
Mexican E-Politics

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APSA 2014 Annual Meeting Proposal

Summary

The 2008 Obama presidential campaign made extensive use of the internet and social media (Cogburn & Espinoza-Vasquez, 2011; Gibson, 2010; Robertson et al., 2010). More recently, micro blogging services (e.g., Twitter) and social network sites (e.g., Facebook) are believed to have the potential to increase political participation (Stieglitz & Dang-Xuan, 2013). Politicians now incorporate some forms of online social media campaigning based on the idea it may shape the outcome of elections (Rheingold, 2008; Shah et al., 2007; Towner, 2012). Farrell (2011) argues that Internet may affect politics in three ways: disturbing the processes through which voters interact with those similar to themselves, affecting the transaction costs of collective action, and modifying preference revelation.

In Mexico little attention has been given to the different sources of information, heuristic (Lupia & McCubbins, 1998; Popkin, 1991; Sniderman et al., 1991), that different generations used to inform of the political issues that shape their opinions, attitudes, perceptions and that influence the nature of political behaviour and vote choice.

This investigation suggests that depending on the source of information – whether traditional media or social media – citizens with greater skills to process political information will evaluate the political parties differently; therefore,

their decision to vote is influenced by the source of information. The new technological tools have an important effect on citizens' vote choice; these new tools have an opposite effect of what is presented with the traditional source of communication.

To develop the analysis through the document, a latent variable related to citizens' cognitive mobility is constructed – understood as the skill to process political information – (Inglehart, 1970; Dalton, 1984, 2000 and 2007; for the case of Mexico; Temkin, et al., 2008; Cisneros, 2012) from observed variables (subjective income, education and interest in politics). This document focuses of the effect that cognitive mobility has on political behaviour (to vote or not) and the influence that these variables have on the decision of which political party to vote for. This essay also investigates the influence that the traditional tools of communication (radio, television and newspapers) and new technological tools (social networks: Twitter, Facebook, YouTube) have on vote choice. Then, this document explores the implications of birth cohort for political participation and the impact these distinct forms of information (traditional or social media) have on each generation's political behaviour.

This research uses the data published by Latinobarometro from 2000 to 2010. The cognitive mobility variables are generated using exploratory and confirmatory factor analysis, and

then we will test the hypotheses using logit (bootstrapping and semi parametric regression models) and multilogit models. For the analysis of different generations multigroup logit models are used. EFA, CFA; logit; multinomial logit and multigroup logit were estimated using M-Plus version 7 and the bootstrapping and semi parametric models were estimated using R version 3.01.

Paper Keywords

Social Media; Cognitive Mobility; Vote Choice