

A decorative graphic on the left side of the slide consisting of two overlapping parallelograms. The front one is blue and the back one is a light green. They are positioned diagonally, with the blue one partially covering the green one.

Social Media, Values, and Knowledge

Timothy Meyer



Political and Social Values

Efficacy

Integrity

Civic engagement

Expression

Awareness



Literature

Literature studied varies from prominence of media networks (Eveland, McLeod), effects of social media (Gil de Zuniga, Bennett), societal behavior on social media (Loader, McPherson), and various other minute variations.

Xenos et al.

"The great equalizer? Patterns of social media use and youth political engagement in three advanced democracies."

- Primary population adolescents
- Used a survey to achieve best responses
- Recognized independent effects of social media





Homero Gil de Zuniga



Gil de Zúñiga, Homero, Logan Molyneux, and Pei Zheng. "Social media, political expression, and political participation: Panel analysis of lagged and concurrent relationships." *Journal of Communication* 64.4 (2014): 612-634.

Gil de Zúñiga, Homero, et al. "Digital democracy: Reimagining pathways to political participation." *Journal of Information Technology & Politics* 7.1 (2010): 36-51.

Gil de Zúñiga, Homero, Logan Molyneux, and Pei Zheng. "Social media, political expression, and political participation: Panel analysis of lagged and concurrent relationships." *Journal of Communication* 64.4 (2014): 612-634.

Gail de Zúñiga, Homero, and Sebastián Valenzuela. "The mediating path to a stronger citizenship: Online and offline networks, weak ties, and civic engagement." *Communication Research* 38.3 (2011): 397-421.



Gil de Zuniga

The primary service these reports offer are items to compare to. This allows us to identify traits of our population, adolescents, as well as differences between the populations, being adults and adolescents.



Addressing the Gap

- Gil de Zunigas' papers focused on social media and its effects on adults



Addressing the Gap

- Gil de Zunigas' papers focused on social media and its effects on adults
- Xenos et al focused on adolescents, but focused on socialization

Addressing the Gap

- My research bridged this gap and focused on the effects within an adolescent population





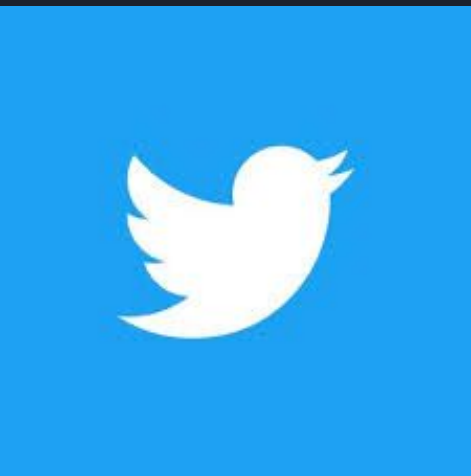
Research Question

Does social media use affect adolescent perception of political and social values? Furthermore, does it impact knowledge of current events?



Hypotheses/Expectations

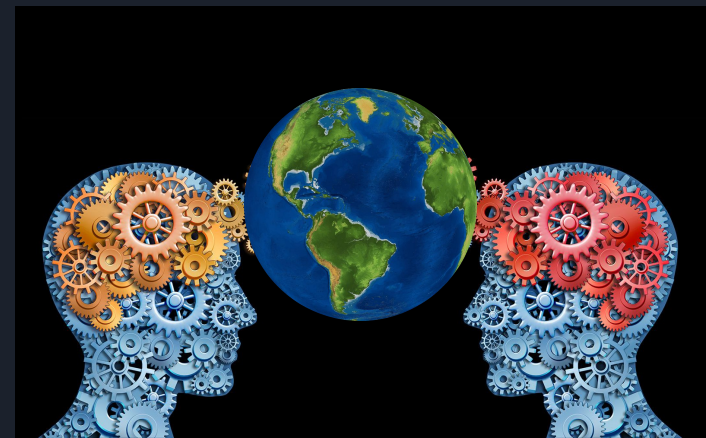
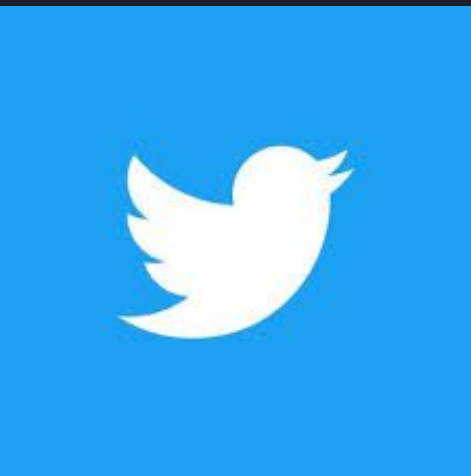
- H_1 : Social media use **does** affect adolescent perception of political and social values through way such as **increasing efficacy, awareness, etc.**





Hypotheses/Expectations

- H_1 : Social media use **does** affect adolescent perception of political and social values through way such as **increasing efficacy, awareness, etc.**
- H_2 : Social media use **does increase** ones knowledge on current events, but **only if they had an innate desire for said knowledge**



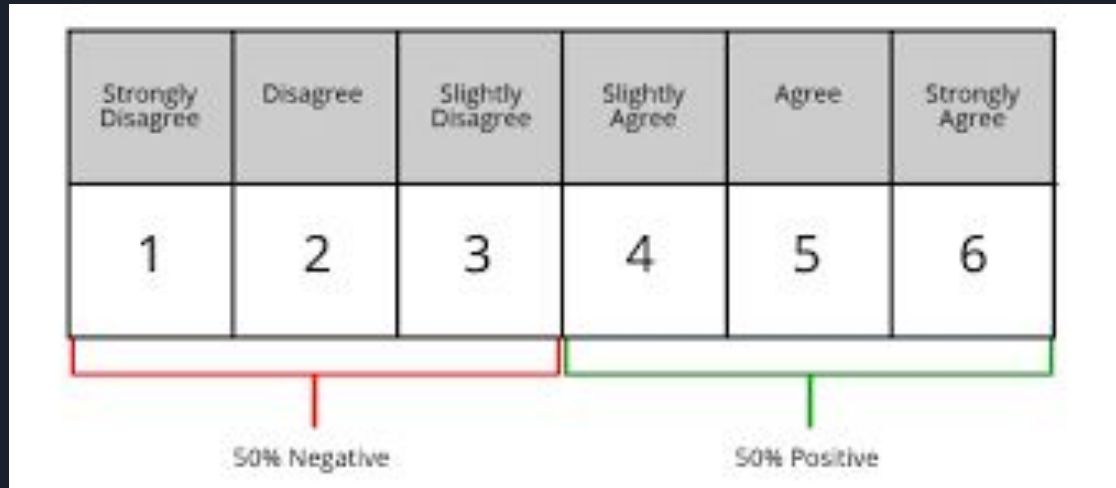
Methods-Population sampling

- Stratified random sampling
- Diverse population
 - Co-ed
 - Race & ethnicity
 - Religion
- Various incomes
- All grades
- Anonymous



Methods-Instruments

- Survey
 - 20 questions; establishment questions
 - 15 Likert scale questions; find links and effects





Foundations

Adapted from Lee 12

Foundational questions

Adapted from McLeod 99

Internet sourcing

Adapted from Duggan 16

Likert scales regarding
personal opinions



Questions can be divided into

A: Social media use

B: Knowledge on current events

C: Political & social values



Findings

Findings can be divided into the aforementioned groups:

A: Social media use

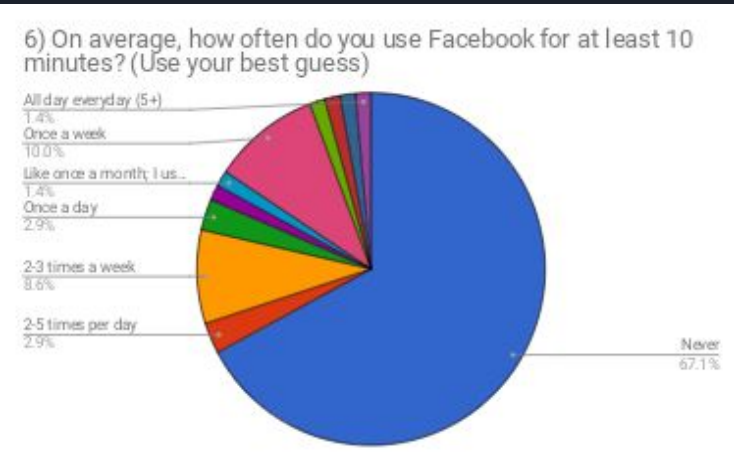
B: Knowledge on current events

C: Political & social values

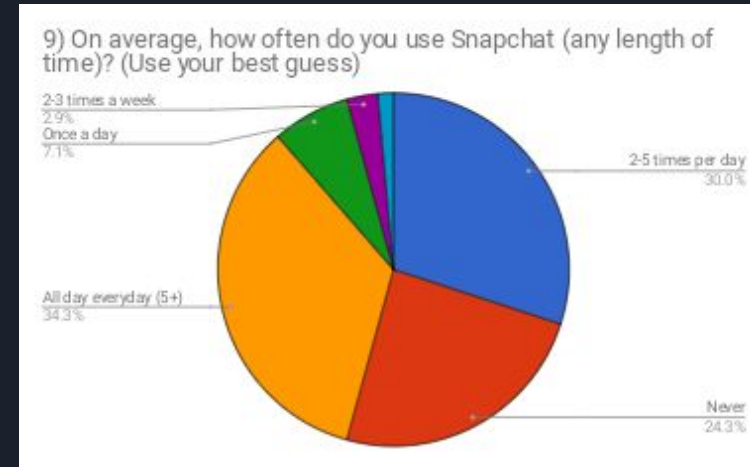
Overall, they show an agreement that social media does impact individuals in the expected ways, something that will be discussed later.

Social Media Use

6) On average, how often do you use Facebook for at least 10 minutes? (Use your best guess)



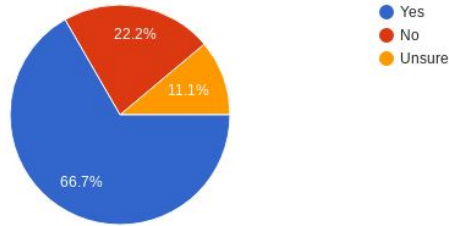
9) On average, how often do you use Snapchat (any length of time)? (Use your best guess)



Current Events

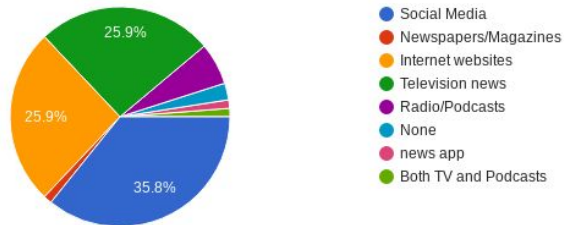
17) Have you ever looked into the credibility of an article or claim you saw online? (looking into author, fact-checking, etc.)

81 responses



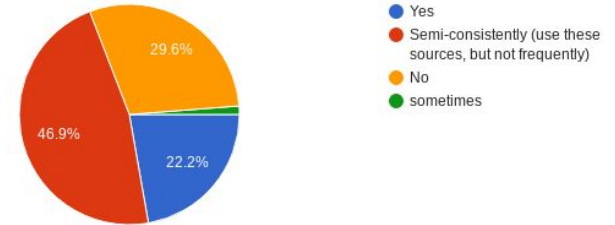
19) Which source do you use for news the most?

81 responses

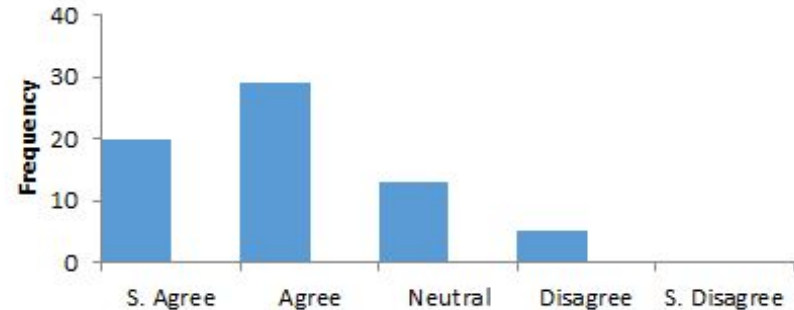


18) Do you read(paper news),watch, or listen to the news consistently(use these methods for at least 30 minutes a day, at least 4 times a week)?

81 responses



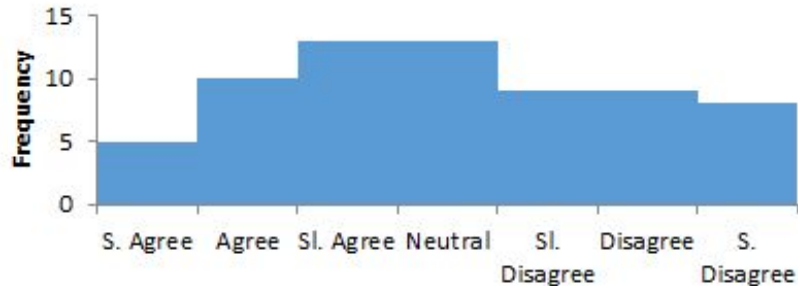
Social media and the internet make me more informed when it comes to current events/news.



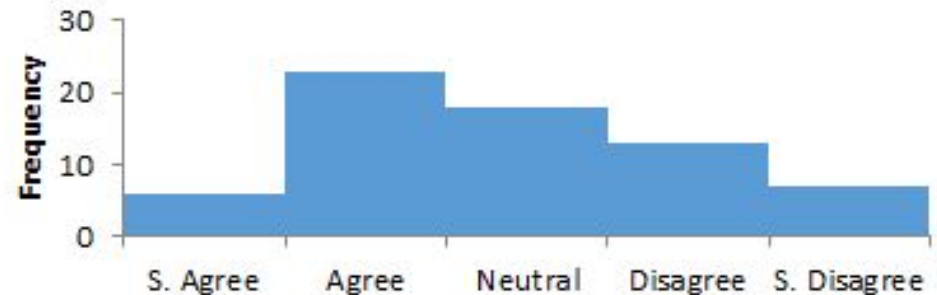
Political and Social Values

Responses showed majority belief that social media did impact their perceptions and beliefs.

Social media has made me a more active and vocal individual regarding political and social issues?



Social media and the internet has prepared me to become an active political citizen.





Analysis of Findings

H_1 : Social media use does affect adolescent perception of political and social values through way such as increasing efficacy, awareness, etc.

+

H_2 : Social media use does increase ones knowledge on current events, but only if they had an innate desire for said knowledge

were supported by the results.


$$H_1$$

There is a relationship between social media use and changing political and social values, but it was much weaker than expected

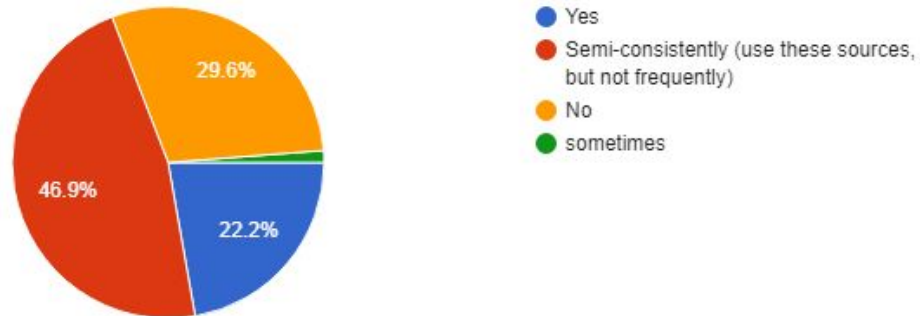


H₂

In excluding social media, only 22% of respondents stay updated on current events consistently, per question

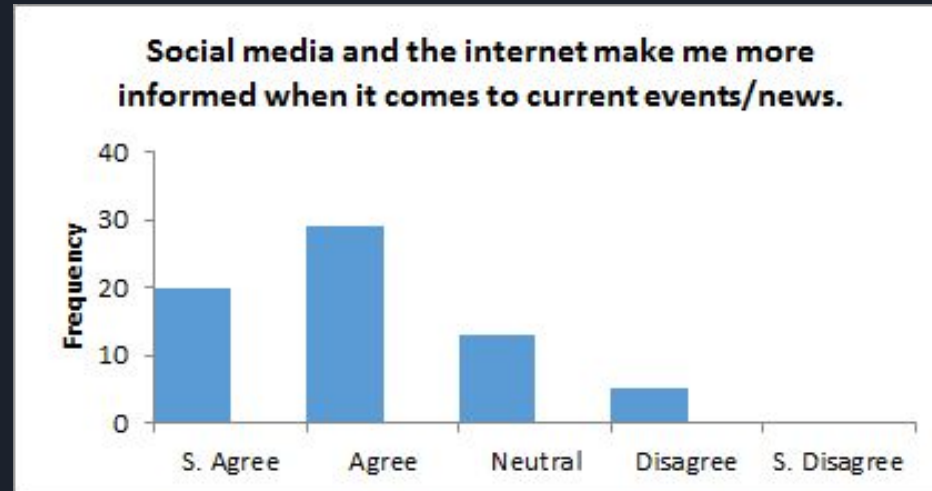
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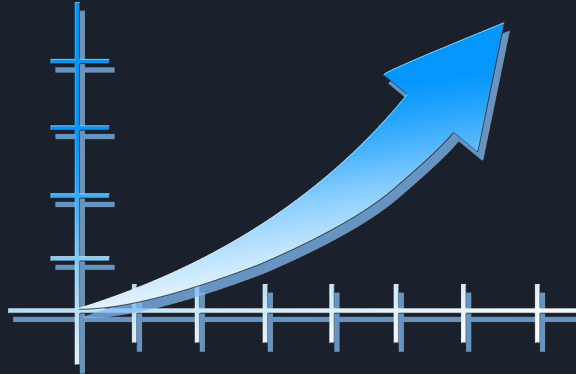
H₂

Results from question 24 show almost unanimous agreement that social media makes somebody more informed and contributes to their knowledge on current events

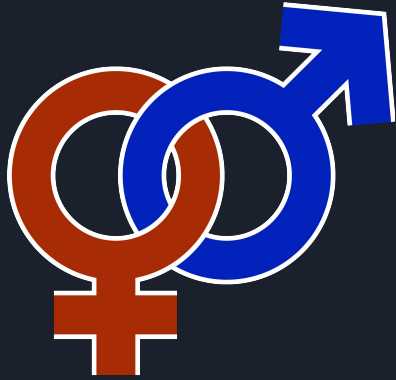



$$H_2$$

There is a positive relationship between social media use and knowledge on current events for the majority.

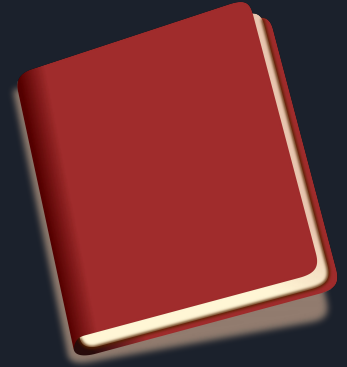


Subpopulations



Gender

Knowledge as a motivator



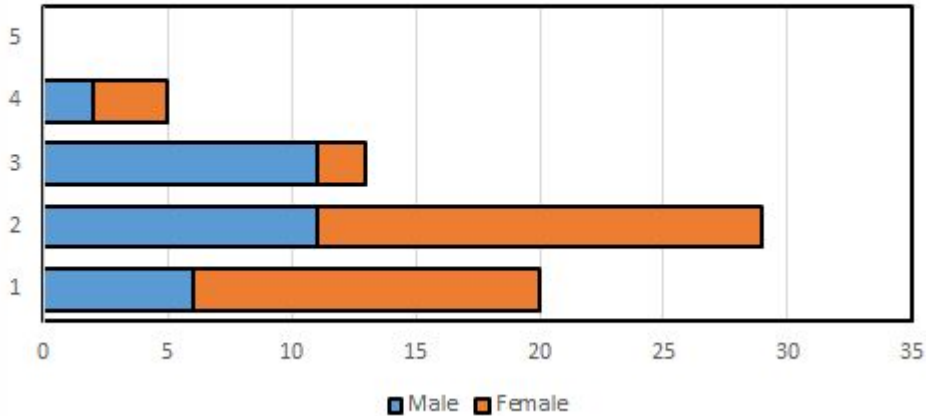


Gender

Gender was statistically significant in question 24, showing that social media's effect on the subjects perception of social media's impact on them was impacted by gender.

Question 24

24) Social media and the internet make me more informed when it comes to current events/news.



Females had mean 2.30, while males had 1.80. In context, this means males felt much more of an impact from social media.

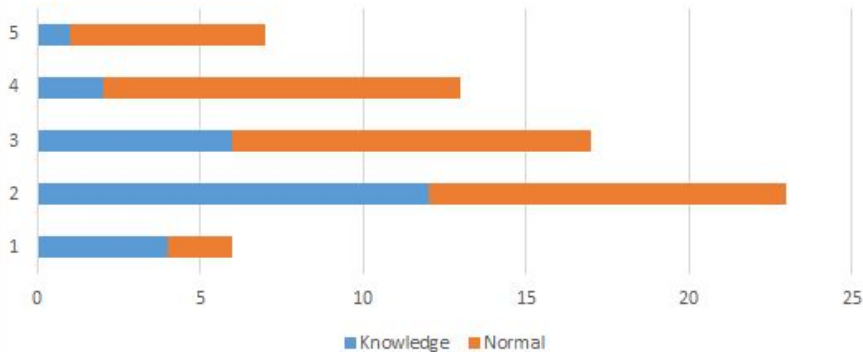


Knowledge as a primary motivator

One statistically significant difference was between responses to question 32, in which those who had gaining knowledge as one of their primary motivations for using social media had a statistically significant difference than those without.

Question 32

32) Social media and the internet has prepared me to become an active political citizen.



They were much more confident in their abilities than their counterparts. This falls in line with what Bennett found in his research, where more knowledge increases one's' self-confidence in their abilities.



Limitations

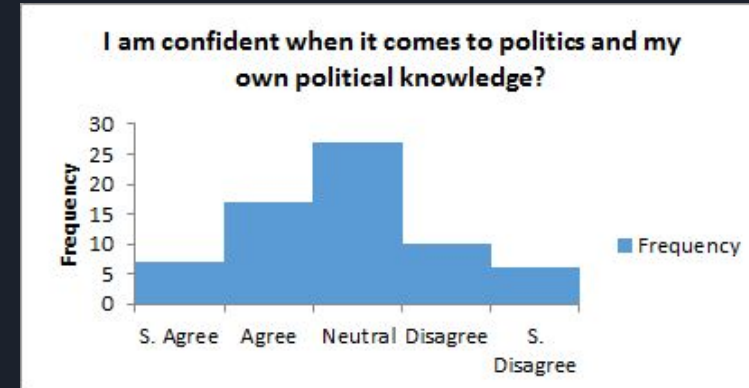
Some questions had to be simplified for the survey to be accessible to all students. This simplification resulted in less substantial information yield.

One example of this is the removal of questions that establish correlation because it was too complicated.



When it came to answering the questions, students were instructed to choose neutral if they didn't know how they felt, so confusion played a role in this.

40% of responses
fall under neutral





Limitations

The wording of questions limits our ability to interpret the results

Specifically, **disagree and strongly disagree**

Future Research



Subsequent research could use methods such as tests or observational studies to define this relationship more clearly, and find direct relationships between these items, giving more information on the population of adolescents and the role of social media universally.



Discussion

Overall, we can conclude that there is a relationship between social media use and political and social values (H_1) and knowledge on current events (H_2) within adolescents.



Discussion

Overall, we can conclude that there is a relationship between social media use and political and social values (H_1) and knowledge on current events (H_2) within adolescents.

This relationship, however, is not clearly defined, something future research should strive to accomplish.