

Mexican E-Politics

The Mexican Citizen in Transition

Alejandro Pastrana Valls

Department of Government
University of Essex
World Association for Public Opinion Research

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Motivation

- 2008 Obama presidential campaign made extensive use of the internet and social media (Cogburn & Espinoza-Vasquez, 2011; Gibson, 2010; Robertson et al., 2010)
- 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)
- In Mexico little attention has been given to the different sources of information, heuristic (Lupia & McCubbins, 1998; Popkin, 1991; Sniderman et al., 1991)

Objectives

- Generate a latent variable related to citizens' cognitive mobility (Inglehart, 1970 ; Dalton, 1984, 2000 and 2007; for the case of Mexico; Temkin, et al., 2008; Cisneros, 2012)
- 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.
- Investigate the impact that the traditional tools of communication (radio, television and newspapers) and new technological tools (social networks: Twitter, Facebook, YouTube) have on voting and vote choice.
- Explores the implications of birth cohort for political participation and the impact these distinct forms of information have on each generation's political behaviour.

Dataset

- Latinobarometer from 2000 to 2010

Hypotheses

- H1: Ceteris paribus, Mexican citizens who have higher cognitive mobility (skills) are more likely to go to the polls.
- H2: All other things being equal, Mexican citizens with greater cognitive mobility whose source of information is the social media are less likely to vote for the incumbent party. Additionally, citizens with greater cognitive mobility using traditional media will be more likely to vote for the ruling party.

Hypotheses

- H3.1: People who belong to the political alternation generations, whose principal source of information is the social media, have a higher probability to vote. In the opposite sense, Mexican citizens belonging to the political alternation generations using traditional tools of communication (radio, television and newspapers) have a lesser probability of voting.
- H3.2: In comparison to other generations, the political alternation generations have less probability of supporting the party in government if they have higher cognitive mobility and if the source of information are the new technological tools (social networks: Twitter, Facebook, YouTube).

Models

- I Generation of the Latent Variable: Exploratory (EFA) and Confirmatory Factor Analysis (CFA) were estimated using Mplus (Muthn and Muthn, 2010).

- II We will answer hypotheses 1 and 2 using a logit (Wooldridge 2002, 2003) by using Stata and the bootstrapping and semi parametric models were generated by using R.

- III For hypotheses 3.1 and 3.2 we will use a multigroup logit model (Muthn and Muthn, 2010), where estimated using Mplus.

- Softwares



Table 1. Confirmatory Factor Analysis, CM

Variables	Estimate Standardization (STDYX)	STDY	S.E.	Est./S.E.	P-Value
Movilidad Cognitiva [MC] (by)					
Interés Político	0.385	0.385	0.020	19.386	0.000
Capacidades Individuales	0.732	0.732	0.070	10.402	0.000
Capacidades Individuales (by)					
Nivel Socioeconómico	0.301	0.290	0.051	5.879	0.000
Ingreso Subjetivo	0.526	0.526	0.055	9.581	0.000
Escolaridad	0.318	0.318	0.035	9.171	0.000
Nivel Socioeconómico (with)					
Ingreso Subjetivo	0.226	0.177	0.036	6.355	0.000
Escolaridad	0.234	0.204	0.019	12.278	0.000
RMSEA	0.000				
CFI	1.000				
TLI	1.000				
WRMR	0.000				

Table 2. Logit Models Results

Variables	Model A	Model B	Model C	Model D	Model E	Model F
<i>Variables Centrales</i>						
Movilidad Cognitiva (MC)	1.682*** [0.271]	1.225*** [0.314]	0.628** [0.222]	1.055*** [0.317]		
<i>Fuentes de Información</i>						
Redes Sociales					-0.247 [0.157]	
MC * Redes Sociales					0.259 [0.706]	
Medios Tradicionales						0.216 [0.230]
MC * Medios Tradicionales						1.248* [0.495]
<i>Actitudes</i>						
Satisfacción Democracia	0.203*** [0.0386]	0.229*** [0.0476]	0.200*** [0.0482]	0.180*** [0.0494]	0.183* [0.0752]	0.181* [0.0753]
Situación Futura de Empleo	0.0567 [0.0373]	0.0962+ [0.0569]	0.110+ [0.0568]	0.112+ [0.0574]	0.14 [0.0855]	0.144+ [0.0854]
Aprobación Presidencial		0.170* [0.0785]	0.0884 [0.0805]	0.0731 [0.0814]	0.189 [0.126]	0.187 [0.126]
Confianza Gobierno			0.244*** [0.0486]	0.225*** [0.0493]	0.270*** [0.0752]	0.258*** [0.0754]
Evaluación Egocéntrico				0.0752 [0.0693]	0.173+ [0.104]	0.163 [0.104]
Evaluación Sociotrópico				0.0278 [0.0643]	-0.00529 [0.0995]	-0.0199 [0.1000]
<i>Variables de Control</i>						
Observations	4916	3388	3388	3388	1299	1299
AIC	6016	4188	4182	4169	1723	1718
BIC	6140	4298	4286	4298	1821	1817
Grados de Libertad	18	17	16	20	18	18
McFeeden R2	0.067	0.08	0.081	0.085	0.062	0.065
PRE	0.6674	0.6535	0.6443	0.6555	0.6082	0.6159

Figure 2a. Marginals Effects

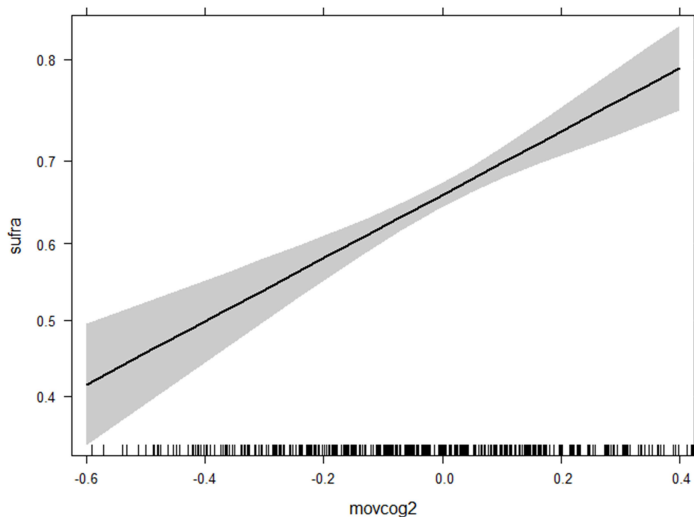


Figure 2b. Semiparametric Approach

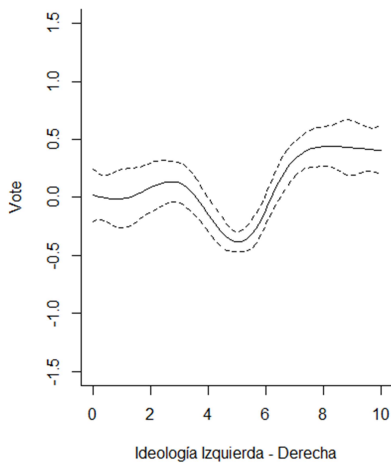
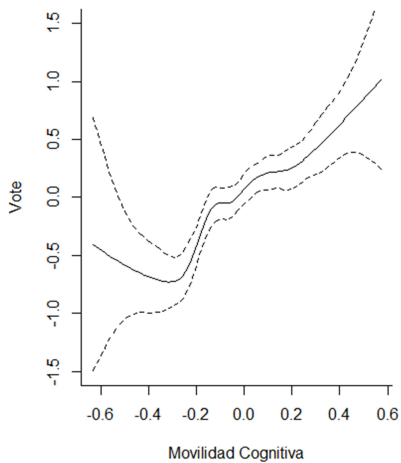


Figure 2c. Semiparametric Approach

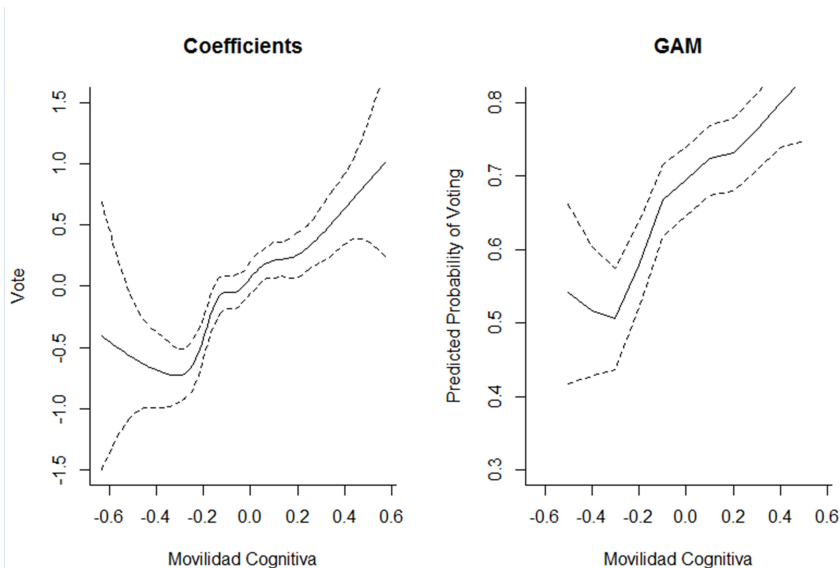


Table 3. Bootstrapping

Variables	Modelo 1	Modelo 2 Bootstrap				Modelo 3 Bootstrap
		Original	Bias	Estimación	Std. Error	
<i>Variables Centrales</i>						
Movilidad Cognitiva (MC)	1.682*** [0.271]	1.682	0.006	1.688	0.275	0.747 [0.727-0.768]
<i>Attitudes</i>						
Satisfacción Democracia	0.203*** [0.0386]	0.203	0.000	0.203	0.039	promedio
Situación Futura de Empleo	0.0567 [0.0373]	0.057	0.000	0.056 0.000	0.038	promedio
<i>Variables de Control</i>						
Observations	4916					
AIC	6016					
BIC	6140					
Grados de Libertad	18					
McFeeden R2	0.067					
PRE	0.6674					

Table 4. Logit Models Incumbent

Variables	Model A	Model B	Model C	Model D	Model E	Model F
<i>Variables Centrales</i>						
Movilidad Cognitiva (MC)	-0.165 [0.341]	-0.252 [0.432]	-0.23 [0.435]	-0.223 [0.438]		
<i>Fuentes de Información</i>						
Redes Sociales					0.257 [0.240]	
MC * Redes Sociales					-3.692** [1.140]	
Medios Tradicionales						-0.547 [0.344]
MC * Medios Tradicionales						-0.212 [0.740]
<i>Actitudes</i>						
Satisfacción Democracia	0.128** [0.0461]	-0.00817 [0.0625]	-0.0032 [0.0635]	-0.0465 [0.0658]	-0.0296 [0.112]	-0.0261 [0.111]
Situación Futura de Empleo	-0.0282 [0.0439]	-0.0267 [0.0758]	-0.0272 [0.0758]	-0.0114 [0.0764]	0.0187 [0.129]	0.0461 [0.127]
Aprobación Presidencial		1.585*** [0.114]	1.595*** [0.116]	1.568*** [0.117]	1.414*** [0.220]	1.400*** [0.219]
Confianza Gobierno			-0.0281 [0.0643]	-0.0568 [0.0652]	-0.122 [0.113]	-0.115 [0.112]
Evaluación Egocéntrico				-0.0299 [0.0969]	-0.321+ [0.167]	-0.300+ [0.166]
Evaluación Sociotrópico				0.267** [0.0827]	0.553*** [0.147]	0.484*** [0.145]
<i>Variables de Control</i>						
Observations	3161	2087	2087	2087	688	688
AIC	4003	2391	2392	2386	818	827
BIC	4118	2492	2500	2504	904	913
Grados de Libertad	18	17	18	20	18	18
McFeeden R2	0.028	0.1	0.1	0.104	0.103	0.093
PRE	0.6606	0.6943	0.6948	0.7063	0.7137	0.6977

Table 5. Multilogit Models PRI/PAN

Variables	Model A	Model B	Model C	Model D	Model E	Model F
<i>Variables Centrales</i>						
Movilidad Cognitiva (MC)	-0.0906 [0.373]	-0.035 [0.469]	-0.0947 [0.473]	-0.101 [0.476]		
<i>Fuentes de Información</i>						
Redes Sociales					3.201** [1.180]	
MC * Redes Sociales					-0.171 [0.246]	
Medios Tradicionales						0.089 [0.766]
MC * Medios Tradicionales						0.481 [0.360]
<i>Actitudes</i>						
Satisfacción Democracia	-0.0667 [0.0502]	0.0964 [0.0675]	0.0839 [0.0686]	0.119+ [0.0710]	0.0729 [0.116]	0.0698 [0.115]
Situación Futura de Empleo	0.0809+ [0.0483]	0.109 [0.0822]	0.109 [0.0823]	0.0948 [0.0827]	0.0135 [0.132]	-0.0117 [0.131]
Aprobación Presidencial		-1.622*** [0.124]	-1.645*** [0.127]	-1.624*** [0.127]	-1.359*** [0.227]	-1.348*** [0.226]
Confianza Gobierno			0.0713 [0.0695]	0.0955 [0.0704]	0.12 [0.116]	0.116 [0.115]
Evaluación Egocéntrico				0.0555 [0.105]	0.325+ [0.172]	0.305+ [0.171]
Evaluación Sociotrópico				-0.234** [0.0897]	-0.570*** [0.152]	-0.508*** [0.151]
<i>Variables de Control</i>						
Observations	3161	2087	2087	2087	688	688
AIC	6585	4174	4175	4170	1288	1299
BIC	6815	4377	4389	4407	1460	1471
Grados de Libertad	36	34	36	40	36	36
McFeeden R2	0.047	0.089	0.089	0.092	0.104	0.113
PRE	0.4441632	0.442262	0.44178	0.450886	0.530523	0.521802

Table 6. Multilogit Models PRD/PAN

Variables	Model A	Model B	Model C	Model D	Model E	Model F
<i>Variables Centrales</i>						
Movilidad Cognitiva (MC)	0.566 [0.430]	0.658 [0.529]	0.71 [0.534]	0.714 [0.538]		
<i>Fuentes de Información</i>						
Redes Sociales					5.828** [1.885]	
MC * Redes Sociales					-0.764+ [0.459]	
Medios Tradicionales						0.544 [1.120]
MC * Medios Tradicionales						0.758 [0.542]
<i>Actitudes</i>						
Satisfacción Democracia	-0.252*** [0.0601]	-0.164* [0.0793]	-0.156+ [0.0804]	-0.0989 [0.0827]	-0.15 [0.166]	-0.159 [0.166]
Situación Futura de Empleo	-0.0696 [0.0566]	-0.127 [0.0944]	-0.126 [0.0945]	-0.147 [0.0951]	-0.188 [0.192]	-0.216 [0.190]
Aprobación Presidencial		-1.509*** [0.137]	-1.487*** [0.140]	-1.447*** [0.141]	-1.540*** [0.294]	-1.522*** [0.290]
Confianza Gobierno			-0.0571 [0.0806]	-0.0225 [0.0815]	0.084 [0.167]	0.0616 [0.166]
Evaluación Egocéntrico				-0.0369 [0.120]	0.316 [0.247]	0.263 [0.246]
Evaluación Sociotrópico				-0.320** [0.104]	-0.455* [0.219]	-0.344 [0.218]
<i>Variables de Control</i>						
Observations	3161	2087	2087	2087	688	688
AIC	6585	4174	4175	4170	1288	1299
BIC	6815	4377	4389	4407	1460	1471
Grados de Libertad	36	34	36	40	36	36
McFeeden R2	0.047	0.089	0.089	0.092	0.104	0.113
PRE	0.4441632	0.442262	0.44178	0.450886	0.530523	0.521802

Birth Cohorts

- Generations Analysis
- The party system generation: those who came into adulthood during the dominant party system, from 1921 through to 1976.
- The pluralism generation spans those who came to adulthood between 1977 and 1988.
- The alternation generation comprises those who came to adulthood during the period from 1989.

Table 7. Logit Models Results by Generations: Who Votes?

Variables	Betas P-Value		Betas P-Value		Betas P-Value		Betas P-Value		Betas P-Value		Betas P-Value	
	Sistema de Partidos				Pluralismo				Alternancia			
<i>Variables Centrales</i>												
Redes Sociales			-0.431	0.331			0.062	0.839			-0.356	0.092
MC * Redes Sociales			0.391	0.831			-1.379	0.301			1.277	0.179
Medios Tradicionales	-0.202	0.629			-0.087	0.854			0.843	0.020		
MC * Medios Tradicionales	1.571	0.112			1.119	0.263			1.077	0.139		
<i>Attitudes</i>												
Satisfacción Democracia	0.245	0.084	0.267	0.062	0.415	0.007	0.422	0.007	-0.020	0.863	-0.026	0.825
Situación Futura de Empleo	0.091	0.612	0.096	0.585	0.187	0.211	0.176	0.255	0.120	0.391	0.120	0.388
Aprobación Presidencial	0.308	0.217	0.269	0.280	0.084	0.731	0.100	0.686	0.142	0.471	0.161	0.415
Confianza Gobierno	0.350	0.016	0.373	0.010	0.266	0.078	0.263	0.083	0.222	0.052	0.235	0.040
Evaluación Egocéntrico	0.164	0.440	0.193	0.357	0.407	0.052	0.448	0.032	0.076	0.636	0.076	0.632
Evaluación Sociotrópico	0.209	0.291	0.211	0.285	-0.176	0.399	-0.122	0.554	-0.060	0.691	-0.065	0.664
<i>Variables de Control</i>												

Table 7. Logit Models by Generations: Voting for the Incumbent

Variables	Betas P-Value		Betas P-Value		Betas P-Value		Betas P-Value		Betas P-Value		Betas P-Value	
	Sistema de Partidos				Pluralismo				Alternancia			
<i>Variables Centrales</i>												
Redes Sociales			-0.065	0.915			0.527	0.224			0.279	0.400
MC * Redes Sociales			-1.141	0.596			-2.561	0.277			-6.044	0.011
Medios Tradicionales	-0.878	0.147			-1.044	0.084			0.594	0.436		
MC * Medios Tradicionales	0.570	0.686			-0.324	0.840			-0.859	0.536		
<i>Actitudes</i>												
Satisfacción Democracia	0.344	0.119	0.324	0.147	0.167	0.480	0.232	0.319	-0.351	0.069	-0.414	0.041
Situación Futura de Empleo	0.226	0.437	0.218	0.456	0.000	0.999	-0.015	0.951	-0.040	0.845	-0.059	0.774
Aprobación Presidencial	1.538	0.001	1.504	0.001	1.230	0.004	1.124	0.011	1.690	0.000	1.775	0.000
Confianza Gobierno	0.037	0.862	0.048	0.827	-0.547	0.016	-0.539	0.020	0.170	0.338	0.143	0.433
Evaluación Egocéntrico	-0.715	0.048	-0.740	0.047	0.090	0.796	0.110	0.750	-0.319	0.184	-0.381	0.116
Evaluación Sociotrópico	0.412	0.173	0.427	0.169	0.098	0.736	0.222	0.431	0.717	0.003	0.817	0.001
<i>Variables de Control</i>												

תודה
 Dankie Gracias
 Спасибо شكراً
 Merci Takk
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Thank You Tak
 感謝您 Obrigado Teşekkür Ederiz
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 Σας ευχαριστούμε
 ඔබගේ
 Bedankt Děkujeme vám
 ありがとうございます
 Tack

@Alejandro_PV



Alejandro Pastrana Valls

