



Negative online discourse and their potential effects towards political satisfaction

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TOPIC://

- A research initiative conducted to examine the effects of negative political discourse online.
- To understand the effects of discourse that takes places outside traditional mainstream media.



Background://

- In the run up to the 2006 General Elections, the Singapore government had placed a ban on explicit online political discussions (Wong 2006).
- However, reaction in blogsphere was the exact opposite (Siew & Chua 2006).

LITERATURE REVIEW:// definition of blogs



- According to Matheson (2004), blogs by nature challenge corporate journalism in terms of content and OB markers.
- Blog sites are the opinionated and often one-sided view of the blogger (Wall 2005), but are able to maintain their credibility with their relationship with the audience (Kayes & Johnson 2004).

LITERATURE REVIEW://

Political Disposition as a measure of blog exposure

- Political Interest. Kinder (1998) found that individuals interested in politics, had been following the local political scene closely.
- Political Satisfaction. Regan & Fazio (1977) found that there was a strong relationship between people's vested interest and their behavior.

LITERATURE REVIEW://

Political Disposition as a measure of blog exposure

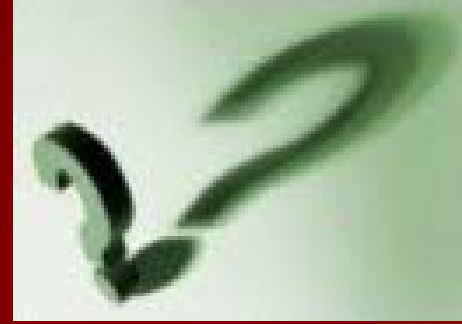
- Political Efficacy. Studies from scholarly work have shown that efficacy has a correlation with individual participatory activities (Abramson & Aldrich 1982; Rosenstone & Hansen 1993).
- Regulatory concerns. Singapore has enforced strict rules regulating the Internet (Rodan 1997).

HYPOTHESES://



- H_1 : Respondents who are current online political participants, will demonstrate higher levels of political interest.
- H_2 : Respondents who are exposed to negative online political commentary, will demonstrate lower levels of political interest.
- H_3 : Respondents who are current online political participants, will demonstrate higher levels of political efficacy.

HYPOTHESES://



- H_4 : Respondents who are exposed to negative online political commentary, will demonstrate higher levels of political efficacy.
- H_5 : Respondents who are current online political participants, will demonstrate lower levels of political satisfaction.
- H_6 : Respondents who are exposed to negative online political commentary, will demonstrate lower levels of political satisfaction.



METHODOLOGY://

- A questionnaire survey was adapted from survey by Yeo (2003).
- Respondents who were not currently political participants, were then shown the negative content of some online politically related blogs.

ANALYSIS OF FINDINGS://

Viewers of Political Sites	%
Yes	24.6% (N=28)
No	75.4% (N=86)



	Mean	t	Sig (2-tailed)
Political Interest	.5691	4.315	.000
Political Efficacy	.6957	4.861	.000
Political Satisfaction	.2773	2.191	.032
Regulatory Concerns	-.1401	-1.142	.257

ANALYSIS OF FINDINGS://

- From the study, it was observed that negative online content had the potential of changing aspects of political disposition.
- Thus, the ruling party would do well to monitor the sites in order to understand the nature and the reasons behind the issues raised.

RESEARCH IMPLICATIONS://

- An interesting study could be to be an experiment examining the potential differences in short-term as compared to long-term exposure to online political content.

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