Romania – new trends in civic participation

DIGITAL MEDIA AND THE EFFECTS OF MEDIA LITERACY

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Romania 2012-2019: the participative model

What types of participation exist in Romania?

SOURCES OF DATA

2012 (November 2011 - April 2012). 8 national samples of 1200 subjects, for every region in România = a unified database of 8,031 subjects. CATI survey. Margin of error +/-1%

2016 (July 2016) - 1 national sample of 766 subjects. CATI survey. Margin of error +/-3,5%

2019 (July 2019) – 1 national sample of 1000 subjects. CATI survey. Margin of error +/- 3%

Analysis – over 50 variables included, to create 4 indexes of participation
Indexes of participation (scale 1-100). Data from the last 7 years

Only Electoral participation is above 50, on this scale

Political participation is growing

Civic participation is decreasing!
The impact of media on participation

Internet activism: contributes to the increase of civic participation
Notice the very low level of civic participation (on a scale from 1 to 100)

Internet use does not increase voter turnout! Only TV consumption does...
Civic participation

A new measurement – using Latent Class Analysis to segment Romanian voters, based on 15 questions about participation

Data from 2019 (July 2019) – 1 national sample of 1000 subjects. CATI survey. Margin of error +/- 3%
Participation in Romania

Types of participators, Romania 2019

- Strong participation: 1.7%
- Occasional participation: 16.1%
- Just protests: 6.7%
- Voters, no other participation: 75.5%

Source: Survey data from July 2019, N = 1000 respondents
Education & income – factors influencing participation

% participators, influenced by education

- Lower education
- Medium education
- Higher education

- Strong participation
- Occasional participation
- Just protests
- Voters, no other participation

% participators, influenced by income perception

- Don’t have enough resources
- Just enough to get by
- Enough just for a decent living
- We manage to have a good living
- We can buy anything we need all the time

Source: Survey data from July 2019, N = 1000 respondents
Media use

What is the connection between media use patterns and participation?
Types of media use

<table>
<thead>
<tr>
<th>Media use - news</th>
<th>64%</th>
<th>34%</th>
<th>22%</th>
<th>36%</th>
<th>10%</th>
<th>17%</th>
<th>5%</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV news - daily use</td>
<td>64%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Radio news - daily use</td>
<td></td>
<td>34%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Desktop news - daily use</td>
<td></td>
<td></td>
<td>22%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mobile news - daily use</td>
<td></td>
<td></td>
<td></td>
<td>36%</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Printed newspapers - daily use</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>10%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Read comments online - daily</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>Write comments online - daily</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>5%</td>
</tr>
</tbody>
</table>

Source: Survey data from 2019, N = max. 8306 respondents; certain questions only applied to likely voters
### Daily use – read comments

**Do you read comments at the end of Internet articles?**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily</td>
<td>17%</td>
</tr>
<tr>
<td>A few times a week</td>
<td>20%</td>
</tr>
<tr>
<td>A few times a month</td>
<td>7%</td>
</tr>
<tr>
<td>Once a month or less</td>
<td>9%</td>
</tr>
<tr>
<td>Not at all</td>
<td>47%</td>
</tr>
<tr>
<td>DKDA</td>
<td>%</td>
</tr>
</tbody>
</table>

Source: Survey data from 2019, N = max. 8306 respondents; certain questions only applied to likely voters
Daily use – write comments

Write comments at the end of Internet articles

- Daily: 5%
- A few times a week: 9%
- A few times a month: 4%
- Once a month or less: 8%
- Not at all: 73%
- DKDA: %

Source: Survey data from 2019, N = max. 8306 respondents; certain questions only applied to likely voters
Differences – public segments

Activity online

- Likely voters
  - Pensioners: 34%
  - Workers: 26%
  - Inactive youth: 16%
  - Higher education: 24%

- Daily reads comments
  - Pensioners: 23%
  - Workers: 25%
  - Inactive youth: 20%
  - Higher education: 32%

- Daily writes comments
  - Pensioners: 21%
  - Workers: 30%
  - Inactive youth: 24%
  - Higher education: 25%

Source: Survey data from June-Aug 2019, N = 5416 respondents
Differences – education

Levels of education

- Likely voters:
  - Primary: 12%
  - Secondary: 70%
  - Tertiary: 19%

- Daily reads comments:
  - Primary: 6%
  - Secondary: 69%
  - Tertiary: 24%

- Daily writes comments:
  - Primary: 8%
  - Secondary: 75%
  - Tertiary: 17%

Source: Survey data from June-Aug 2019, N = 5416 respondents
Differences — age

Source: Survey data from June-Aug 2019, N = 5416 respondents
LCA – 4 types of media use

Source: Survey data from June-Aug 2019, N = 5416 respondents
Types of media use - details

Source: Survey data from June-Aug 2019, N = 5416 respondents
4 types of media use

Source: Survey data from June-Aug 2019, N = 5416 respondents
Case study— West vs East
and the relation between media use and TRUST

Source: Survey data from July 2019, N = 1000 respondents
The group that trusts NATO is highly dependent on “TV only” sources for information purposes (more so than any other groups and similar to the US-trusting group) and is less inclined to use online sources.

The Russia-trusting public displays a diverse pattern of media consumption: they combine TV and online sources to get their news and are the least likely, by far, to rely on TV news only.

Source: Survey data from July 2019, N = 1000 respondents
The group that relies on online media for information displays much lower levels of trust in NATO compared to the groups that get information from TV or from mixed sources. People who don’t use TV or online sources are most likely to not trust NATO and also to trust Russia.

Source: Survey data from July 2019, N = 1000 respondents
Media use & trust. NATO & Russia

Source: Survey data from June-Aug 2019, N = 5416 respondents
Media use – pro-Russians use online more than other groups

People who trust Russia use online devices (desktop or mobile) for news purposes more compared to other groups.

The difference is statistically significant!

Source: Survey data from July 2019, N = 1000 respondents
Pro-Russians are much more active online

People who trust Russia are much more active online – they post more comments than others.

The difference is statistically significant!

Source: Survey data from July 2019, N = 1000 respondents
Pro-Russians are much more active online

Have you visited political/candidate websites in the last year?

- Romania: 15%
- Russia: 24%
- USA: 16%
- EU: 16%
- NATO: 14%
- Germany: 16%

People who trust Russia declare they have been more exposed to political communication in the recent past.

The difference is statistically significant!

Source: Survey data from July 2019, N = 1000 respondents
Pro-Russians use TV as news source more than other groups

**TV use for news - higher numbers for people who trust Russia**

Source: Survey data from July 2019, N = 1000 respondents
Pro-Russians are much more civically involved

People who trust Russia are much more active in protests (13%, more than other categories of public) and in online and civic involvement and reactions (higher numbers than the other people, who trust other countries).

Source: Survey data from July 2019, N = 1000 respondents
WHY DOES PARTICIPATION MATTER?
How it works

What can participation bring?

• **RESILIENCE to the populist threat** (increase the public’s responsiveness/rejection to the antidemocratic/isolationist messages and leaders)

• **COUNTERMEASURES** in case of crisis

• **EXERCISE PRESSURE** on authorities to protect democratic principles and rule of law

• **STRENGTHEN INSTITUTIONS**

• **INCREASE INVOLVEMENT IN POLITICS OF CIVIC-MINDED PEOPLE**

• **INCREASE INTEREST IN POLITICS & POLITICAL INVOLVEMENT OF YOUNG PEOPLE**
Thank you!

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