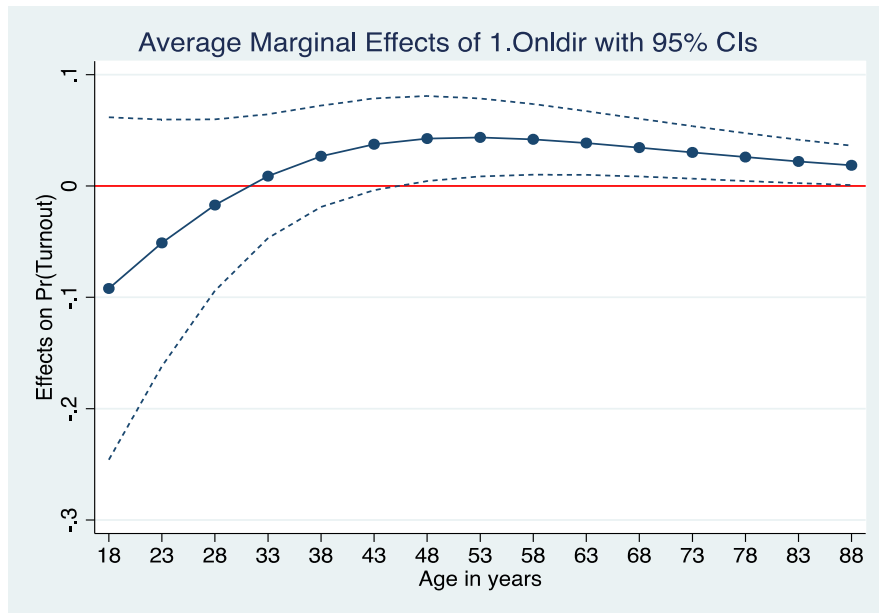
- We begin with reported turnout in these nine nations, as a function of both
 - **online** contacting
 - **offline** contacting.
 - On/Offline contacting * Age
- We added our contact measures to a logit model of the usual sets of variables in a turnout equation
 - Gender (1=female)
 - Marital status (1=married)
 - Income (in quintiles)
 - Age

Table 2
Are Online Contacts Significantly
Related to Voting (only) among Older Cohorts?

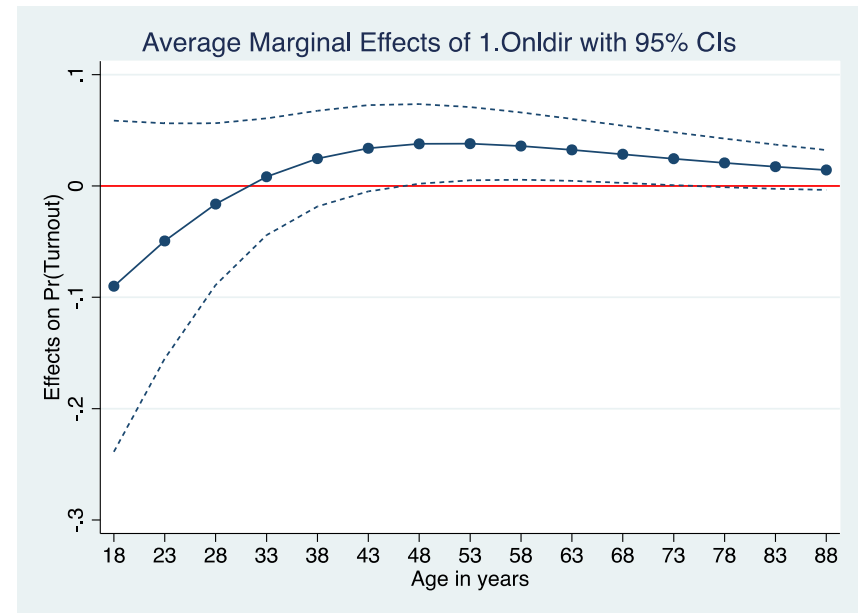
	Online*Older?
Austria	Y
Taiwan	Y
France	Y
Ireland	Y
Mexico	Y
Montenegro	--
New Zealand	--
Serbia	--
Switzerland	Y

Taiwan

Effect of online contact
when not contacted offline



Effect of online contact
when contacted offline too

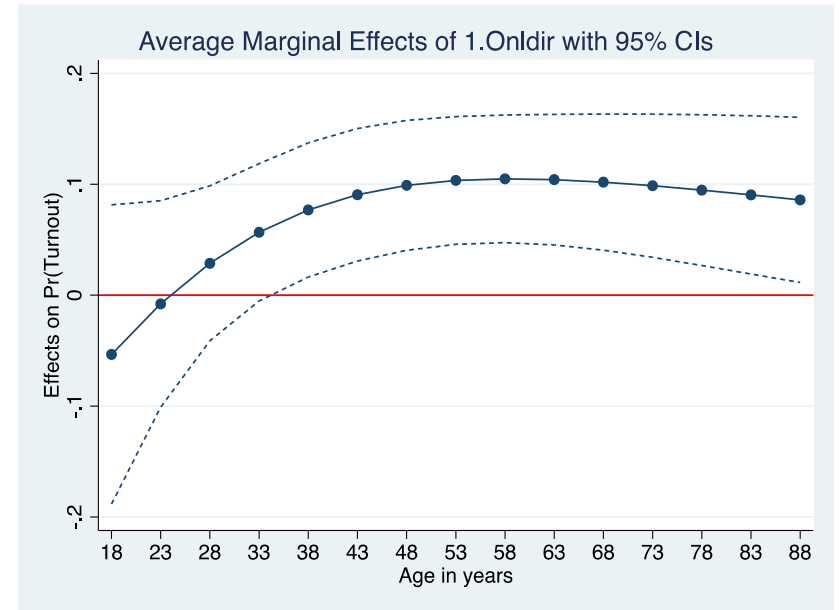


Mexico

Effect of online contact
when not contacted offline



Effect of online contact
when contacted offline too



Summary

- In every case, there is online contacting, but online contacting trails noticeably behind the numbers of citizens contacted in more traditional offline means.
- Parties are more likely to contact more senior citizens using the more traditional offline means.
- Young citizens are the most likely to report online contacting, whether that is because they are indeed more likely to be the targets of e-campaign in this fashion, or because it is simply the case that they use online technologies so much more often that they encounter a higher level of e-campaign materials.
- However, we find no effects of online contacts among the younger people. Only among older people is there, in most countries, an effect
- Thus, online contacts are not helping overcome the turnout gap between younger and older people. If they are doing anything at all, is to **increase** the gap between the very youngest and everybody else

Logit Regressions of Turnout as a function of Age, online, offline, and interactions, with Controls

Taiwan	Coef.	Std. Err.	z			
				Number of obs	=	1456
				LR chi2(16)	=	139.29
Age	0.042	0.009	4.480	Prob > chi2	=	0
1.Offdir	0.018	0.590	0.030	Pseudo R2	=	0.14
				LLF	=	-428.24
Offdir#c.Age						
1	0.003	0.013	0.210			
Age	0.000	(omitted)				
1.Onldir	-1.145	0.707	-1.620			
Onldir#c.Age						
1	0.037	0.019	1.910			
Female	0.636	0.190	3.340			
Second	0.174	0.221	0.790			
Tertiary	0.379	0.385	0.980			
Unionhouse	0.254	0.195	1.300			
Married	0.213	0.215	0.990			
Employed	0.258	0.212	1.220			
Secquin	0.403	0.314	1.280			
Thirquin	0.129	0.311	0.420			
Fourquin	-0.041	0.339	-0.120			
Fifquin	0.238	0.343	0.690			
CloParty	1.236	0.184	6.710			
cons	1.405	0.536	2.620			