



**FRIEDRICH NAUMANN  
FOUNDATION** For Freedom.

Myanmar



# Youth Political News Consumption On Social Media

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# Rationale

- ❑ Political participation of youth (34 percent of total population) as an integral part of Myanmar democratization process
- ❑ Media should ensure that voice of the youth is heard
- ❑ Social Media (Facebook) is a popular engagement platform for political parties, especially for to reach out to youth
- ❑ 84 percent of Myanmar's social media users are younger than 35 years (McKay, 2017)



# Research Questions

- a) How do youth consume different media in terms of accessibility, reliability and consummation rate?
- b) What is the estimated level of media literacy of youth in consuming political news in Social Media?
- c) What are attitudinal and behavioral aspects of youth in political news consumption on Social Media?
- d) How much can political news consumption on social media influence on online or offline civic engagement experience of youth?
- e) How much political news consumption on social media influence on youth intention to vote?



# Methodology

- Data Collection Method: survey method in data collection covering
- Target Population: Young Voters (between 18-25)
- Sample Size: 1340 youths
- Research Site: Malamyaing, Chaungsone and Thahtone townships in **Mon State**  
Magway, Ngaphe, Pakkokku in **Magway Region**  
Inn Sein, Thingangyn and Thanlynn townships in **Yangon.**

# Methodology (continued)

- Criteria Research background, :Diversity of population in terms of ethnic, religious, and socioeconomic political/social dynamics
- Criteria for Respondents non/majority religious :Assigned Quota non/politically engaged, non/majority ethnic, and male/female
- Questionnaire information, general :Self-Designed Questionnaire ( 49 Question) including demographic media consumption, social media consumption and civic engagement.
- Analysis and Reporting :Based on the collected survey data, descriptive and inferential statistics

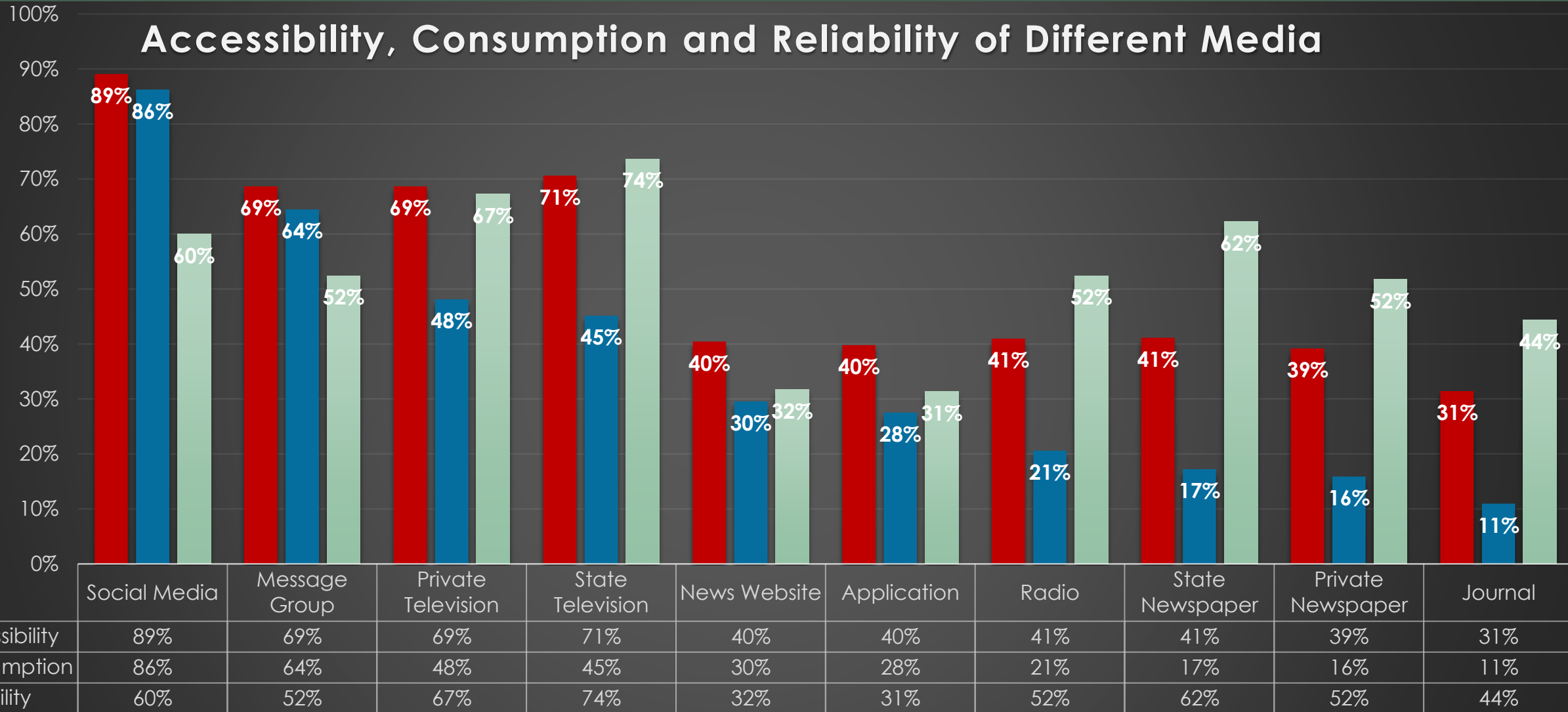


# Key Findings

- General Media Consumption
- Social Media Consumption
- Political News Consumption
- Media Literacy Level
- Civic Engagement Experience
- Election
- Cross-cutting

# General Media Consumption

Accessibility, Consumption and Reliability of Different Media



# General Media Consumption

## Most Consumed Media

- Social Media (89%) especially Facebook

## Most Accessible Media

- Social Media (86%) especially Facebook

## Most Reliable Media

- State Television (74%)

## Least Consumed Media

- Printed Journal (31%)

## Least Accessible Media

- Printed Journal (11%)

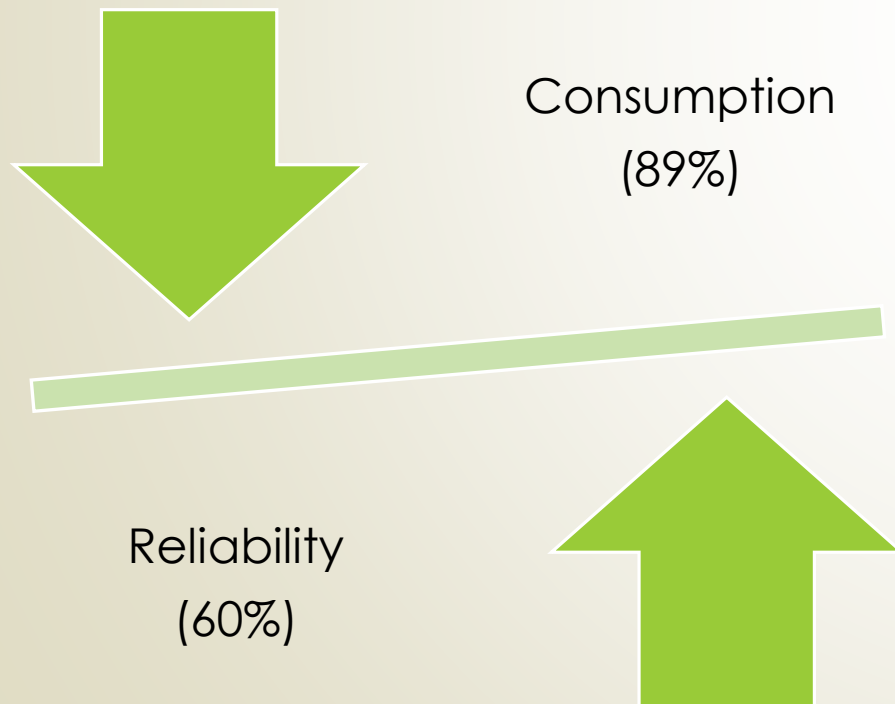
## Least Reliable Media

- Application (31%)

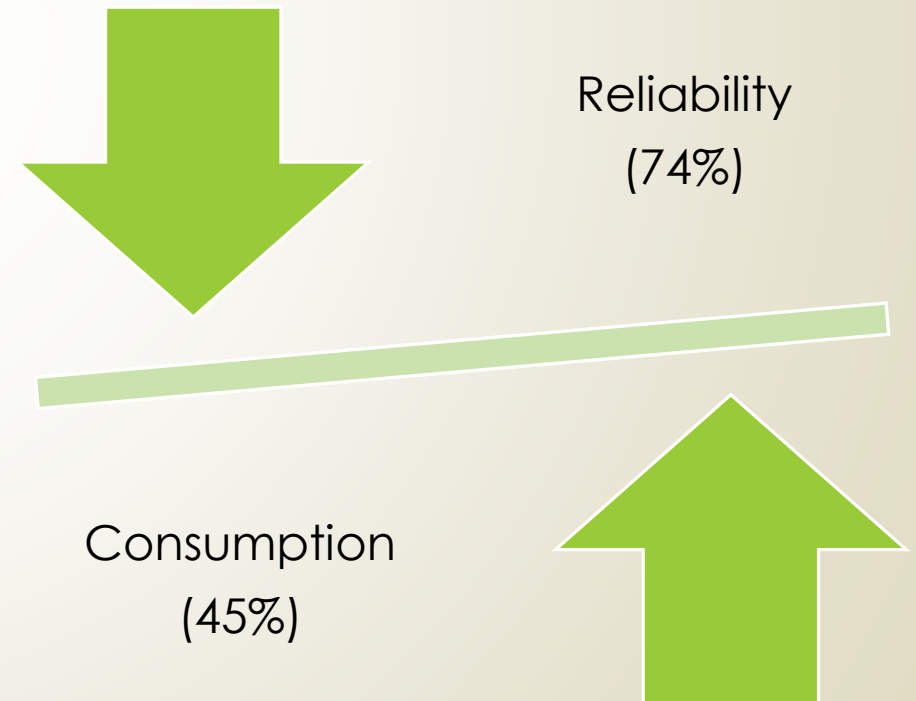


# Comparison of Consumption and Reliability

## Most Consumed Media (Social Media – Facebook)

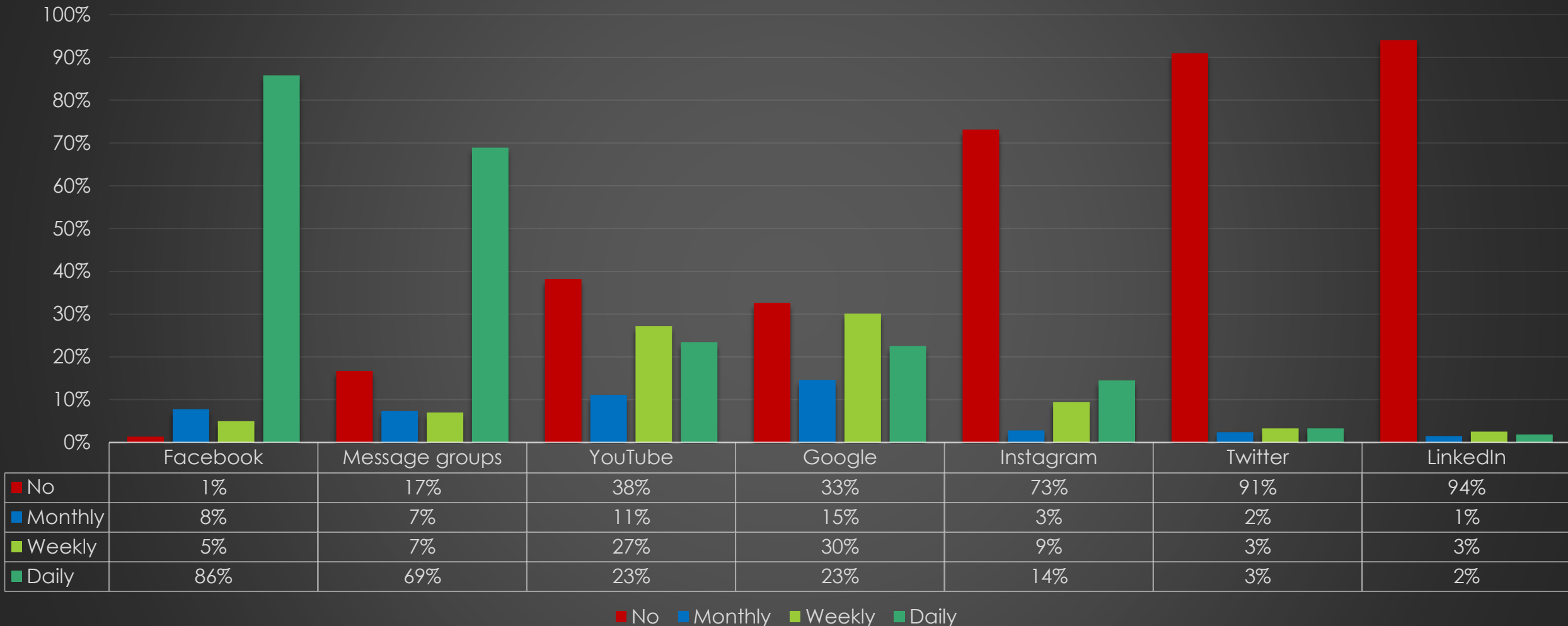


## Most Reliable Media (State Television)



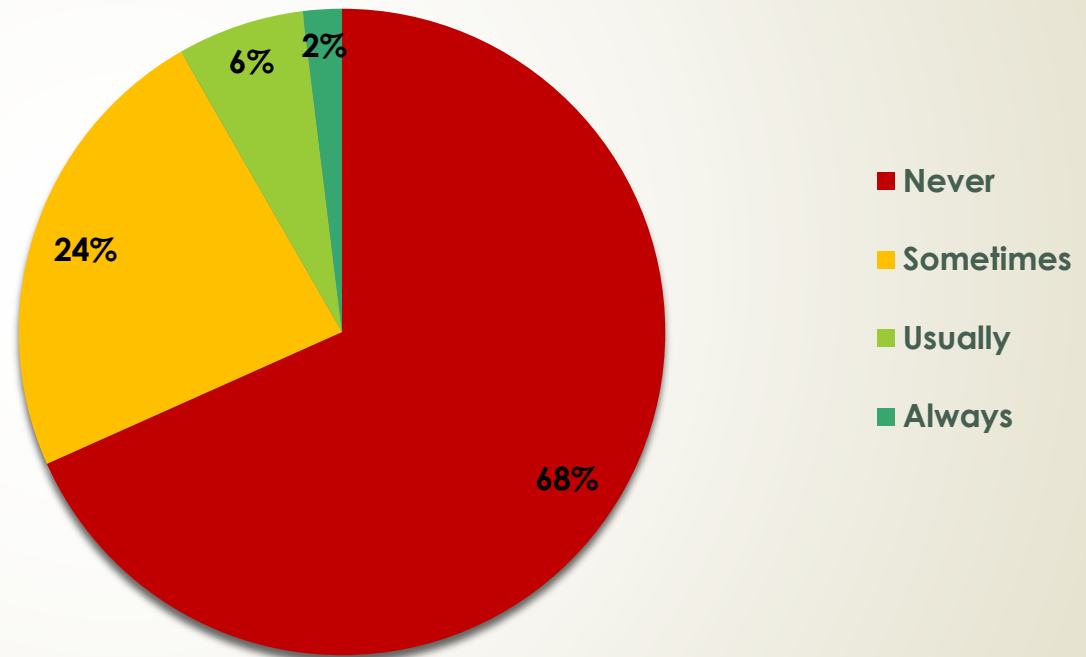
# Social Media Consumption

## Frequency of Consumption of Digital Media Platforms



# Social Media Consumption

## Discussion on the role of Social Media at school or college





# Social Media Consumption

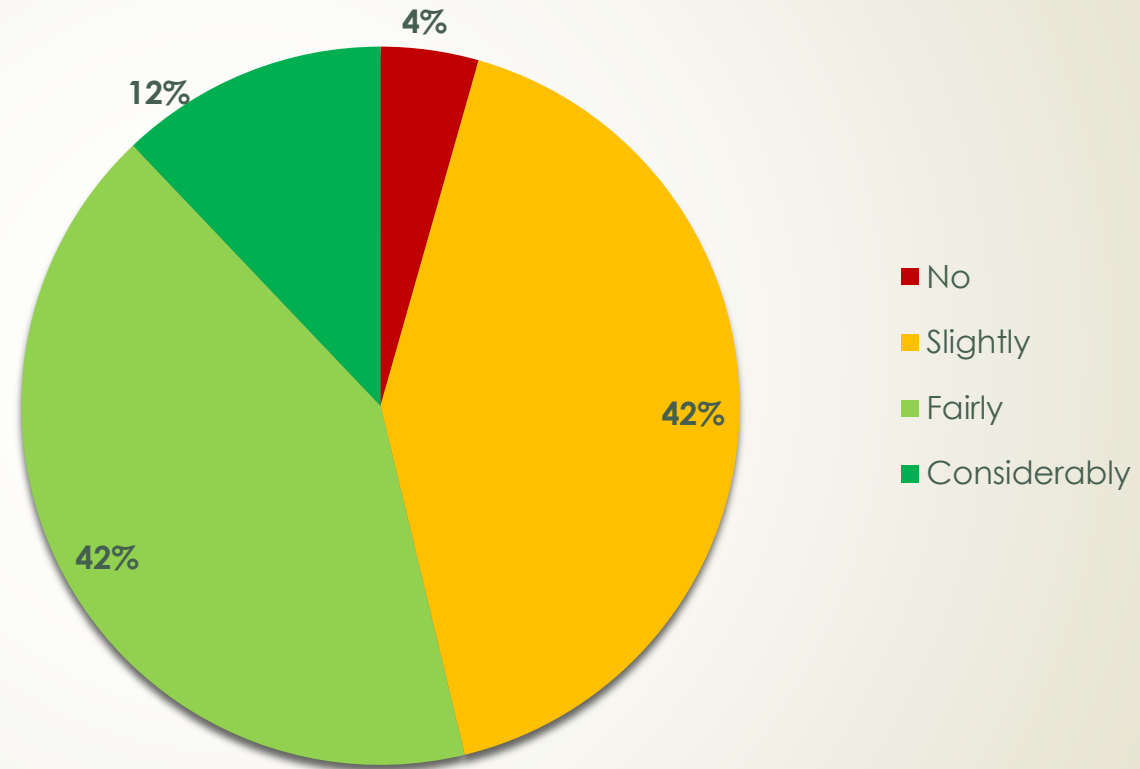
## Discussion the role of social media at school

Majority of youth (68%) reported that they **do not have experience in discussion** on the role of social media at school or university.

Youth has **little opportunity** to learn about social media in formal education.

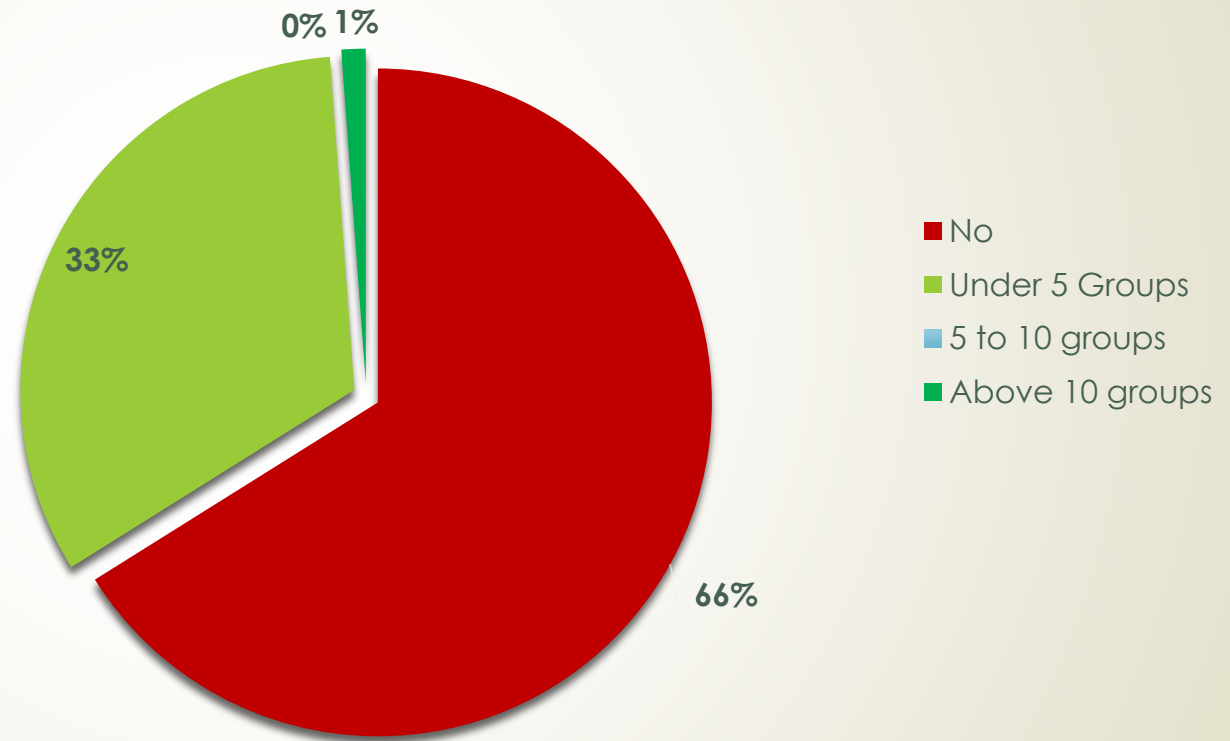
## Political News Consumption on Social Media

### Reading Political News on Social Media



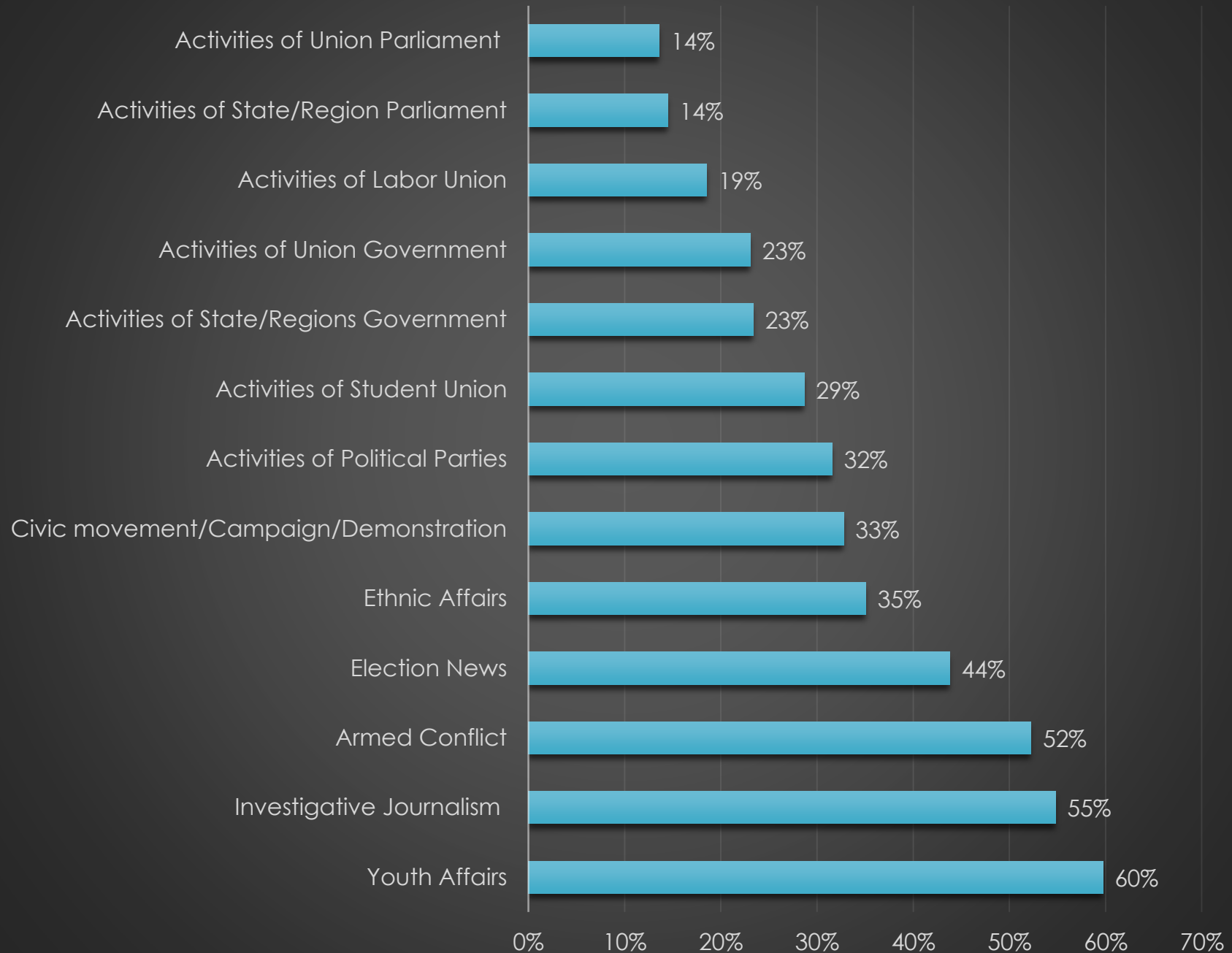
## Political News Consumption on Social Media

### Respondents' Involvement in Messenger Group that share political news



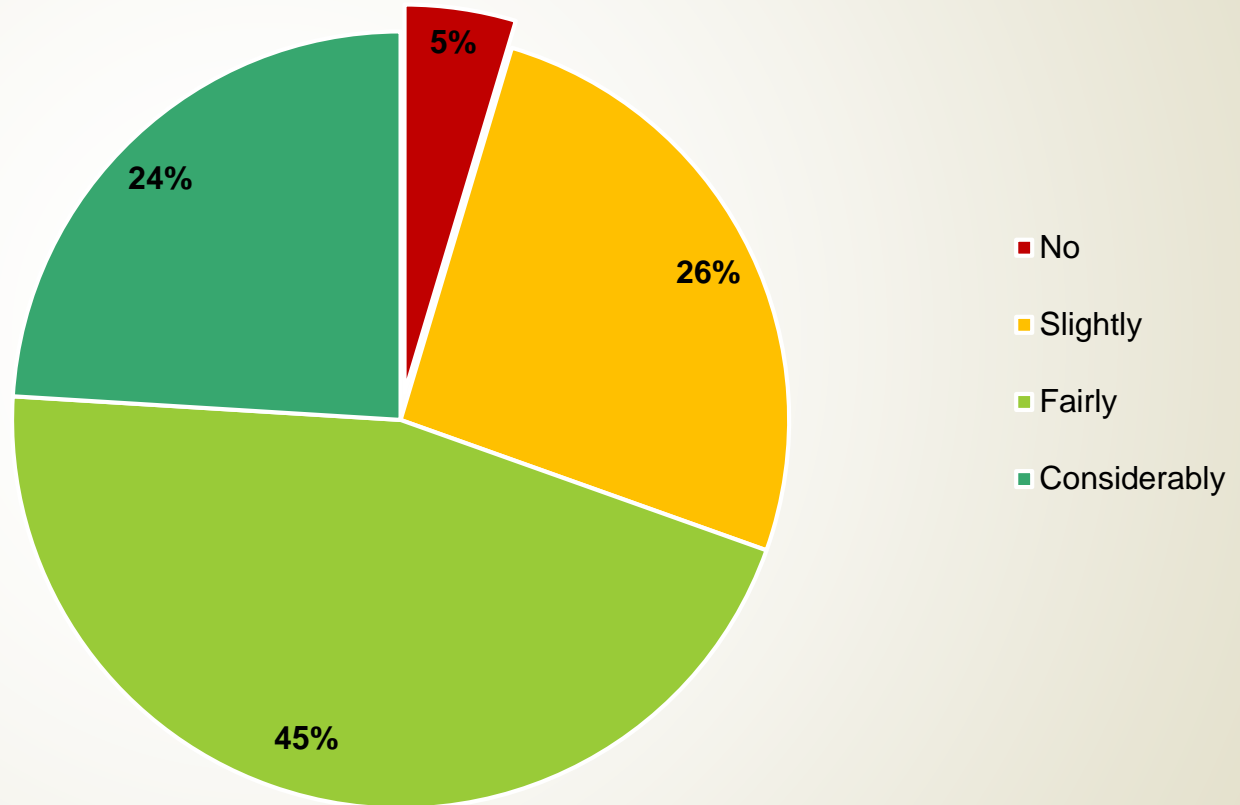
## Political News Consumption on Social Media

### Most Interesting Political Topics for Youth



## Political News Consumption on Social Media

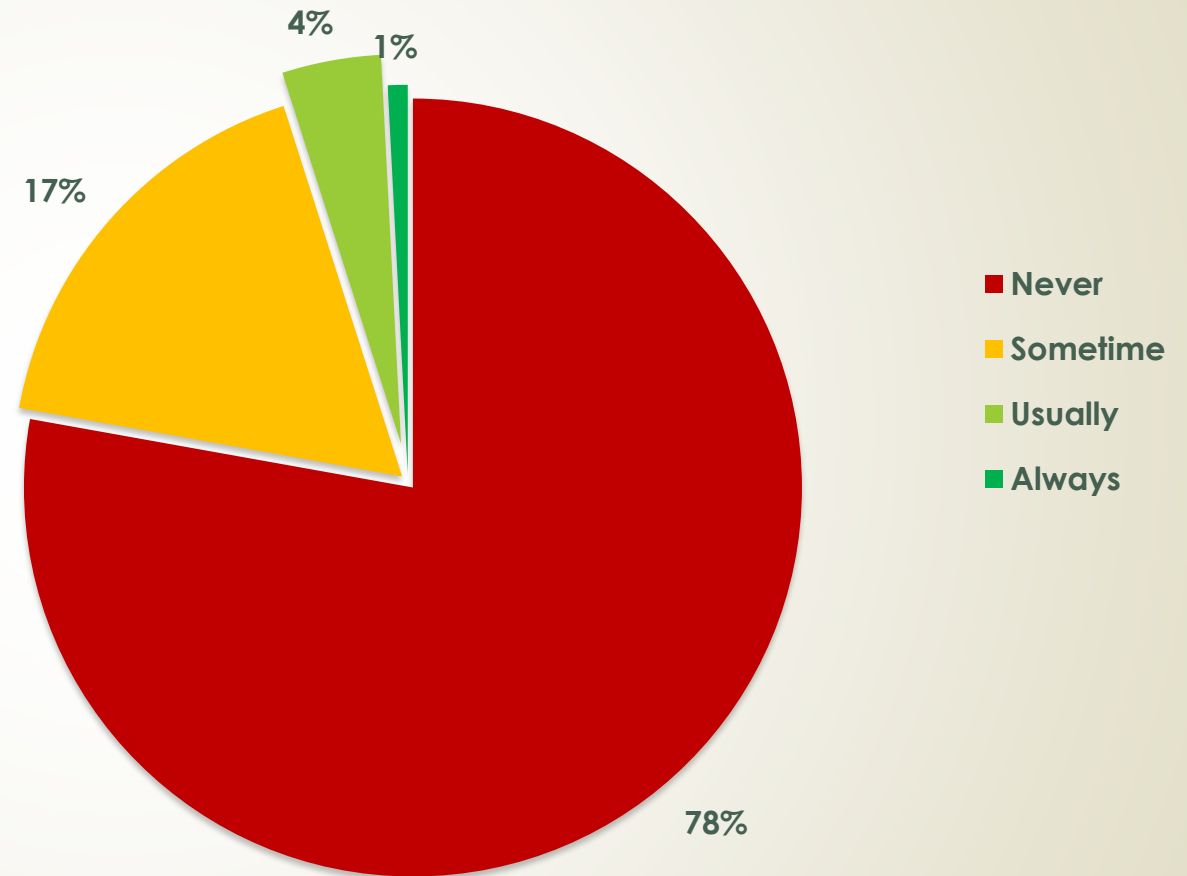
### Attitude towards the Importance of Consuming Political News on Social Media





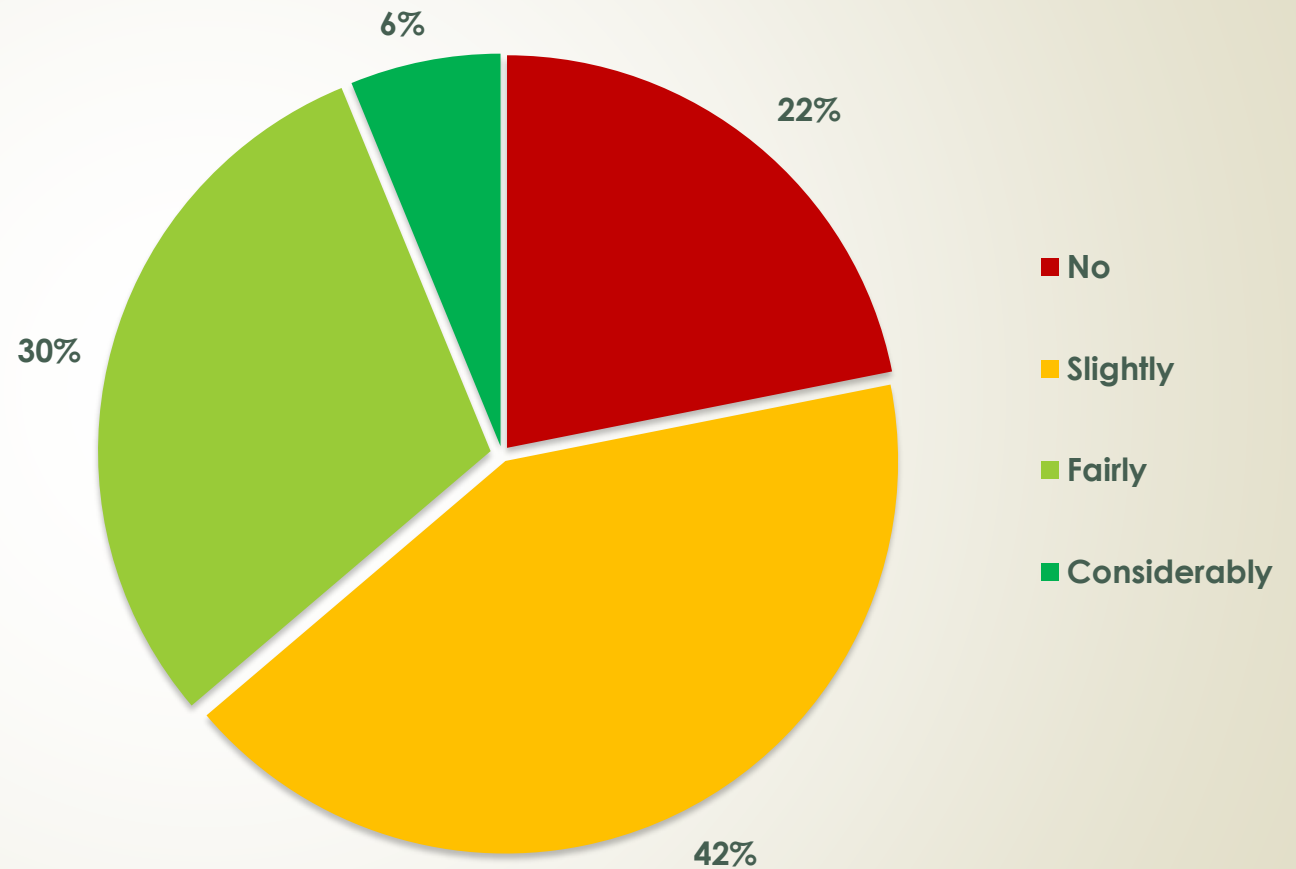
## Political News Consumption on Social Media

### Frequency of Expressing Political Attitudes/Opinions on Facebook



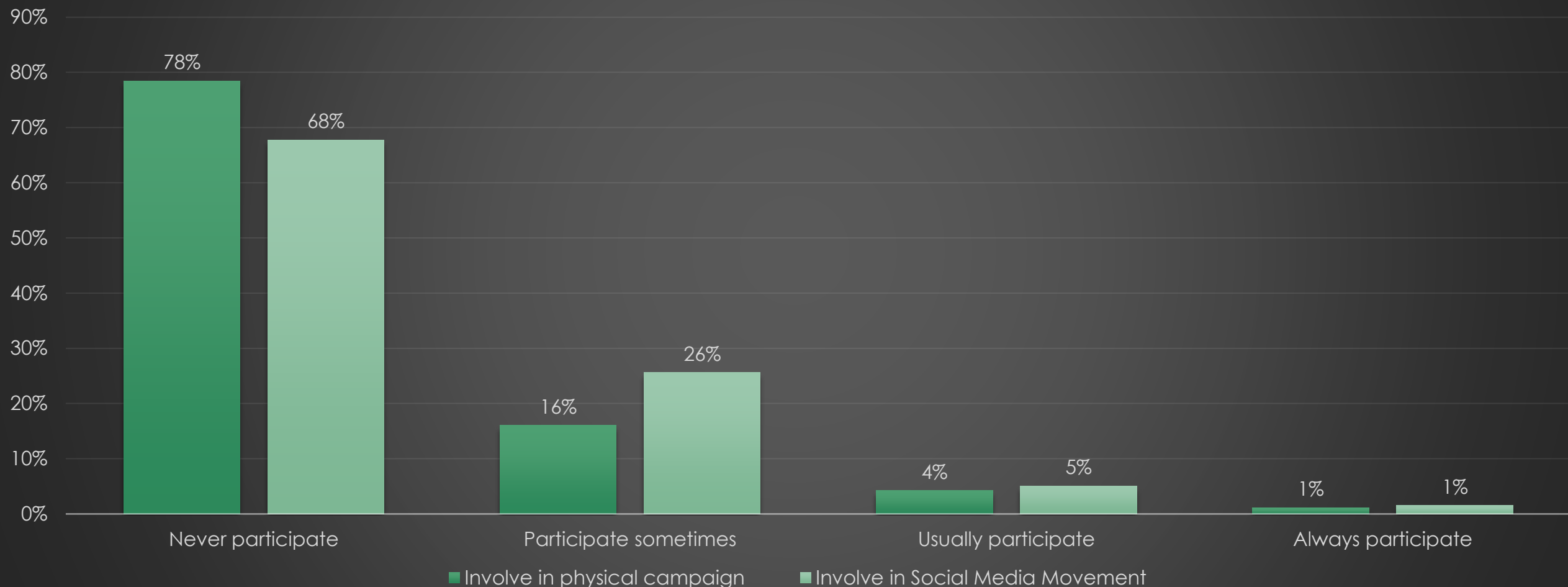
## Political News Consumption on Social Media

### Respondents' Level of influence of Facebook political news on political attitude change



# Political News Consumption on Social Media

## Comparison of Respondents' involvement on Social Media and Physical Campaign



# Political News Consumption on Social Media

- Although 64% of youth consume fairly political news on Facebook, 12 % of youth read political news on Facebook considerably.
- Vast majority of youth reported that consumption of political news is fairly or considerably important for them.
- Most of youth never post their own opinion about politics on Facebook.
- Over half of youth believed that political news do not have much influence on their political attitudes.
- Youth is particularly interested in youth affairs, investigative journalism, armed conflict news and election news.
- Most of youth do not pay much interest in parliament news and labor union news.
- They rarely consume political news from official pages of political parties. They prefer political news from random pages, interest groups and personal accounts.
- Majority of respondents never participated neither in social media campaign (68%) nor in physical campaigns (78%). Only 1 % reported to have experience in both.

# Media Literacy

## Understanding of Facebook

Political Content that appears in my feed has been fact checked by Facebook

29%

71%

In order to show me content that I'm really interested in, Facebooks includes content similar to the one I liked before on Facebook

88%

12%

Facebook includes content in my feed that is quite different to what I liked on Facebook before in order to introduce new ideas

76%

23%

0% 20% 40% 60% 80% 100% 120%

■ Agree ■ Disagree



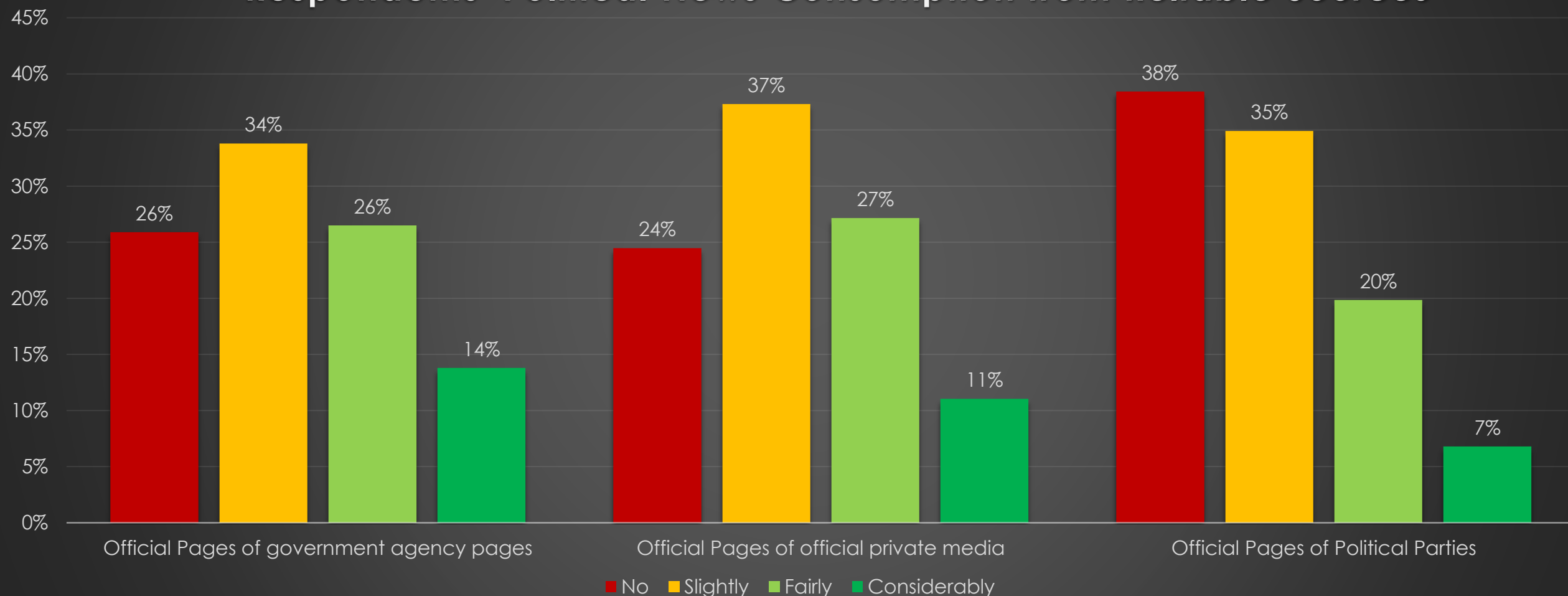
# Media Literacy

## Understanding Facebook

- The majority of respondents ( 71 %) believe that the political content they see has been fact checked by Facebook.
- 76 % believe that Facebook includes content that varies from previously liked content in order to introduce new ideas.
- It appears that majority of youth appears does not fully understand Facebook.

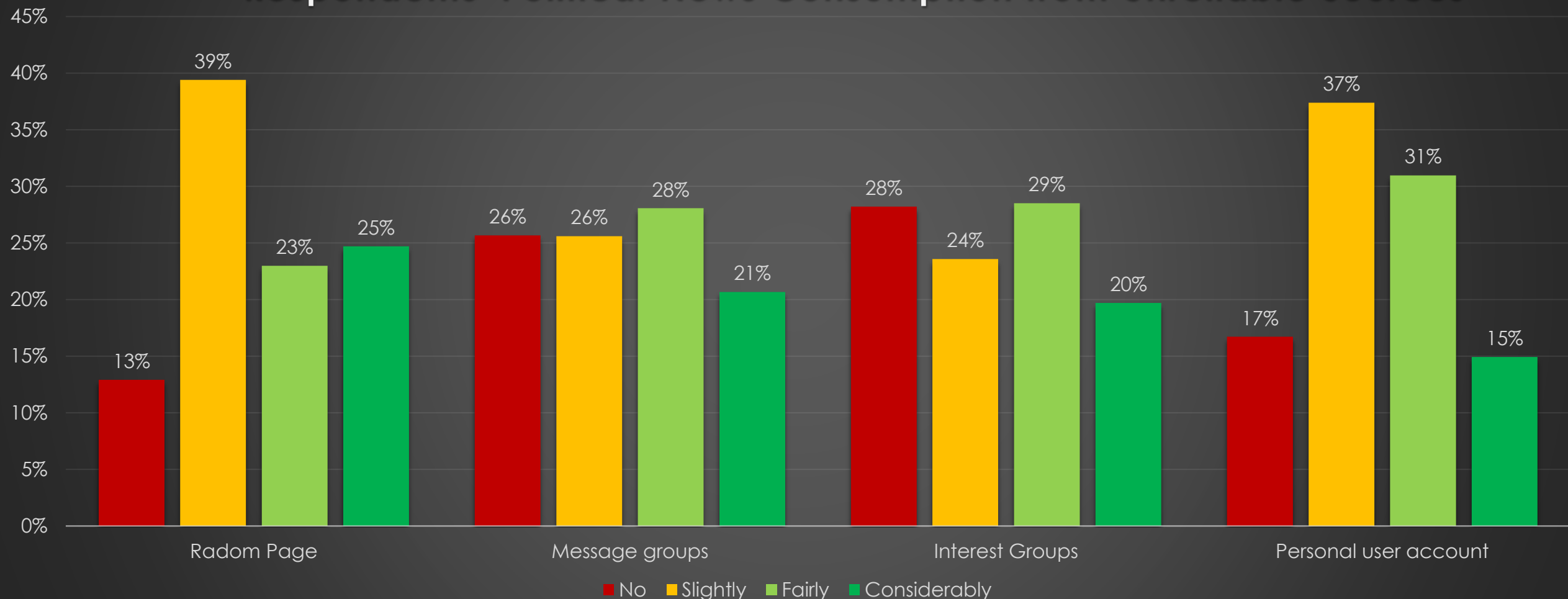
# Media Literacy Sources of Political News on Facebook

## Respondents' Political News Consumption from Reliable Sources



# Media Literacy Sources of Political News on Facebook

## Respondents' Political News Consumption from Unreliable Sources







# Media Literacy Sources of Political News on Facebook

Social Media Resources	Fairly often and Considerably used
Official Pages of government agency pages	40 %
Official Pages of official private media	39%
Official Pages of Political Parties	27%
Radom Page	48%
Message groups	48%
Interest Groups	48%
Personal user account	46%



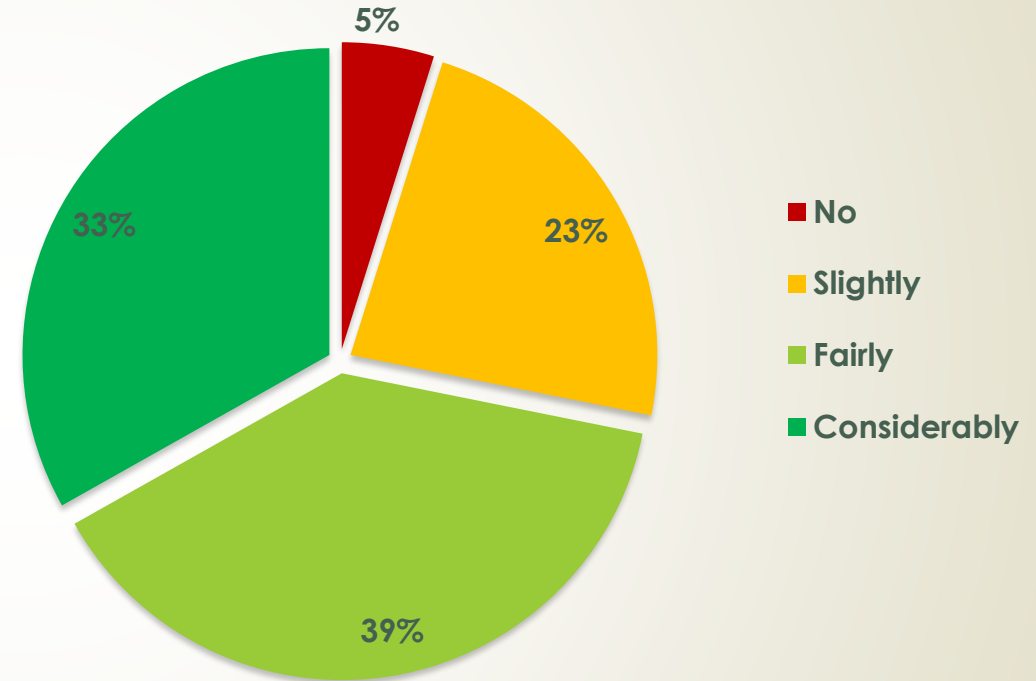
# Media Literacy

## Sources of Political News on Facebook

- ❑ Majority of youth consume political news from random pages, interest groups, personal accounts, message groups and interest groups
- ❑ Official pages of government agency, parties and media are not that popular.
- ❑ It was observed that majority of youth respondents rather neither pay interest in parliament news nor consume news from official pages of political parties.

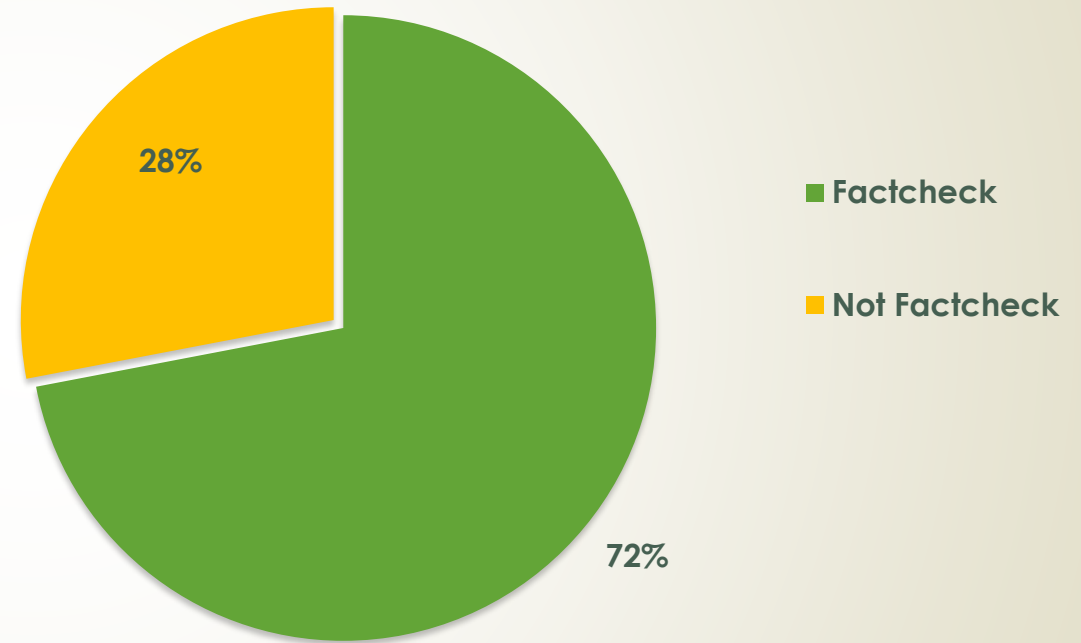
## Media Literacy on Accuracy of Information

### Respondents' Attitude towards Importance of Accuracy of Information



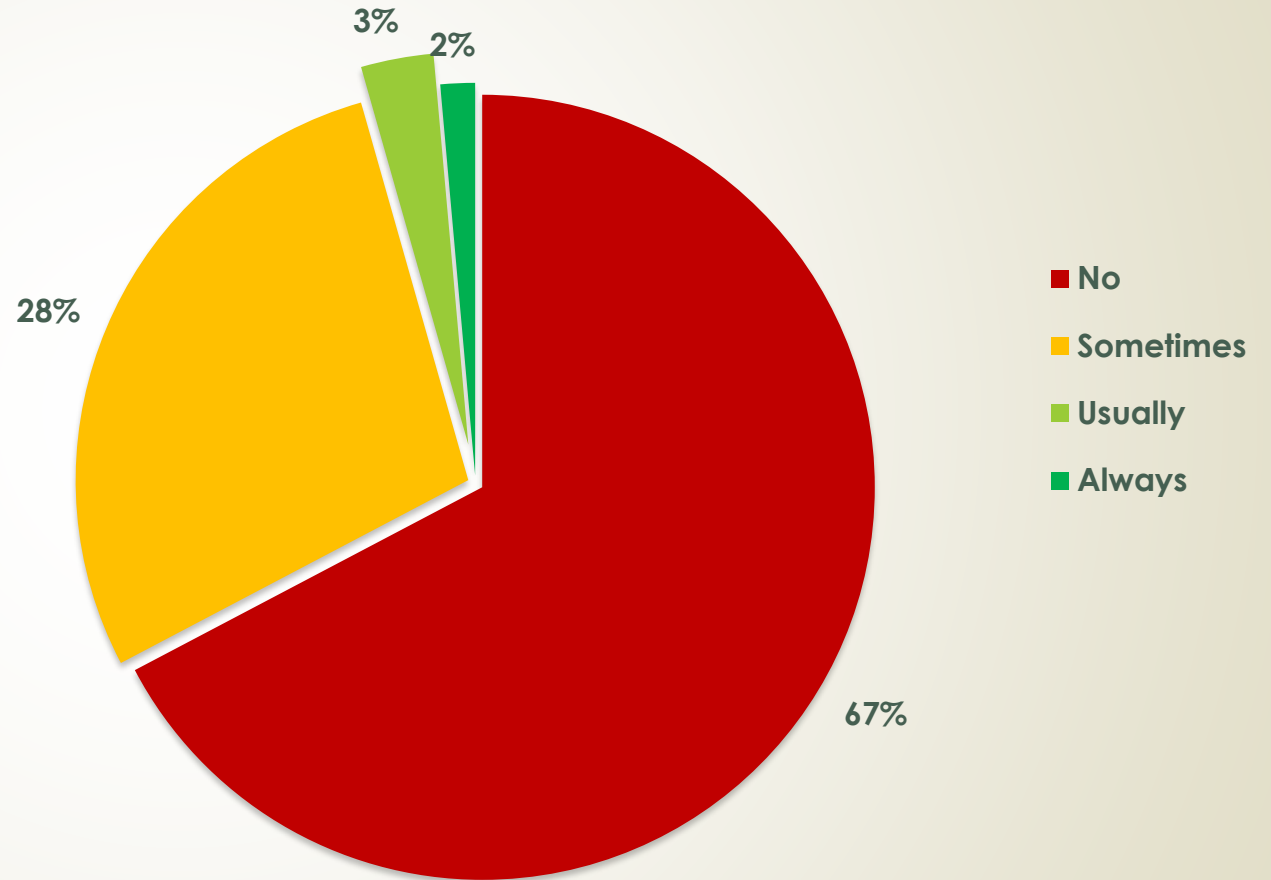
## Media Literacy on Fact Checking

### Factchecking Practice on political news



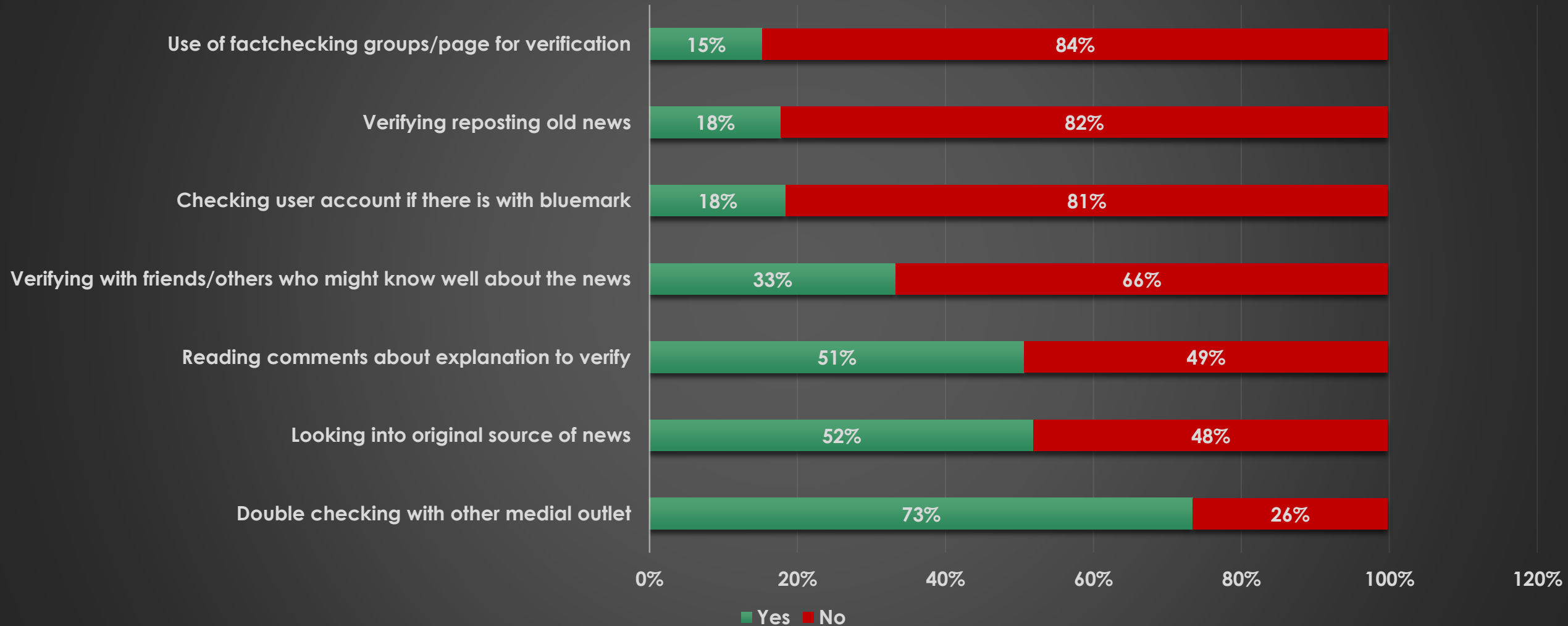
## Media Literacy on Share content

Respondents that share content even though they're not sure whether it is true or not



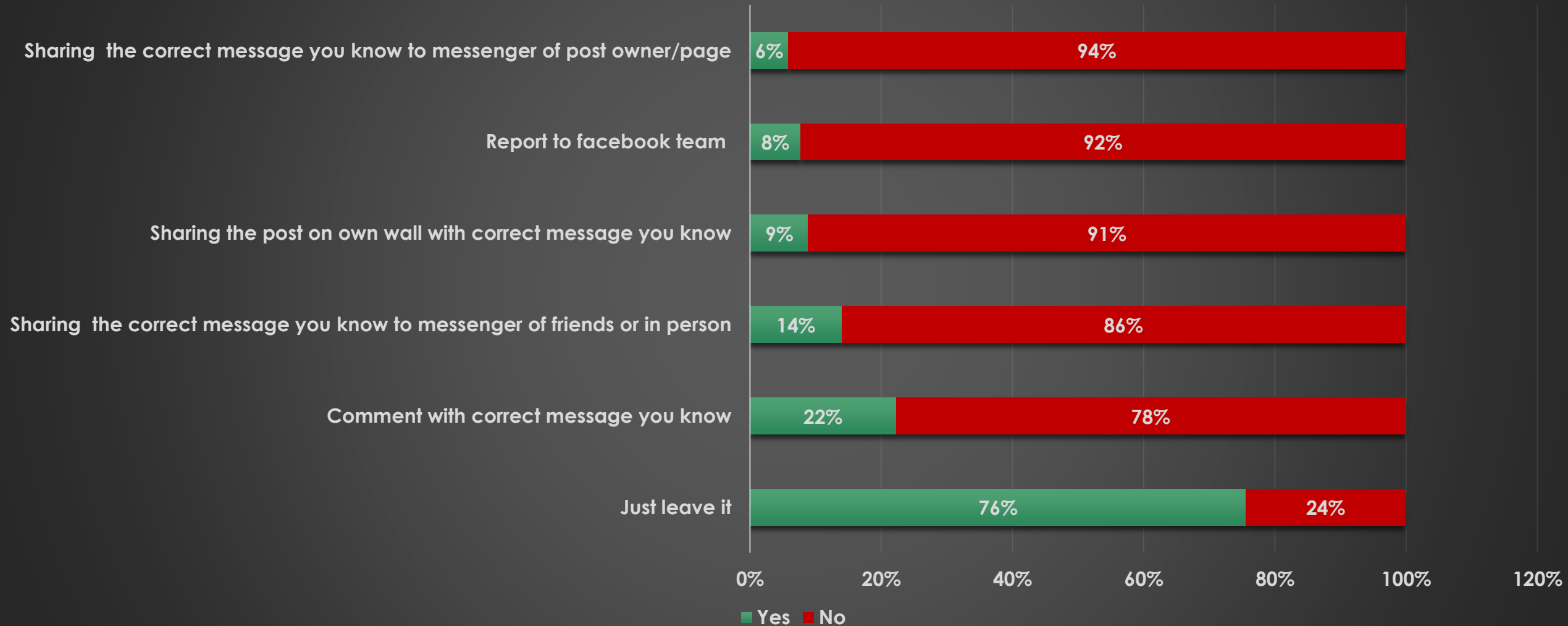
# Media Literacy – Fact Checking Methods

## Respondents' Fact checking Practice on Political News



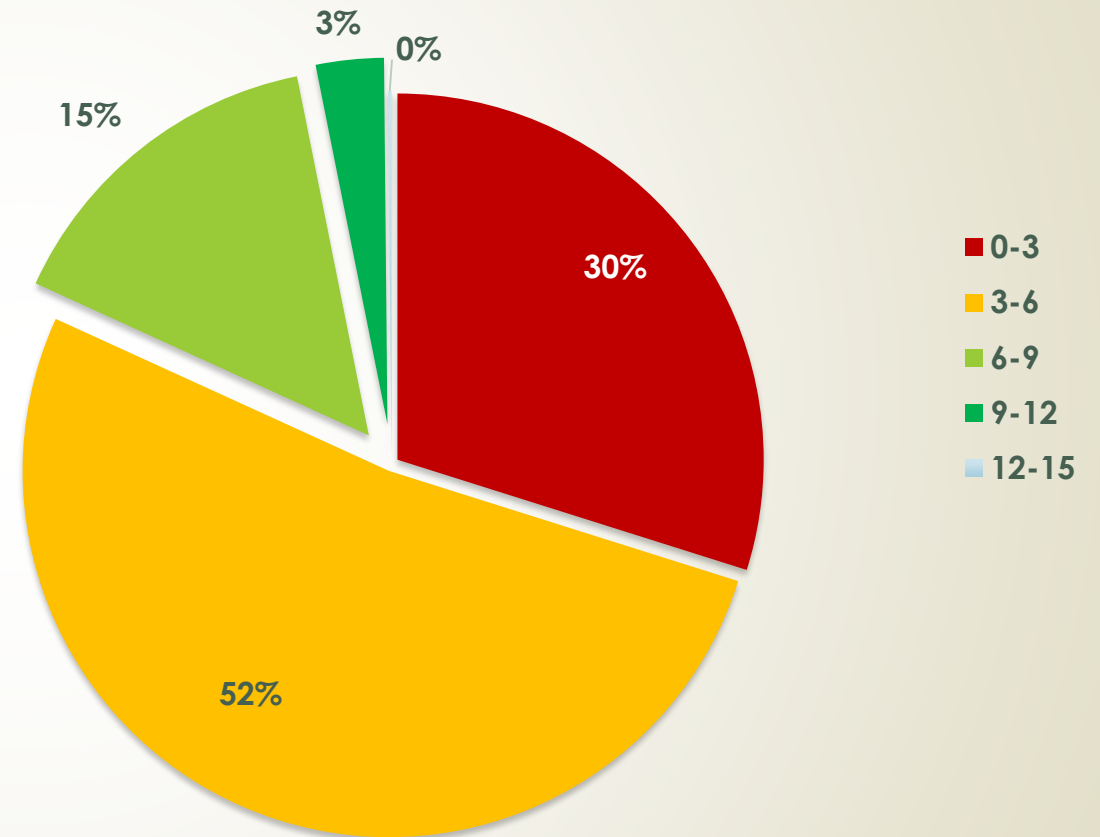
# Media Literacy – Action on Fake News

## Respondents' Action on Fake News



# Overall Media Literacy Score

## Respondents' Media Literacy Score





# Media Literacy



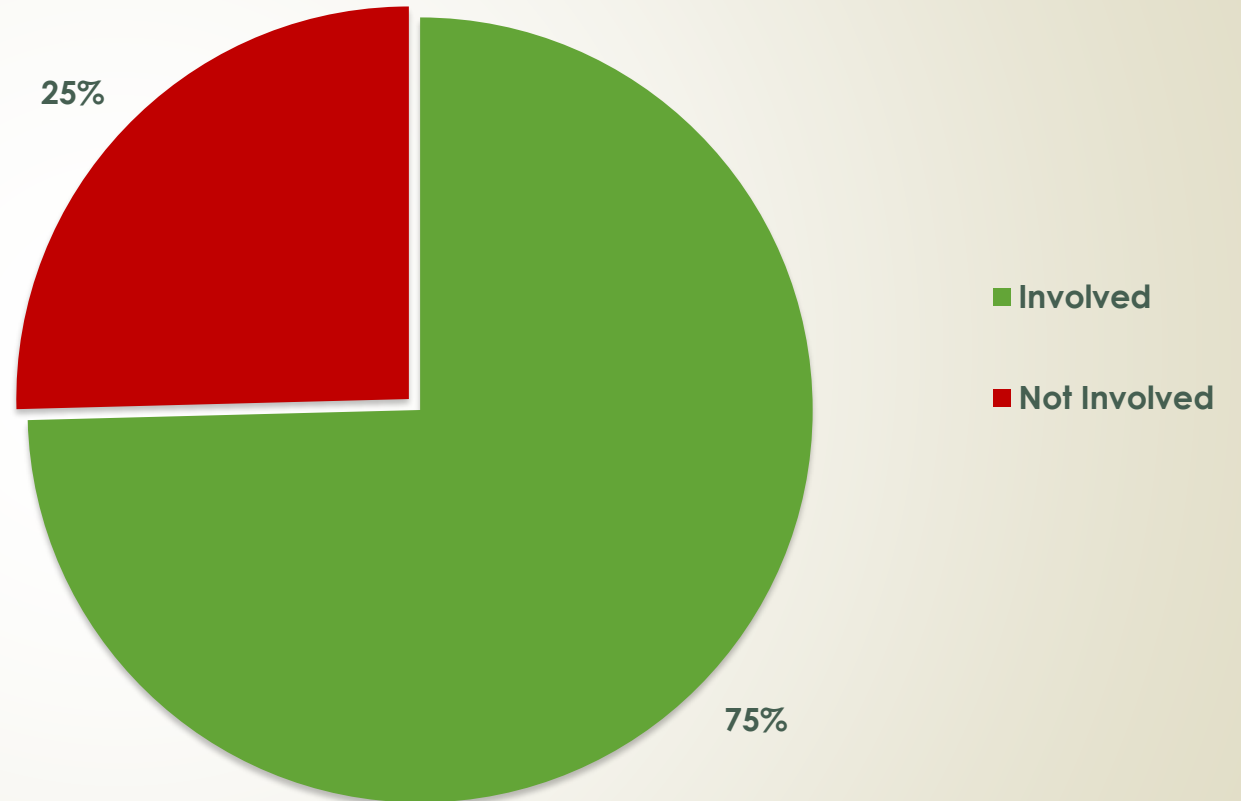
To identify the level of media literacy, the answers of five media literacy questions were consolidated. Answers were rated with 0,0.5,1. Maximum score is 15.



The majority of respondent reached between 3-6 points. Second most respondents marked at 0-3. 15 percent reached 6-9 mark. No respondent received between 12-15 points.

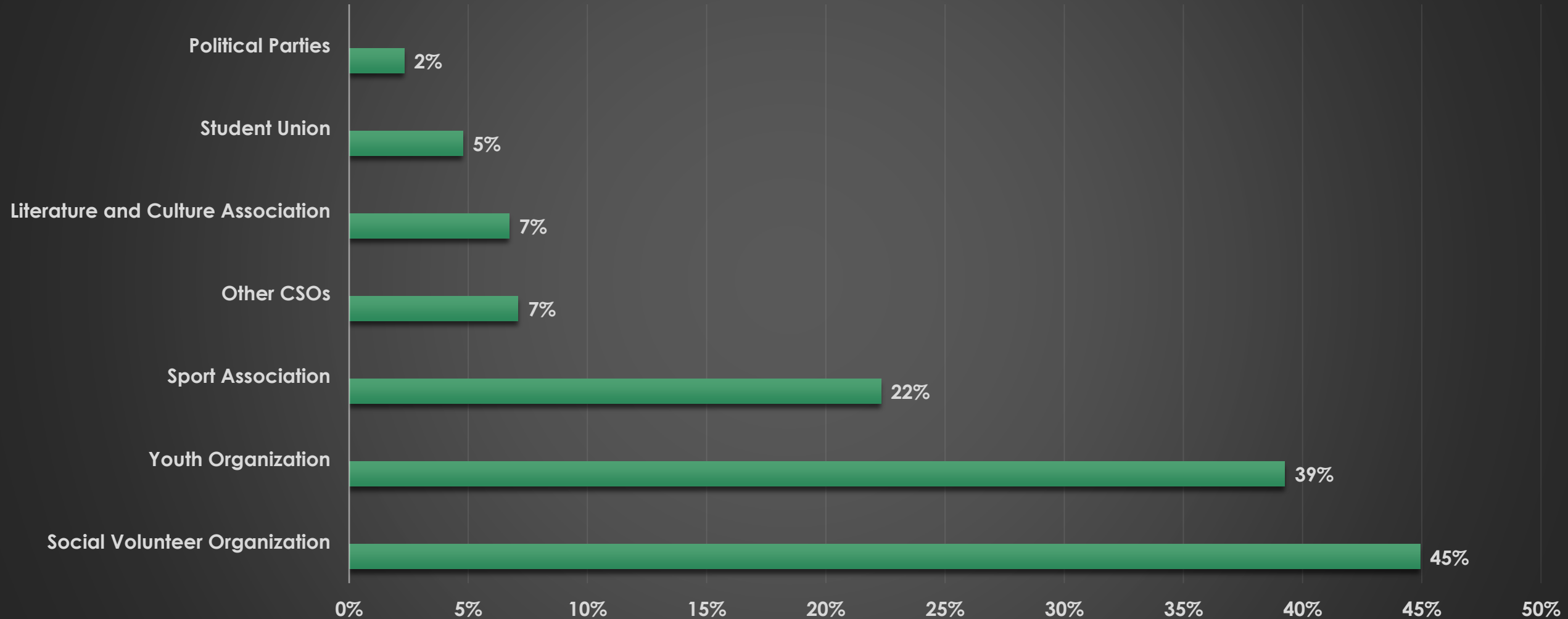
## Civic Engagement

### Involvement in Civic Organization



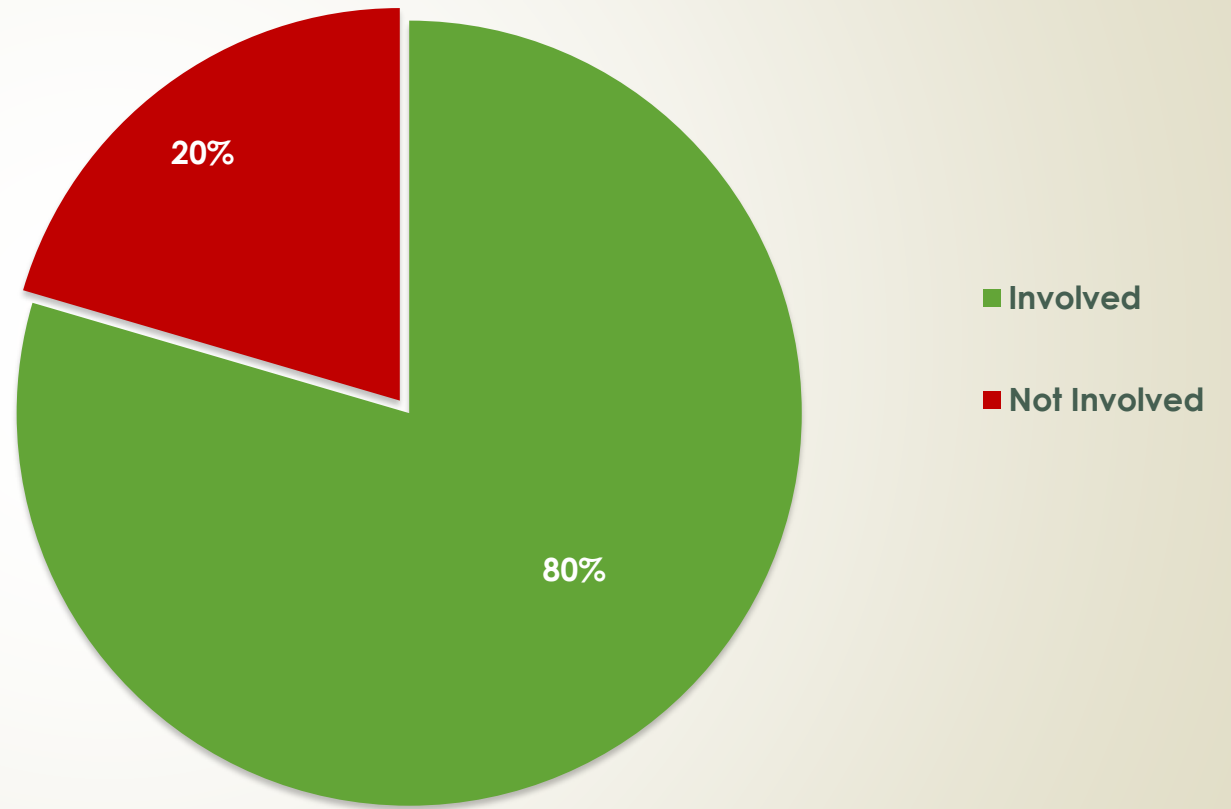
# Civic Engagement – Civic Organization

## Respondents' Involvement in Civic Organizations



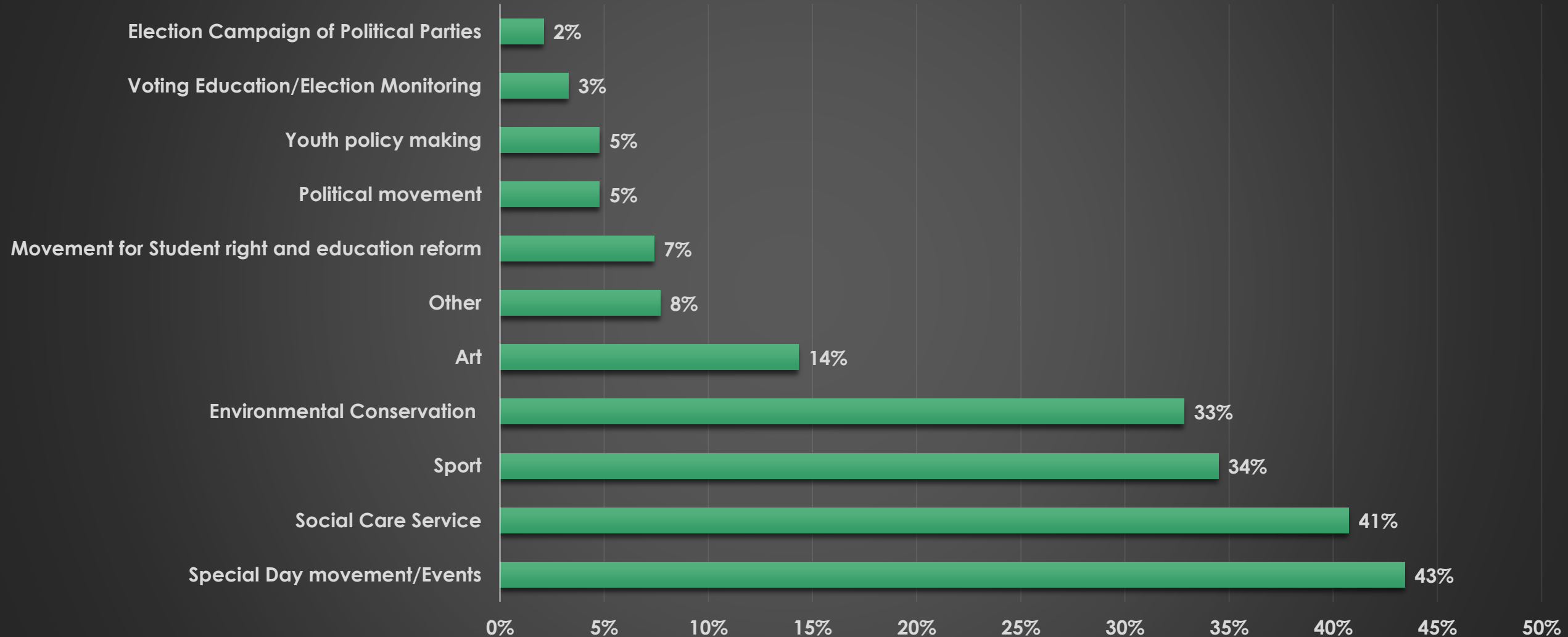
## Civic Engagement

### Involvement in Social Movement



# Civic Engagement – Social Movement

## Social Movement Activity



# Civic Engagement



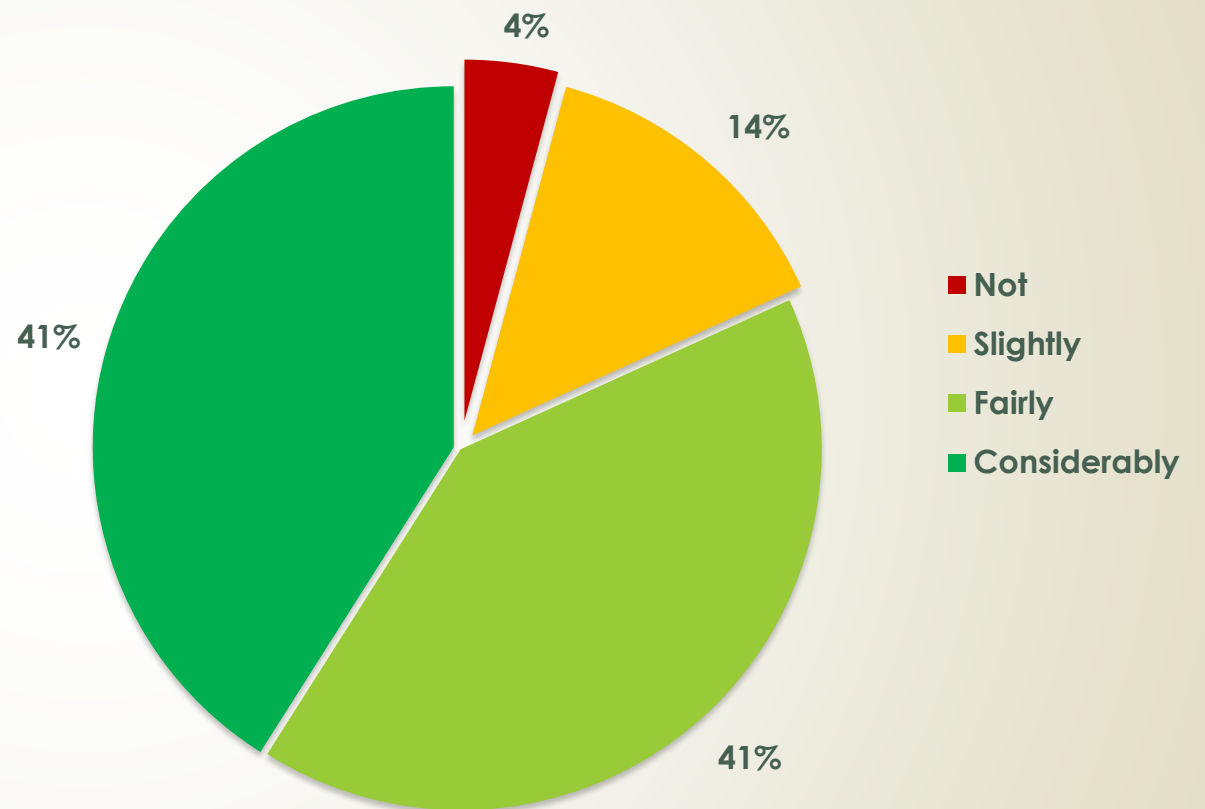
75 percent of youth involved in civic organizations. However, they mostly participate in social volunteer organization, youth organizations and sport association, but **rarely participate in political parties and student unions.**



80 percent of youth involve in social movement. However, youth mostly participate in social activities such special day movement/events, social care service, sport and environment conservation activities, but **rarely participate in election campaign of political parties.**

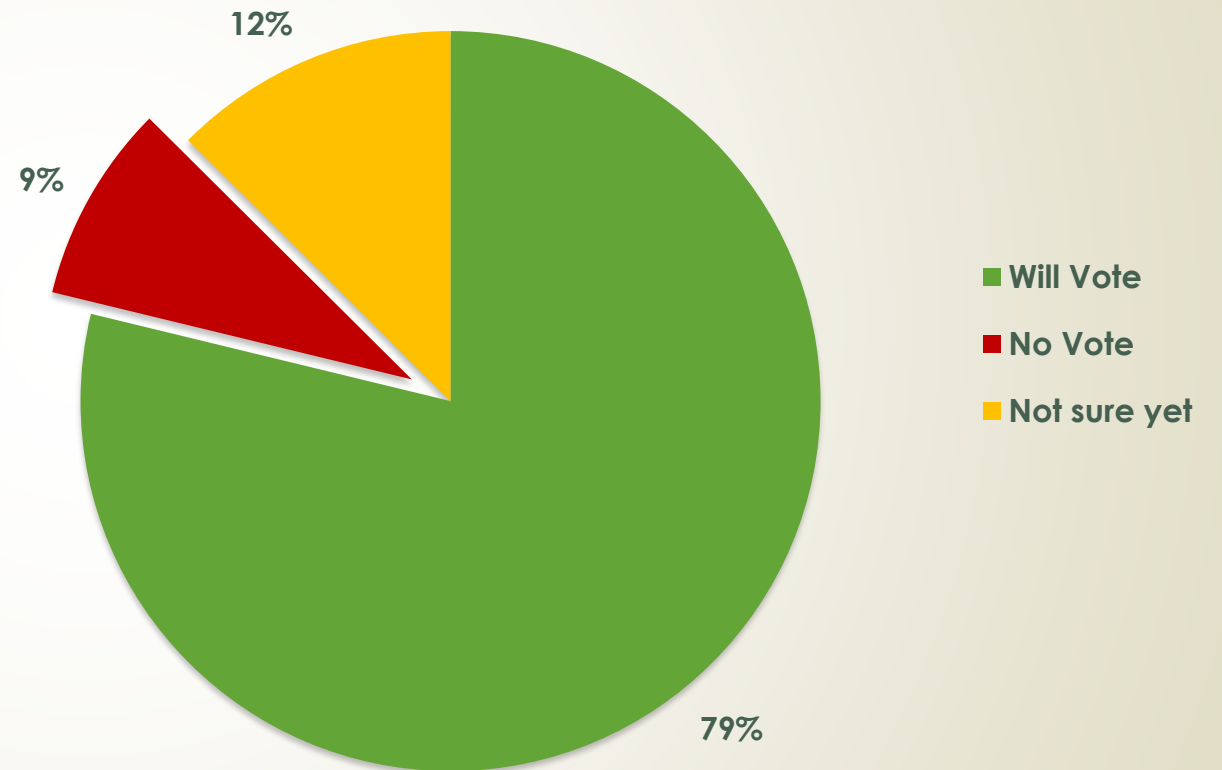
# Election

Respondents' Importance on 2020 Election



# Election (Voting)

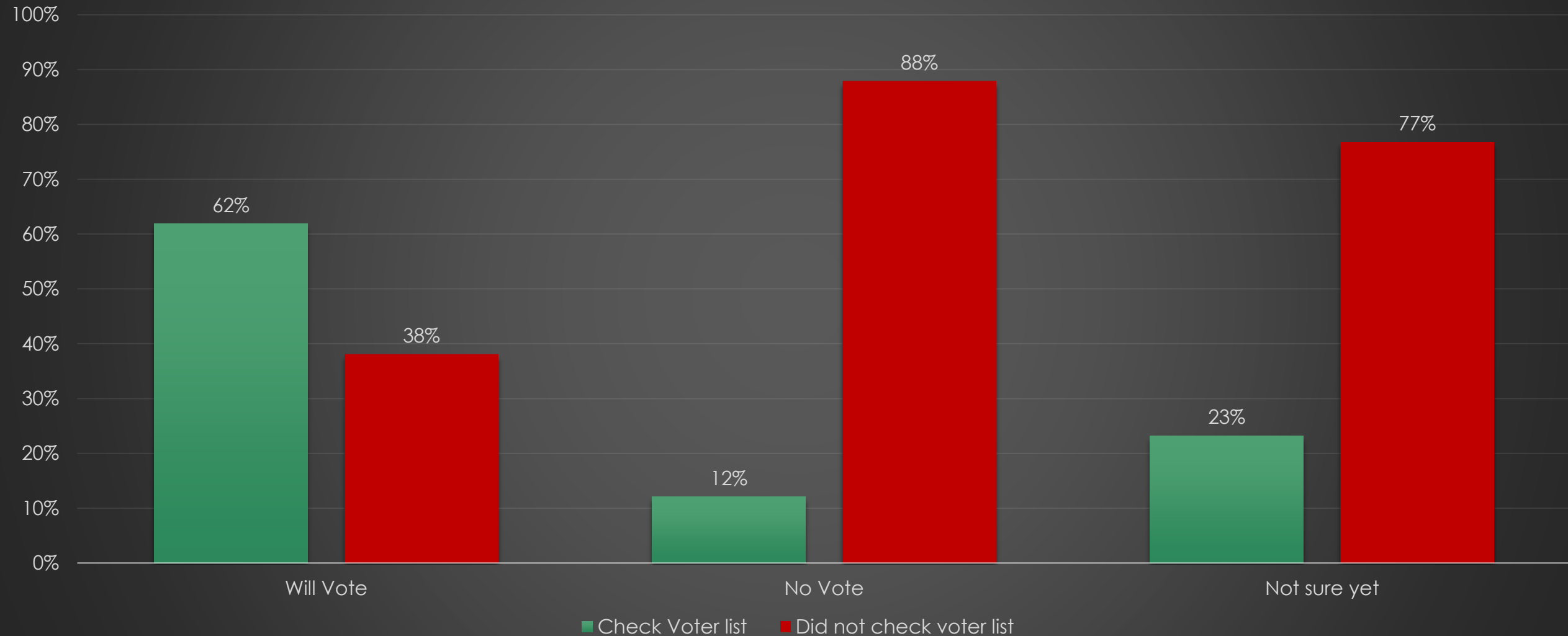
Respondents' Intention to Vote in 2020 Election





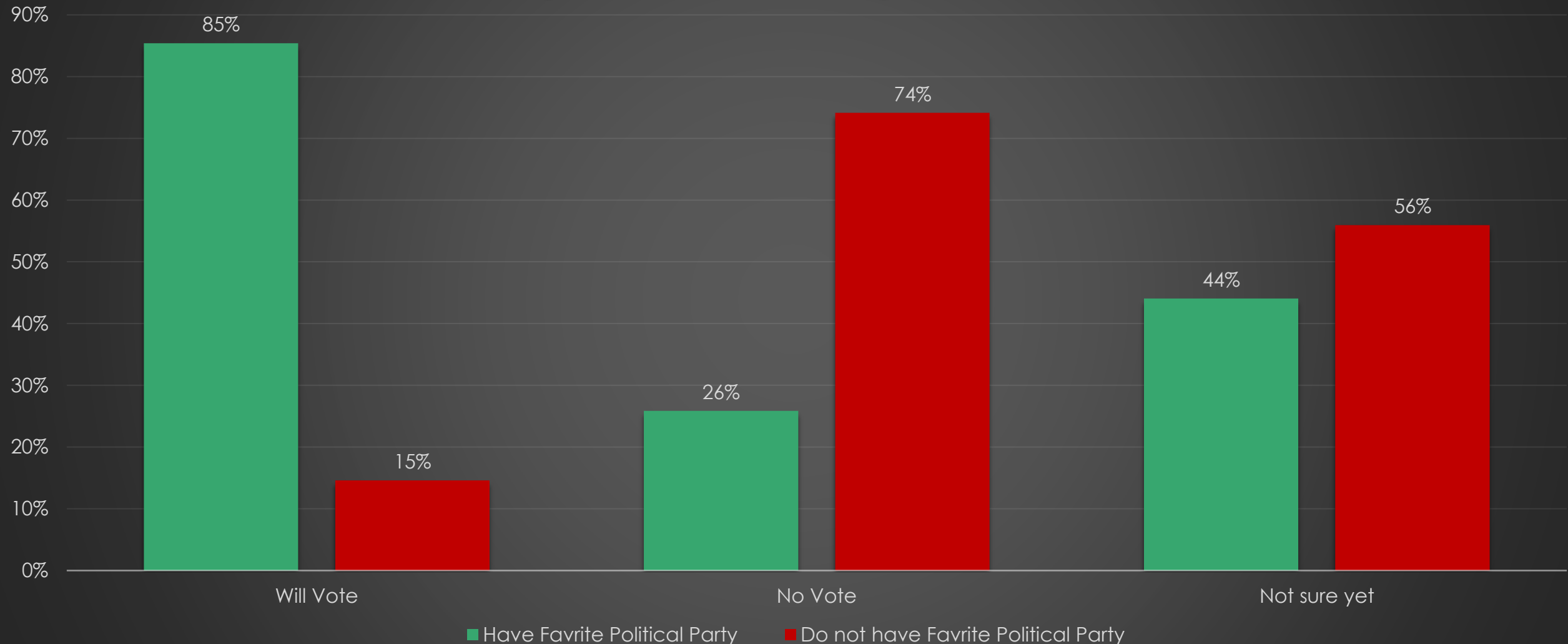
# Election (Checking Voter List)

Respondents' Voting Intention and Checking Voter List



# Election (Favorite Political Party)

Respondents' Voting Intention / Having a favorite Political Party





# Election

- Majority of respondents answered that 2020 election is considerably or fairly important.
- 62 % has **strong intention (Checked voter list)** to vote whereas 9 % report that they have no intention to vote.
- 15 % of youth say ‘ Yes to vote’ although they do not have favorite political party.



## Correlation Findings

- **Consuming political news on social media** has a very low negative correlation with **youth participation in civic organizations** and **social movement**.
- **Consuming political news from social media** has a low positive correlation with **Voting Intension of Youths**.
- However, **voting intension** has moderately strong positive correlation with **having favorite political party** and **voting checklist behavior**.



## Recommendation of the Present Research

- Political parties, the parliament and government and other stakeholders **should promote the inclusion of youth** so that more youth in political positions could improve their representation and put their issues on the public agenda.
- **Youth media information literacy Programme** would be provided more widely to help youth understand how media message shape public opinion and develop critical skill to analyze misinformation on Facebook and to engage more them in civic issue.
- **Digital literacy programme as official component of formal education** can be the efficient and more reaching way to cover different youth.
- **Youth oriented fact check groups** could specifically assess how and what sort of misinformation youth consume on Facebook and other social media platforms.



Thank You and Q&A