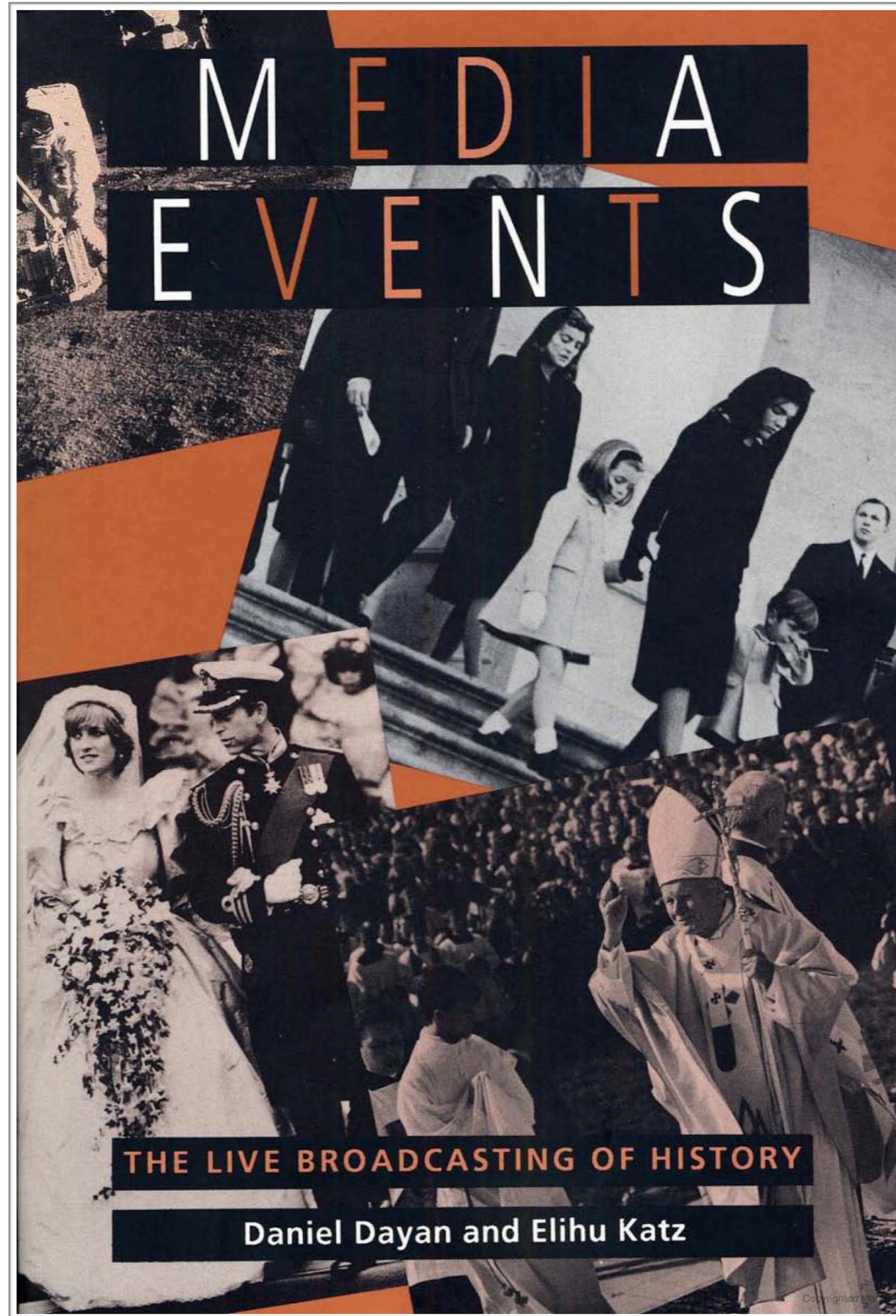


Why People Dual Screen Political Debates and Why It Matters for Democratic Engagement

Andrew Chadwick, Ben O'Loughlin, and Cristian Vaccari

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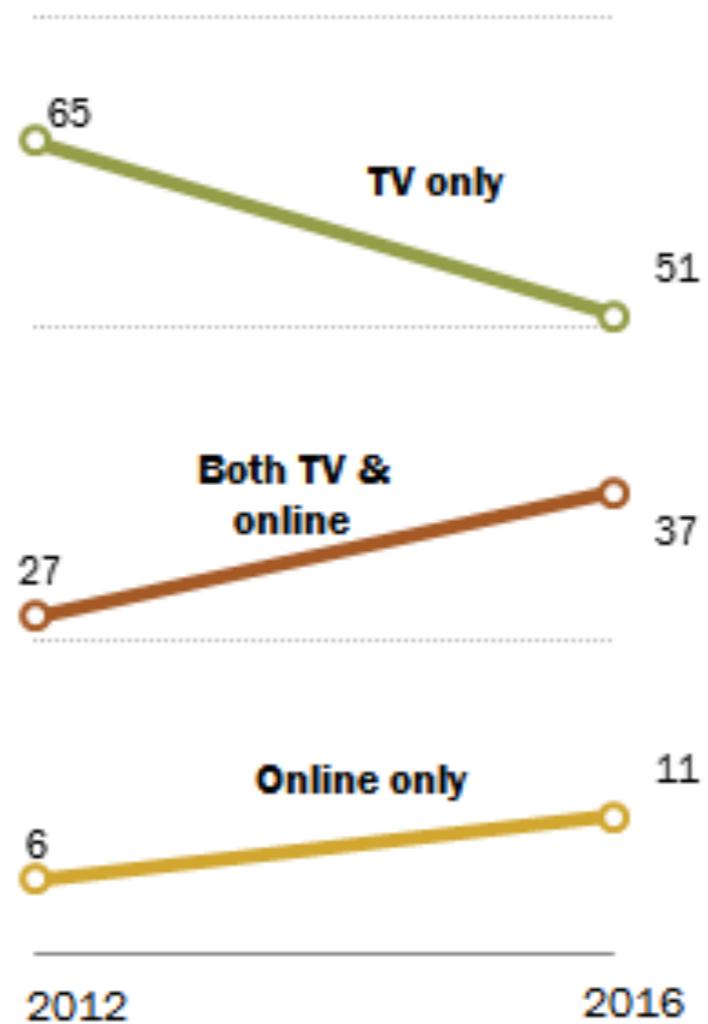
Big *older* political media events clearly still matter

*Newer media engagement around big
older media events also matters*

A hand holding a smartphone displaying a Twitter welcome screen. The screen shows the text "Hello Welcome to Twitter" and a "Sign up" button. The background is a blurred office setting with a computer monitor and other people.

On election night, nearly four-in-ten voters 'dual screened' results

Among voters who followed election returns on Nov. 8, % who say they followed them on ...



November 2016

Source: Voter callback survey conducted Nov. 10-14, 2016.

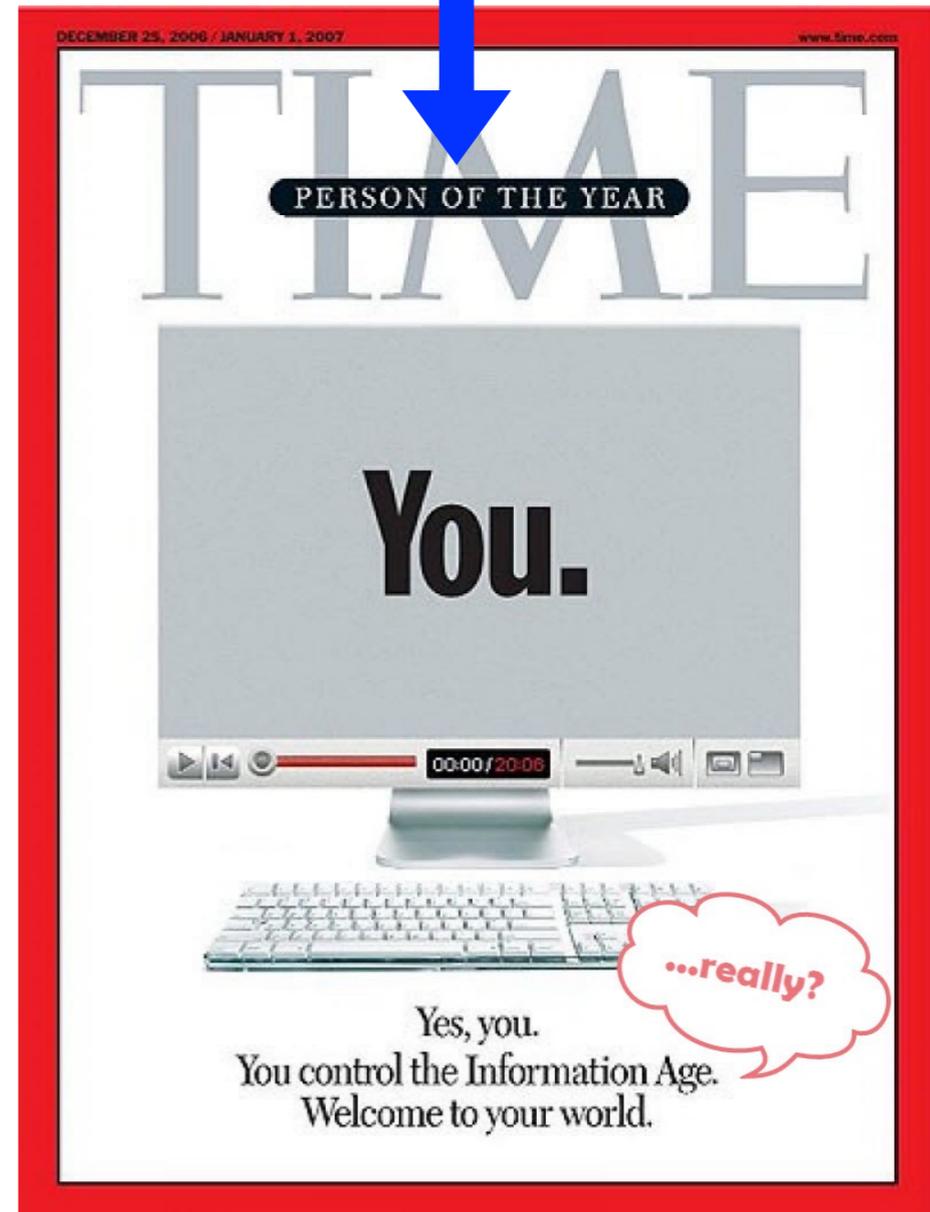
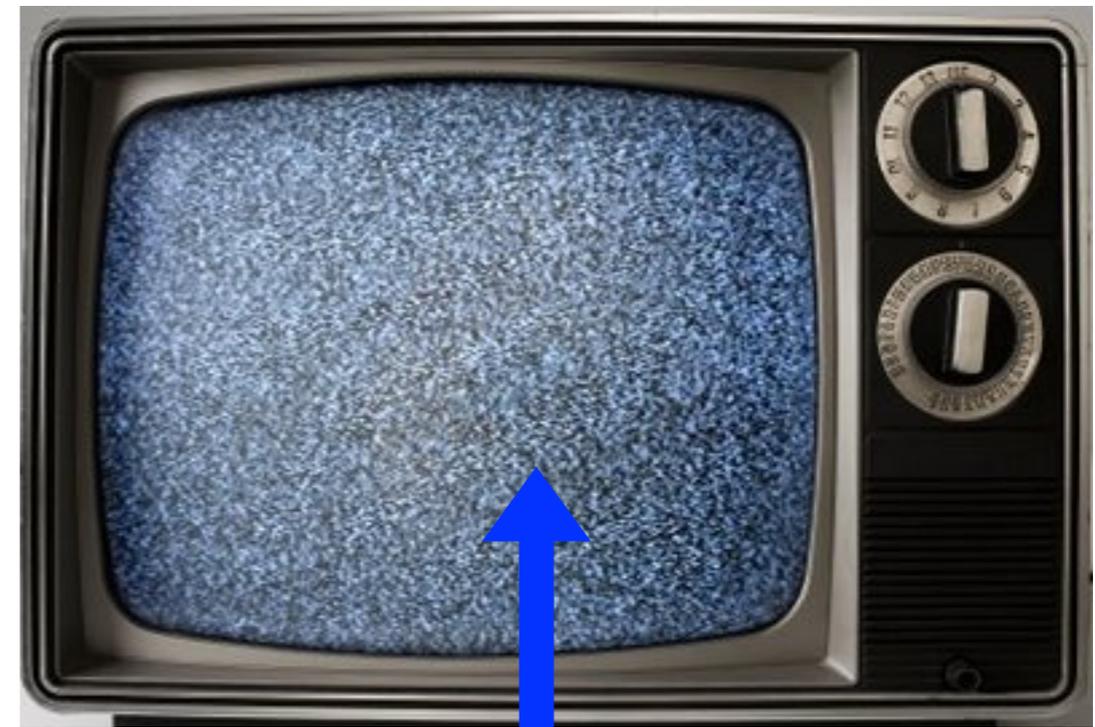
PEW RESEARCH CENTER

Newer media engagement around big older media events also matters

Is the hybrid mix of political broadcast events and social media reconfiguring citizens' online and offline political engagement?

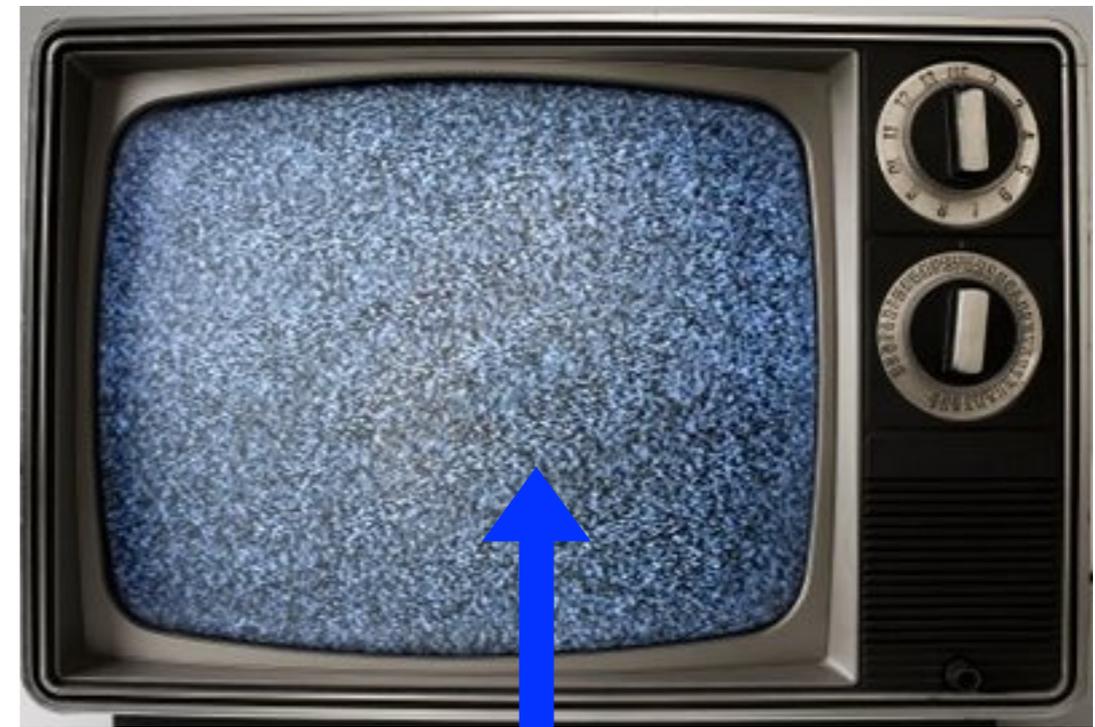
Theorizing Dual Screening

- Framing and counter-framing by elites and non-elites.
- Role collapse.
- “Lean-forward” and “lean-back” practices.
- Different affordances: big screens, small screens, and hashtags!
- *Relatively* (not absolutely) active, purposive information creation and information seeking AND/OR *relatively* passive, information reception.



Theorizing Dual Screening

- The post-debate opportunity structure.
- Opinion leadership and the two-step flow.
- The “active audience” tradition.
- The dialogical tradition: expression moulds addresser as well as addressee.
- Accidental exposure.
- Democratic renewal?



Previously...

We found “lean-forward” dual screening practices, such as commenting live on social media as a debate unfolds, and engaging with conversations via Twitter hashtags, have the strongest and most consistent positive associations with political engagement.

ORIGINAL ARTICLE

Dual Screening the Political: Media Events, Social Media, and Citizen Engagement

Cristian Vaccari, Andrew Chadwick, & Ben O'Loughlin

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+ More

Monkey Cage

These days we watch debates on two screens: TV and social media. And that's good for democracy.

A



2

Save for Later

Reading List

By Cristian Vaccari, Andrew Chadwick and Ben O'Loughlin December 15, 2015



Most Read

- 1 'I am so sick of the Sanders campaign lying about me': Clinton snaps at Greenpeace activist
- 2 Why doesn't John Kasich get more media coverage?
- 3 The inside story of how Alabama Gov. Robert

In this second study, we...

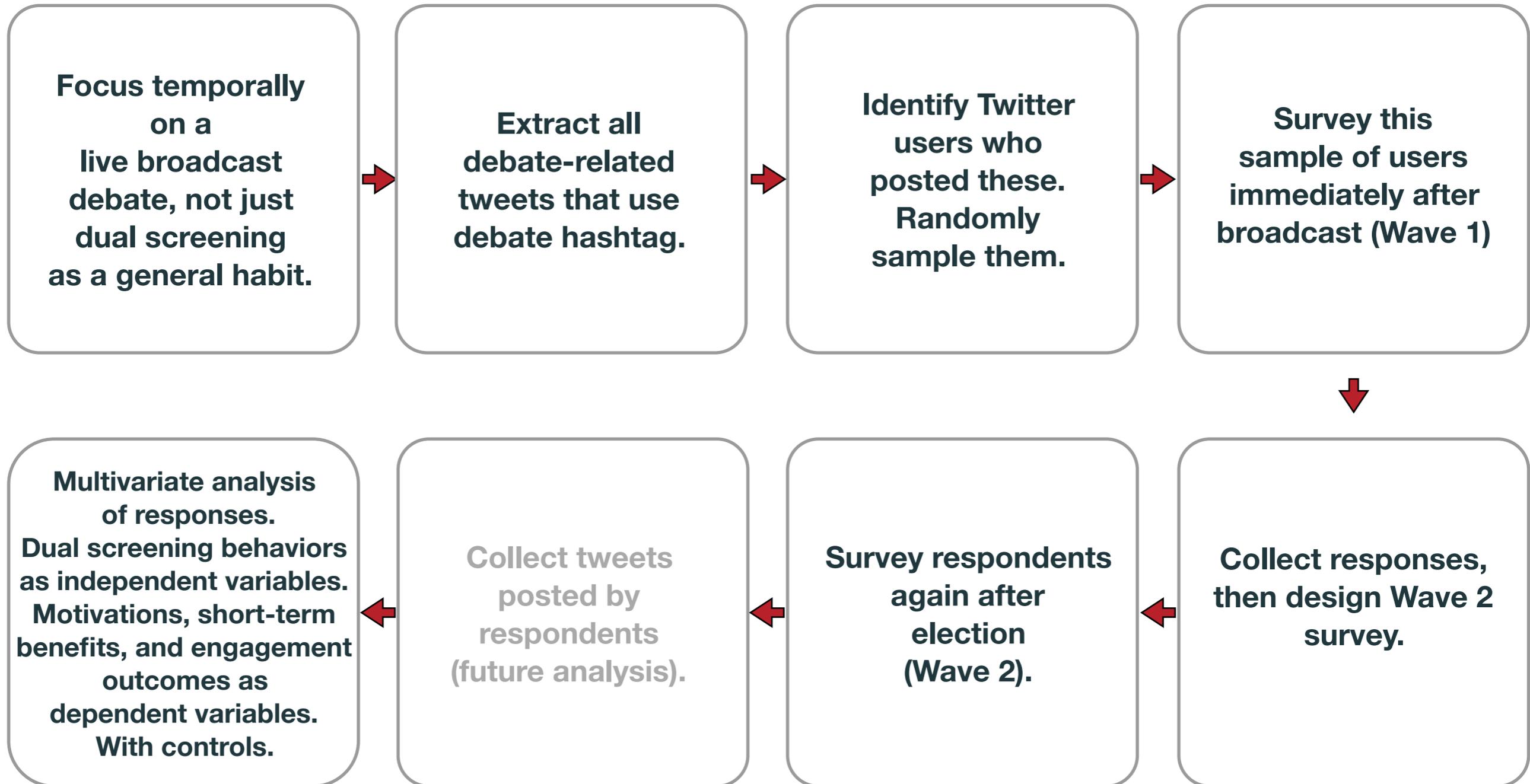
- Assess the importance of dual screeners' *motivations* to:
 - acquire information
 - share information and opinions
 - influence others—their own Twitter followers, Twitter users in general, politicians, and journalists.
- Analyze the links between these *motivations* and individuals' short-term and longer-term political *engagement*.
- Use our own unique, event-based, panel survey data from the main 2015 UK general election debate (Wave 1=2,351; Wave 2=1,168)

Our Research Questions

1. What kinds of motivations lead Twitter users to dual screen political debates and what kinds of social and political characteristics are associated with these motivations?
2. How do people perceive the influence-related outcomes of their dual screening experiences?
3. Are there any relationships between dual screening behaviors and engagement in the important post-debate opportunity structure immediately after a debate?
4. Are there any relationships between dual screening a debate and engagement that persists until after election day?

Research Design, Data, and Method

Design: Getting Inside What It Means to Dual Screen a Hybrid Political Media Event



The ITV #leadersdebate 2015



- 📺 7.4 million viewers: a 33% evening TV audience share.
- 👥 Twitter users who posted using #leadersdebate from 6pm-midnight on the day of the debate.
- # 516,484 hashtagged tweets.
- 👤 164,262 unique users, random sample of 32,854 of these.
- 📄 Personal invitations via Twitter asking these 32,584 users to complete our Wave 1 survey, hosted at Qualtrics.
- 👤 2,351 users completed our Wave 1 survey April 3-12
- 👤 1,832 provided their email or Twitter username and agreed to be contacted to take our Wave 2 survey.
- 👤 1,168 users completed our Wave 2 survey May 7-June 16 (64% panel retention).
- 📊 Plus benchmark survey data for checking representativeness.

Dependent Variables

- **Analysis 1: Motivations for dual screening (Wave 1 survey)**
 - Acquiring information
 - Sharing information and opinions
 - Influencing others
- **Analysis 2 : Short-term benefits of dual screening (Wave 1 survey)**
 - Influence benefit: perceived influence on others (own followers, Twitter users in general, journalists, and politicians)
 - Cognitive benefit: assisting with voting decision
- **Analysis 3: Engagement outcomes of dual screening (Wave 1 and Wave 2 surveys)**
 - Behavioral: short-term post-debate engagement (8-item scale) (Wave 1 survey)
 - Cognitive: attention to the campaign, longer term (Waves 1 and 2)
 - Cognitive: learning enough from the campaign to make an informed decision, longer term (Waves 1 and 2)

Dual Screening Independent Variables

- **Practices of dual-screening during the debates**
 - Watched the debate live
 - Tuned in after reading about the debate on social media (accidental exposure)
 - Read about the debate on social media
 - Commented on the debate on social media
- **Encountering debate information on Twitter**
 - Via posts on timeline
 - Via mentions (@) and Twitter direct messages
 - Via hashtags (#)
 - Via searching tweets

Other Independent Variables and Controls

- **Political attitudes**

- Interest in politics
- Internal political efficacy
- Identifying with a party
- Attention to the campaign
- Learning enough about the campaign

- **Political and media behaviors**

- Index of political news use
- Index of offline political engagement
- Index of online political engagement
- Frequency of access to Twitter
- Frequency of access to other social media

- **Socio-Demographics**

- Gender (male)
- Age (years)
- Education (age of completion)
- Income

Table 1. Factors Predicting Motivations for Dual Screening the Debate

(Ordinal Logistic Regression, Wave 1 Survey)

	Information	Sharing	Influencing
Gender (male)	-.480***	-.127	.225**
Age (years)	-.023***	-.020***	-.009**
Education (age of completion)	-.114**	-.136***	-.071
Income (monthly household before tax)	-.018**	-.018*	-.013
Interest in politics	.097	.112	.195*
Internal political efficacy	-.036*	.041*	.031
Identifying with a party	.254	.309*	.225
Level of attention to the campaign	.235**	.342***	.165
Learning enough from the campaign	-.188*	-.031	.078
Index of political news use	.030**	.000	-.001
Index of offline political engagement	.006	.030***	.038***
Index of online political engagement	.008***	.008***	.008***
Frequency of access to Twitter	.206**	.261***	.084
Frequency of access to other social media	.012	.046	.095*
<i>N</i>	1973	1962	1924
Cox and Snell R^2	.102	.177	.186
-2 Log-likelihood	6733.56	6640.52	6817.46

Note: cell entries are unstandardized slope coefficients for the independent variables. *** $p \leq .001$
 ** $p \leq .01$ * $p \leq .05$. Our [Online Appendix](#) contains detailed information on all measures and variables.

Table 2. Factors Predicting Perceived Influence on Others as a Result of Dual Screening (Logistic Regression, Wave 1 Survey) and Usefulness of Dual Screening in Assisting with Voting Decision (Ordinal Logistic Regression, Wave 1 Survey)

	Influence on one's followers	Influence on Twitter users	Influence on journalists	Influence on politicians	Assistance with voting decision
Gender (male)	.335**	.116	.082	-.183	-.281**
Age (years)	-.005	.006	-.002	-.008	-.012***
Education (age of completion)	.032	-.057	.061	-.102	-.097
Income (monthly household before tax)	.004	-.004	.009	.001	-.008
Interest in politics	-.146	-.318*	-.110	-.136	-.318**
Internal political efficacy	.029	.030	.024	.006	-.048*
Identifying with a party	.065	-.154	-.553	-.121	-.003
Attention to the campaign	.054	.250	.165	-.179	-.028
Learning enough from the campaign	.001	-.167	.142	.398	.142
Index of political news use	.000	.000	.060**	.031	.016
Index of offline political engagement	.012*	.013*	-.007	.014	.003
Index of online political engagement	.020***	.010**	.010*	.009	.006
Frequency of access to Twitter	.120	.042	-.083	-.004	.284***
Frequency of access to other social media	-.042	-.030	-.087	-.128*	-.013
<i>Importance of motivation for dual screening the debate</i>					
Acquiring information	.076	.098*	.015	.134	.372***
Sharing information	.175***	.117*	-.072	-.128	.133**
Influencing others	.162***	.190***	.242***	.268***	.115***
<i>Specific dual screening practices</i>					
Watched the debate live	.284	.207	-.002	.322	.186
Tuned in after reading about the debate on social media	.186	.280*	.455*	.428*	.356**
Read about the debate on social media	-.054	-.022	.278	.192	.145
Commented on the debate on social media	.179*	.231**	-.016	.001	-.018
<i>Encountering debate information on Twitter</i>					
Via posts on timeline	.109	-.111	-.182	-.014	.361*
Via hashtags (#)	-.011	.306*	.339	.577*	.253*
Via mentions (@) and Twitter direct messages	.513***	.390**	.292	.165	.044
Via searching tweets	-.138	-.068	.090	-.055	.022
Constant	-3.523***	-3.409***	-4.727***	-3.971***	1.698**
N	1445	1451	1447	1450	1422
Nagelkerke R ²	.265	.224	.116	.140	.282
-2 Log-likelihood	1633.34	1689.71	966.01	913.23	3270.84

Note: cell entries are unstandardized slope coefficients for the independent variables. ***p≤.001 **p≤.01 *p≤.05

Table 3. Factors Predicting Post-Debate Engagement Activities (Poisson regression, Wave 1), Attention to the Campaign (Ordinal Logistic Regression, Waves 1–2) and Having Learned Enough from the Campaign (Logistic Regression, Waves 1–2)

	1. Post-debate engagement (Wave 1)	2. Attention to campaign (Waves 1–2)	3. Learned enough from campaign (Waves 1–2)
Gender (male)	.004	.090	.023
Age (years)	-.008***	-.009	-.024**
Education (age of completion)	-.006	-.196	-.364**
Income (monthly household before tax)	-.005	-.017	.019
Interest in politics	.066	1.577***	-.093
Internal political efficacy	-.003	-.050	.078
Identifying with a party	.182*	-.130	.181
Attention to the campaign	.012	1.931***	-.051
Learning enough from the campaign	.064	.418	1.848***
Index of political news use	-.007	.024	.042
Index of offline political engagement	.009***	.017	.005
Index of online political engagement	.006***	-.006	.008
Frequency of access to Twitter	-.034	.421*	.294
Frequency of access to other social media	-.013	-.186*	-.116
<i>Importance of motivation for dual screening the debate</i>			
Acquiring information	.046*	-.089	.005
Sharing information	.010	-.045	-.108
Influencing others	-.022	.064	.031
<i>Specific dual screening practices</i>			
Watched the debate live	-.019	.574	-.190
Tuned in after reading about the debate on social media	.011	.143	-.485
Read about the debate on social media	.139**	.243	.100
Commented on the debate on social media	.146***	.301*	.325*
<i>Encountering debate information on Twitter</i>			
Via posts on timeline	.110	.165	.591
Via hashtags (#)	.198***	-.053	.062
Via mentions (@) and Twitter direct messages	.092*	.070	-.290
Via searching tweets	.351***	.251	-.101
<i>Outcomes of dual screening</i>			
Influence on others	.113*	-.106	.125
Assistance with voting decision	.170***	-.130	-.035
Constant	-1.520***	5.671***	-.436
N	1342	730	719
Chi Square	655.11	374.31	128.44
-2 Log-likelihood	3974.82	581.26	526.39

Table 3. Factors Predicting Post-Debate Engagement Activities (Poisson regression, Wave 1), **Attention to the Campaign** (Ordinal Logistic Regression, Waves 1–2) and **Having Learned Enough from the Campaign** (Logistic Regression, Waves 1–2)

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Main Findings (and Caveats)

- Dual Screening is Not Just a Weapon of the Strong
- The Social Media Practices of Dual Screening Matter for Engagement
- The Motivations and Influence Divide
- The Gender Agency Divide

Dual Screening is Not Just a Weapon of the Strong

- The *less* politically efficacious and *less* politically-interested *received greater cognitive and influence-related benefits*.
 - Reported learning about the election and gaining influence over Twitter users beyond their own followers (though *not* journalists and politicians).
- Dual screening *nudged the less influence-oriented to get engaged right after the debate*.
 - Those seeking information (not influence) from the debate reported higher levels of post-debate engagement.
- Accidental exposure played a role: *the greatest cognitive and influence benefits were experienced by those who did not plan to watch the televised debate but ended up watching after reading about it on social media*.

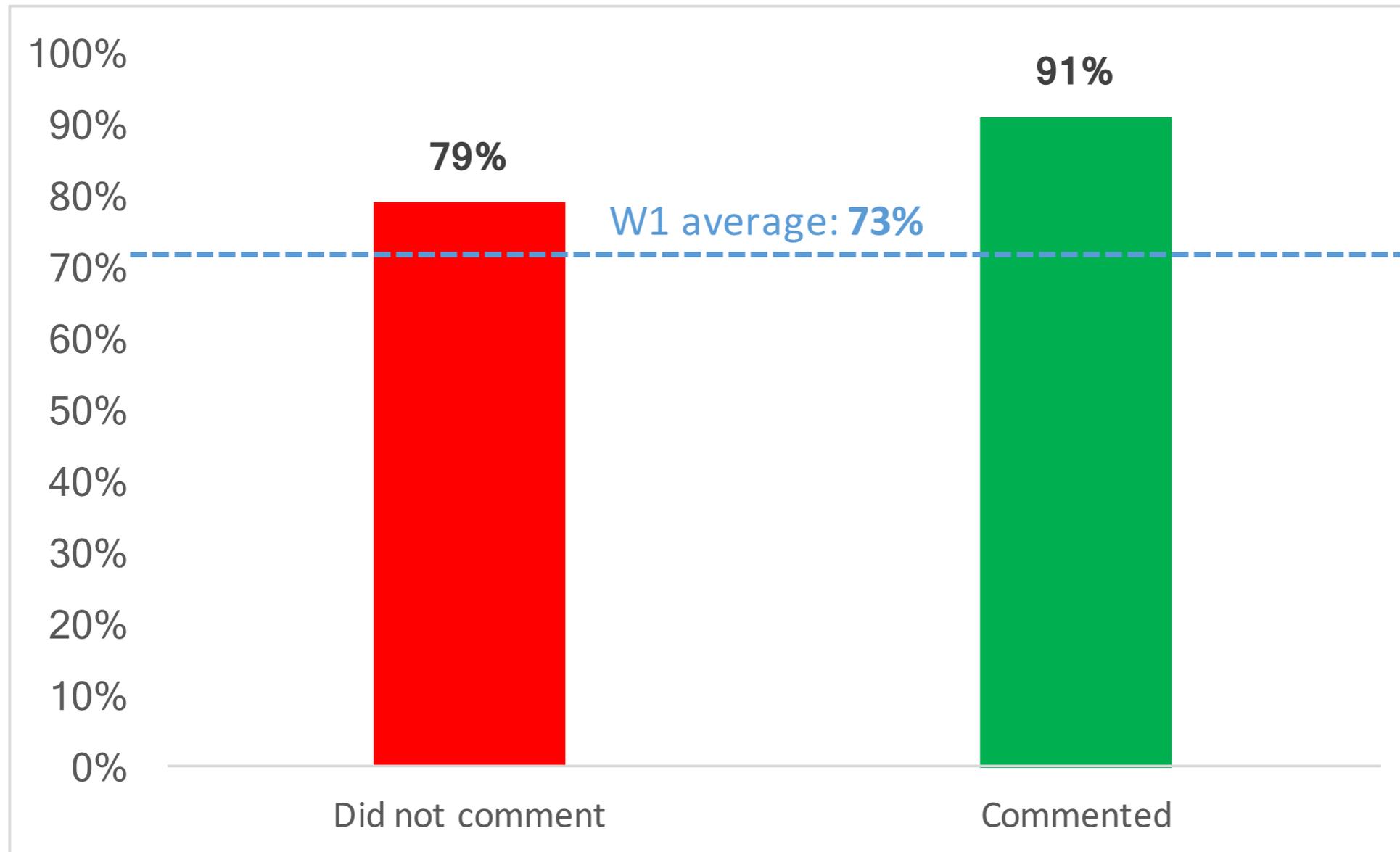
The Social Media Practices of Dual Screening Matter for Engagement

- Those who followed hashtags believed their comments on the debate influenced Twitter users in general, and politicians. They also said this assisted with vote choice.
- Using social media to read and comment, encountering Twitter hashtags, searching Twitter, and being exposed to debate-related mentions all predicted higher levels of immediate post-debate engagement.
- Commenting on social media had two *longer-term influences on cognitive engagement* (Wave 2):
 - *increased attention to the campaign*
 - *learning enough to make an informed vote choice.*

The Social Media Practices of Dual Screening Matter for Engagement

- Overall, the more active social media practices of dual screening (commenting and engaging with hashtags) made it more likely that people would:
 - experience empowerment.
 - become politically engaged immediately after the debate.
 - acquire information that is useful in forming political judgments.
 - maintain higher levels of cognitive engagement during the rest of the campaign.

Effect Sizes for Having Learned Enough from the Campaign (Wave 1 to Wave 2)



Note: The dotted line shows the percentage of Wave 2 respondents who reported having learned enough from the campaign to make an informed vote choice in Wave 1.

The red and green bars show the difference commenting on the debate on social media (measured in Wave 1) made to reporting having learned enough from the campaign to make an informed vote choice in Wave 2. N=719.

Caveat I: The Motivations and Influence Divide

- *Highly motivated influencers* believe they influence their own Twitter followers, Twitter users beyond their followers, journalists, and politicians.
 - Not two-step flow, but push-back, multi-step-flow opinion leadership.
- *Sharers* prioritize sharing information but only see their influence as spreading to their own Twitter followers and Twitter users in general.
 - More traditional two-step flow, though still agentic.

Caveat II: The Gender Agency Divide

- Women were more likely to be *information-seekers* and say dual screening assisted with their voting decisions.
- Men were more likely to be *influence-seekers* and say they had achieved influence over their social media followers.
- Does dual screening reinforce broader gender inequalities in political engagement?

Read More

- Vaccari, Chadwick & O'Loughlin (2015) 'Dual Screening the Political: Media Events, Social Media, and Citizen Engagement.' Journal of Communication 65 (6), 1041–1061.
- Chadwick, O'Loughlin & Vaccari (2017, May) 'Why People Dual Screen Political Debates and Why It Matters for Democratic Engagement.' Journal of Broadcasting and Electronic Media 61 (2).