

Analysis of the Media Engagement Attributes of Voters Gauge used in Political Campaign - Focusing on the Korean Parliamentary and Presidential Elections

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Abstract

This study carried out a survey targeting sample of 609 audience panel voters of 15 regions including Seoul during the campaign period of Korean Presidential election on December 19, 2012. The survey methods are telephone questioning and specialists FGI. And the analysis methods are frequency analysis, factor analysis and regression analysis. The research project is to analyze correlation and difference in the engagement factors such as interest, immersion, correlation, satisfaction and participation in order to analyze the most contacted media and the inclination of the voters. The result shows that the voters watched the debates of the candidates most and political news next. The frequency of “no use” was the highest and the cacao story was used most among the telecommunication methods. The most contacted media is TV broadcasting and the placard next. TV is the most reliable among the mass media. And it was analyzed that the engagement factors have no correlation each other. There is no difference in interaction of the type of media with political involvement, gender, age, region, job and income but there is difference in correlation and satisfaction according to the education level.

Keywords: Election, Engagement, Media, Political Campaign, Voter

1. Study Purpose and Precedent Studies

It becomes reality that we cannot explain sufficiently the change of media usage pattern and the effect of advertisement in the election. In the analyses of TV program and advertisement effect it is difficult to reflect the consumer's complicated media usage pattern by simple quantitative measurement such as viewing rate⁵. The recent concept of ‘engagement’ corresponds to ‘new desire’ which exists in the internal depth of the people. The desire for the change which makes the message accepted naturally through the in-depth analysis of this life pattern is the ‘engagement’ which is discussed a lot recently^{14,16,18,19}.

The ‘engagement’ is qualitative concept which focuses on ‘how deeply’ the consumers recognize, satisfy, understand and concentrate on the relevant information when they contact the media or message in the business administration, advertisement, etc.^{10,20,21}. Through engrafting this general concept of media engagement into the election, they are to carry out successful election by analyzing the voter's emotions such as interest, correlation, concentration, satisfaction, etc. which are the attributes of media engagement. In the studies up to now, the ranking of the major information sources for deciding the candidate varies depending on the survey timing and survey institution^{12–14,16,18,19}.

The survey by Chosun Daily shows that the major determinant factors for selection are pamphlet and poster

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28%, newspaper and broadcasting 15.2% and campaign rally 15.1%⁶.

According to the Cheong Sang Dae's study, they are TV debate 51.6%, TV speech 16.8%, newspaper and broadcasting 10.5%⁸. And in the 14th Presidential election the factors for selecting the candidate were political tendency 41%, personal image 33% and TV and newspaper 8%²³. As American people call the President Obama 'The first SNS President in the world', now it is an era when SNS makes the President.

In that, the greatest impact on television Speech in the analysis of the candidate selection factors of election promotions as follows the Table 1⁷.

In Korea at the time of Presidential election on December 19, 2012, the candidates of each party were carrying out the election campaign using twitter, facebook, youtube, cacao talk, etc. which evolved into 'New Media War'¹¹. The motto of 'Media Contribution' by the candidate, Park Guen Hye was "one click and one comment change the world" and she had 8 SNS accounts. The candidate, Moon Jae In, had 11 SNS accounts including SNS's unfamiliar to the general public.

After the Constitution Court decided that "Prohibiting SNS election campaign is unconstitutional", usage of SNS has been activated. However, there is concern that SNS leads to the shock and the humor competition in the campaign, considering the users' age and political tendency. It is necessary that the off-line politics absorb the SNS as political energy. And now, rather than simple advertisement it is necessary to present the policy and vision which the SNS user group may have sympathy with. The circulating velocity of the SNS is high so there is uneasiness that the groundless information and false propaganda are rampant during the campaign. It was emphasized that "Sincere communication is important on SNS"¹¹.

2. Research Methodology

While most of the previous studies surveyed the major influencing factors for nominating the candidate through questioning the voter's opinion, this study expands the survey range into the SNS which inquires the voter's mind. It trained the survey inquirers and used CATI program for people meter telephone survey of single source.

Table 1. Contact and Influence Rate for Election Promotion Materials

Items	Total Results		
	Contact Rate	Influence Rate	Effect(AxB)
Newspaper ads.	74	15	11.10
TV ads	75	14	10.50
Radio ads	13	1	0.13
TV/Radio speech	66	36	23.76
Campaign rally	17	5	0.85
Election posters	78	1	0.78
Brochure/Leaflet	68	14	9.52
Word of mouth and the influence of those around	1	6	0.06
Election Banners	66	-	-

Table 2. SNS's of Park Guen Hye and Moon Jae in¹¹

Candidate Park Guen-Hye	Cyword, Twitter, Facebook(chinguenhye), Youtube, Cacaostory(ghstory), Parkguenhye media, Ustream, Flickr.
Candidate Moon Jae-In	Twitter, Facebook, Facebook2 (for foreign nationals and campaign headquarters), Me2day, Youtube, Pinterest, Flickr, Instagram, Vimeo, Moon Jae-in TV, Application for i-phone (Moontalk).

This study refined the concept of engagement whether it can be applied to the political media engagement. Before the actual survey it carried out interviewing 5 specialists, FGI and pretest in order to enhance reliability and objectivity of study model, study tasks, questionnaire items and measurement methods.

And in order to verify the questionnaire, the collected data were analyzed by SPSS 12.0 statistical program as follows. First of all, frequency analysis was made for researching the demographic characteristics of the research target and the media contact level was reviewed during the campaign period. In order to measure the feasibility of the measurement tools, factor analysis and reliability inspection were made.

Factor analysis chose the principal element analysis and the rotation method Varimax. Regression analysis was used for calculating the political media engagement index. The posteriori tests and one-way analysis of variance were carried out for verifying the study task. The linear model analysis was made for reviewing the interaction of engagement^{1-4,9,17,22,24}. The posteriori tests were made in case of more than 3 groups. The questionnaire for the qualitative evaluation used 7 points scale (1 point = not at all, 7 points = very much) for surveying the voters' response.

3. Study Projects

<Study Project 1> What are the media and program which were contacted most by the voters at the political campaign?

<Study Project 2> What are the correlation and difference of media engagement attributes at the political campaign?

<Study Project 3> What are the correlation and difference of demographic variables at the political campaign?

4. Study Result

Table 3 shows that the voters watched the debates of the candidates most (49.3%) and political news next (22.2%) through TV broadcasting and internet video during the campaign period of Presidential election on December 19, 2012.

At Table 4 among the SNS telecommunication methods clicked during the presidential campaign, the frequency of "no use" was the highest (49.2%) and it is interpreted that SNS has no significant influence. The

cacao story was used most among the telecommunication methods (23.2%) and the next was facebook (11.8%).

The most contacted media is TV broadcasting (14.5%) and the placard (13.2%) which is visible on the crossroad. Direct mail is next (13.3%).

Table 3. Broadcasting programs watched most during the Presidential election campaign in December 2012

Classification	Frequency	%
Political Advertisement	19	9.4
Political News	45	22.2
Supporting Discussion	37	18.2
Candidate Discussion	100	49.3
Political Satire	2	1.0
Total	203	100.0

Table 4. SNS Telecommunication Methods during the Presidential Election Campaign

Classification	Frequency	%
Blog	33	5.4
Facebook	72	11.8
Twitter	48	7.9
Me2day	18	3.0
Youtube	36	5.9
Cacao Story	141	23.2
No Use	261	42.9
Total	609	100.0

Table 5. Media contacted by the Voters during the Presidential Election Campaign

Classification	Response Frequency	Response Percent	Case Percent
TV Broadcasting	202	14.5%	99.5%
Radio Broadcasting	45	3.2%	22.2%
SNS	50	3.6%	24.6%
Internet	124	8.9%	61.1%
Newspaper	106	7.6%	52.2%
Pamphlet	137	9.8%	67.5%
Direct Mail	181	13.0%	89.2%
Placard	184	13.2%	90.6%
Campaign Site	66	4.7%	32.5%
Poster	187	13.4%	92.1%
Canvasser	114	8.2%	56.2%
Total	1,396	100.0%	687.7%

<Study Project 2> One-Way Analysis of Variance was made for analyzing the correlation and difference of media engagement variables (interest, immersion, correlation, satisfaction, participation) according to media types (TV, printed media, SNS) as Table 6.

The 'reliability analysis of the media effect contacted most by the voters during the campaign period' shows that TV, SNS and printed media have statistically significant difference ($p < 0.01$). TV with high interest (average 4.6906) is higher than SNS with low interest (average 3.6200). So in the interest of political campaign, TV is more reliable. However, the sincere communication, which is sympathetic to the candidate according to the age and political tendency, is important to the group of SNS users.

In immersion, correlation and satisfaction TV is the most reliable. However, in participation TV (3.7822) is the most reliable and SNS (3.2400) and printed media (3.2100) are next.

The interaction effect of engagement attributes between the media is revealed statistically significant. In interest, immersion, correlation and participation, F value ranges from the minimum correlation (7.878) to the maximum interest (20.478) at the significance level of 0.05. It means that the groups of high engagement and low engagement affect each other. However, in satisfaction F value is 0.857 at the significance probability of 0.425 and rejected so it is revealed that there is no difference.

The general linear model was selected in order to research the range of mutual affection between engagement attributes and political involvement. Consequently, engagement attributes and political involvement have no significant difference according to the gender, age, region, job and income but in correlation and satisfaction there is difference according to the education level. The independent and the dependent variables affect mutually except that 'at the path analysis among the engagements, participation does not always provide satisfaction'.

Table 6. Correlation and Difference of Media Engagement Variables (Interest, Immersion, Correlation Satisfaction, Participation) according to Media Types (TV, Printed Media, SNS) : Technology Statistics, One-Way Analysis of Variance

		N	Average	Standard Deviation	Standard Error	95% Confidence Interval for Average		Minimum	Maximum
						Low	High		
Interest	TV	202	4.6906	1.58021	0.11118	4.4714	4.9098	1.00	7.00
	Printed Media	50	3.6200	1.56022	0.22065	3.1766	4.0634	1.00	7.00
	SNS	200	3.7750	1.56416	0.11060	3.5569	3.9931	1.00	7.00
	Total	452	4.1670	1.63738	0.07702	4.0157	4.3184	1.00	7.00
Immersion	TV	202	4.4119	1.50312	0.10576	4.2033	4.6204	1.00	7.00
	Printed Media	50	3.4320	1.66027	0.23480	2.9602	3.9038	1.00	7.00
	SNS	200	3.5680	1.54236	0.10906	3.3529	3.7831	1.00	7.00
	Total	452	3.9301	1.59553	0.07505	3.7826	4.0776	1.00	7.00
Correlation	TV	201	3.8792	1.28231	0.09045	3.7008	4.0575	1.00	7.00
	Printed Media	50	3.5829	1.37413	0.19433	3.1923	3.9734	1.00	7.00
	SNS	200	3.3643	1.30001	0.09192	3.1830	3.5456	1.00	7.00
	Total	451	3.6180	1.32023	0.06217	3.4958	3.7402	1.00	7.00
Satisfaction	TV	202	3.6931	1.29862	0.09137	3.5129	3.8732	1.00	7.00
	Printed Media	50	3.5100	1.31897	0.18653	3.1352	3.8848	1.00	6.00
	SNS	200	3.5375	1.31281	0.09283	3.3544	3.7206	1.00	7.00
	Total	452	3.6040	1.30674	0.06146	3.4832	3.7248	1.00	7.00
Participation	TV	202	3.7822	1.34689	0.09477	3.5953	3.9690	1.00	7.00
	Printed Media	50	3.3800	1.30064	0.18394	3.0104	3.7496	1.00	6.33
	SNS	200	3.2400	1.42137	0.10051	3.0418	3.4382	1.00	6.67
	Total	452	3.4978	1.39677	0.06570	3.3687	3.6269	1.00	7.00

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