

# Citizen Participation And Democratic Practices: An Analysis From The Use Of Social Networks And Schooling<sup>1</sup>

Jesús Enrique Morales Rico<sup>1</sup>, Ramsés Daniel Martínez García<sup>2</sup>, Mijael Altamirano Santiago<sup>3\*</sup>

<sup>1</sup>Professor at the Center for Economic, Administrative and Social Research, Instituto Politécnico Nacional, (México).  
E-mail: emorales@ipn.mx

<sup>2</sup>PhD student in Social Sciences. Faculty of Political and Social Sciences. Autonomous University of the State of Mexico (UAEMEX-Mexico). ORCID: <https://orcid.org/0000-0002-3241-1942>; E-mail: [rmartinezg020@alumno.uaemex.mx](mailto:rmartinezg020@alumno.uaemex.mx) y [psicol.ramses@gmail.com](mailto:psicol.ramses@gmail.com)

<sup>3</sup>Professor at the Center for Economic, Administrative and Social Research. Instituto Politécnico Nacional, (México).  
ORCID: <https://orcid.org/0000-0001-5194-2944>; E-mail: [maltamiranos@ipn.mx](mailto:maltamiranos@ipn.mx), .

**\*Corresponding Author: Mijael Altamirano Santiago**

\*Professor of Economic Research Center, Administrative and Social Sciences. (CIECAS)-Instituto Politécnico Nacional (IPN-México).  
<https://orcid.org/0000-0001-5194-2944>. E-mail: [maltamiranos@ipn.mx](mailto:maltamiranos@ipn.mx)  
DOI: 10.47750/pnr.2023.14.S01.191

## Abstract

There are numerous studies (Norris, 2001; Muñiz, 2015; Díaz and Góngora, 2019) that have declared the importance of the use of social networks and the education of citizens as essential areas to understand civic and democratic participation in issues of sociopolitical interest. The present work is carried out with the objective of analyzing the association between the variables schooling and use of social networks (YouTube, Facebook and Twitter) to be informed of matters of national interest. For which, a subsample of 20,323 subjects selected from the National Survey of Civic Culture of the year 2020 was used. The selection criterion was to be 18 years old and over. The research hypothesis was that schooling and the use of social networks (Facebook, Twitter and YouTube) are associated in promoting citizen participation in issues of national interest and issues of democratic life. The results showed that, in effect, as the specialized literature points out, there is an association relationship between the variables of interest and citizen participation in issues of sociopolitical interest. To carry out the statistical analysis, the chi2 test was used to determine the association between the study variables, finding a value = 2050.1, with a significance  $p = 0.05$ . Therefore, the research hypothesis is verified.

Keywords: media, civic culture, democratic participation, elections, citizens.

## INTRODUCTION

During the 1960s and 1970s, political science was favored by the incursion of new theoretical and methodological perspectives that allowed the development of problems that until then had been little studied due to the limits faced by the discipline. In this regard, López (2008) points out that this transition meant the need to move from forms of research based on duty and ethical judgment, to the description, explanation and verification of phenomena that were proper to political science; for example, electoral behavior.

As a result of this methodological redefinition, political science established new horizons for the analysis of electoral behavior, since it was essential to include the idea that various factors, such as the media, had a strong influence on voters' decisions. With the passing of a few decades (1960-1980) in the United States, there were heated debates in the field of electoral behavior. On the one hand, the decline of partisan identities and on the other, the importance of the personalization of the candidate in political communication (Rebolledo, 2017).

Thus, in today's societies it is very difficult for citizens to have direct access to political content, or even contact with rulers and politicians in a physical way. In this way, according to Muñiz and Maldonado (2011) the media play a key role by becoming bridges for the transmission of information, and also, mediators of interpretative and perceptive frameworks of the content presented. While it is true that traditional media have played a central role in the approach to political communication, today those generated by the use of the Internet have also had a very important influence on the digital citizen, the one with less partisan identities, but with greater accessibility to global information.

The present time represents a moment of erosion of partisan identities, and therefore the study of the factors involved in people's voting decision deserves to pay attention to multiple factors related to the new ways of political communication. According to Rebolledo (2017) social complexity, the result of new subgroups of identities, implies that political parties

<sup>1</sup> This article is the product of the Research Project SIP IPN 20230763.

seek to expand or consolidate their electoral base, and at the same time, to remain in the public space, which incidentally is becoming increasingly crowded and competitive. Short-term factors have a very important influence, and the candidate variable has positioned itself in a privileged place (Rahat, 2013) to the detriment of the image of the political party. In this way, it is possible to point out that electoral behavior must also be understood in light of the influence that the traditional and digital media currently have on voters, since based on the information they present, citizens make decisions regarding their vote.

In Mexico, since the 2000 elections there is evidence of a greater use of social networks and the positioning of candidates in the foreground as a political communication strategy, and according to Esteinou (2019) this can be explained in part by the lack of confidence in political parties, derived from the poor results they have had in substantial areas of social and political life, therefore the open exposure of politicians in conventional and digital media has become a kind of individualization of politics.

Because of the above, the discussion on the importance of the personal visibility of candidates in the various media seems to remain at two opposite poles. For Porath (2014) the debate involves two clear paths: who is a politician and what does a politician do. Thus, under this consideration it can be seen that in the first area there are institutional elements referring to the political party of origin, results generated in public administration positions and the experience accumulated in the political trajectory. Meanwhile, the non-institutional spheres refer to age, gender, personal and even physical attributes related to the individuality of the politician and the electoral campaign plays a transcendental role in the exaltation of these last qualities.

It is reasonable to point out, as De Vreese (2005) comments, that conventional media and currently digital media not only facilitate the dissemination and capture of information, but thanks to these, political campaigns have undergone substantial changes, their design and implementation have placed in the center of interest the mobilization of the citizen vote through emotional and implicit content that plays a role of cognitive shortcut (Rahat, 2013).

In the area of institutional legitimization, the electoral reforms enacted in the 70's and 80's provided greater openness to the integration of diverse political currents. In Mexico, the 1988 elections allowed for greater mobilizing capacity, institutional certainty and more equity in resources and processes (Lujambio, 1994). It should be noted that one of the most relevant elements that led to the recomposition of electoral campaigns was the incorporation of innovative electoral communication strategies that, in addition to the traditional ones, favored a greater exposure of the candidates' image and attributes (Meyer, Calleja and Trejo, 2012).

In this way, new ways of political communication began to emerge due to the massive positioning of digital resources that, to a greater extent, and progressively became more popular. Thus, according to Bautista (2018) the new ways of influencing the voter's decision seek to adapt the communication of politics to the centrality of the media, therefore, the design of campaigns aimed at voters' emotions and an excessive exposure of candidates in the media were a constant. Reflection, also, of a loss of partisan identity, which in the words of Balmas and Sheafer (2012) is emerging as a current trend.

In Mexico, according to Diaz (2016) the intensive use of digital media, as a strategic channel of electoral campaigns, dates back to the 1994 elections, in which for the first time the contest of the political arena would be developed through different forms of communication. Today a professionalized model of electoral campaigning is permeating the political arena, even for some researchers such as Moreno (2009) the media play an increasingly important role between Mexican parties and voters.

## 2. LITERATURE REVIEW

The following section contains basic information on the theoretical-conceptual approach to the effects of conventional and digital media on people's electoral behavior. Subsequently, a broad description of the problem statement of the proposed study is carried out, with the objective of subsequently orienting the methodological apparatus and substantial elements for its realization.

### 2.1 Basic conceptual and theoretical references of the investigation

Today no one can deny the importance of the media in the consolidation of democracies in various countries which, as in Mexico, had their awakening in the 1990s. However, it is also possible to locate two strands that question the impact of the media on people's civic engagement. There are, according to Diaz (2016) the theories of media malaise (media malaise) or videomalaise (videomalaise) that sustain a negative impact of the media on civic attitudes. On the other hand, cognitive mobilization theories (mobilisation theories) establish a positive impact on civic attitudes.

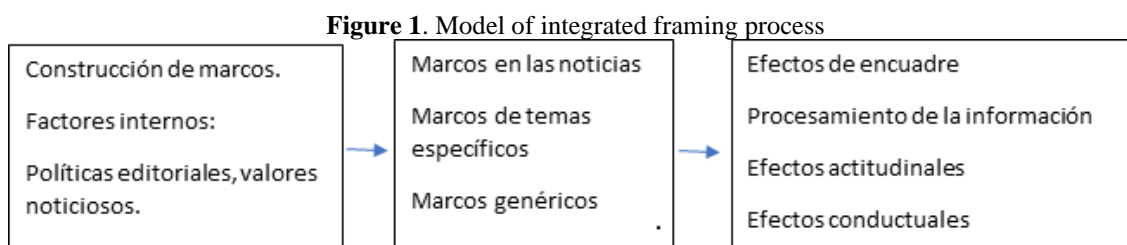
The theoretical approach of media discomfort, initiated thanks to the work of Kurt Lang and Gladys Lang around the year 1966, points out that exposure to the media, especially in the field of electoral campaigns involving personalization and negativity, have an unfavorable impact on the civic engagement of voters, considerably affecting their political attitudes, towards voting and in general of their electoral behavior (Díaz and Muñiz, 2016). (Díaz and Muñiz, 2016). They can also

cause political disaffection and decreased trust in government, allowing for low political participation and apathy (Shreiber and Garcia, 2004).

The media malaise approach finds in the trend of strategic framing an orientation towards the projection of the electoral contest as a horse race and that in the words of Diaz (2016) promotes a negative exposure of the candidates, focusing on sensationalist information, political scandals and campaign controversies to the detriment of experience and political capacity.

Thus, it is noteworthy to highlight the relevance of the frames or framing that the news offer to the public as ways of understanding and interpreting the information transmitted. In this regard, De Vreese (2005) points out that framing refers to the interaction between the ways in which the media transmit information and how viewers interpret it based on their predispositions and evaluations. The consequences of such interactions can be at the individual level, for example, in changing attitudes on certain topics of high media exposure, and the effects can also be at the societal level in terms of the socialization of news events, decision making and collective actions. Thus, frames are defined as persistent patterns of cognition, interpretation, presentation and exclusion through which discourses are organized (Gitlin, 1980; cited in De Vreese, 2005).

The phases in which the construction of the informative framework is structured are shown below, and how the viewer can interpret the content, generating changes at a personal level on attitudes, understood as constant dispositions in the development of behaviors linked to the object of the attitude. Thus, the information disseminated modifies people's perceptive-interpretative apparatus, and then contributes to the development of actions related to this apparatus (see graph 1).



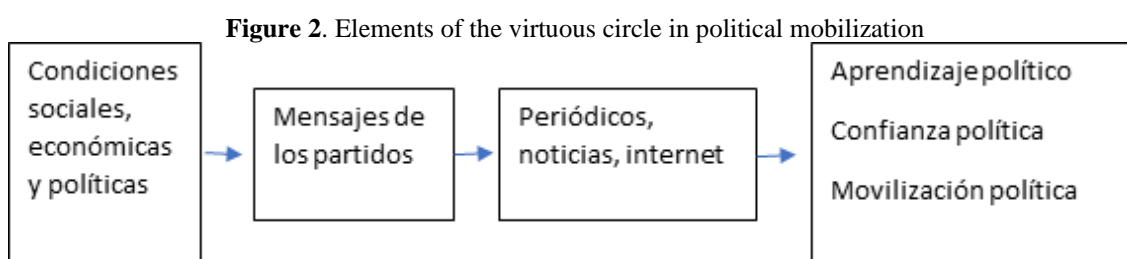
**Source:** Own elaboration based on De Vreese (2005).

In summary, the approach to media malaise is organized around the following ideas:

- Political communication processes have a significant impact on civic engagement, attitudes and electoral behavior.
- The impact generated by the media is negative, causing little political participation.

Just as there is a perspective that emphasizes the negative effect of the media, there is also an approach that highlights the influence of cognitive mobilization, as a positive impact, of the work of the media. In this sense, it is worth pointing out some of its main characteristics.

According to Diaz and Muñiz (2016) in this perspective media exposure tends to politically mobilize people because it increases their interests and knowledge. Among the most representative works that fall within this tradition are those carried out by Norris (2001) who points out through his theory of the virtuous circle that exposure to conventional media (television, radio, newspaper, etc.) and digital media (social networks) favors being better informed politically, to trust the government and institutions more, promoting in turn positive political attitudes regarding electoral behavior. The following diagram (Figure 2) proposed by the author is useful to identify the dimensions and areas included in her proposal.



**Source:** Own elaboration based on Norris (2001).

The above scheme allows us to understand that the media, through its different channels, promotes positive attitudes related to political learning, trust and political mobilization. Thus, people's civic engagement will increase and will be reflected in greater electoral participation (see Figure 2). Therefore, it can be assumed that those who are more versed in political issues, more trusting and more participative are more inclined to attend news coverage on public affairs, and this benefits greater commitment to the issues of public life (Shreiber and García, 2004).

Some studies reported by Norris (2001) conclude that, contrary to the hypothesis of negative media effects, media use is positively associated with a wide range of indicators of political knowledge, trust and mobilization. People who watch more television news, read more newspapers, use the Internet and pay attention to election campaigns consistently have more knowledge, trust in government and are more participatory.

Another of the main theories that dealt with the importance of the media in the construction of electoral orientations was the so-called agenda setting theory of McCombs and Shaw (1972), which established that the influence of the media did not lie in the content of what viewers had to think about, but rather in the issues that they should think about.

In this sense, McCombs and Valenzuela (2007) point out that agenda setting theory is responsible for explaining the psychological need for orientation and the need for curiosity to understand the world around us, public affairs and, in their case, politicians. Thus, if the issues addressed are alien to people and the experience of dealing with them is minimal, then the media are an essential source for the construction of personal criteria. Furthermore, it is interesting to note that the effect of the media agenda is not limited to focusing attention on particular topics, but also contributes to the understanding and perspective of current issues.

For the second level of the theory, more attention is paid to the subjective elements, opinion qualifiers and comments that allow the transcendence of certain issues in the media. According to McCombs and Bell's 1995 studies, the emphasis at this stage of the theory would be on the impact of framing on subjectivity and emotional responses, and not on the issues that guide the viewer's attention. Thus, the emphasis is on the images that the media transmit, whether about certain characters, issues, electoral campaigns, etc. For Aruguete (2017) the media play a main role with respect to the image of the candidate, since they not only suggest the topics to think about, they also orient on how to think about them, in short, they suggest paths of interpretation.

However, at present, where the media impact is increasingly broad and global, some basic premises of this model are questioned. For Aruguete and Muñiz (2012) the time interval for the thematic agenda to settle in the public is not applicable for the current media. She argues that the emergence of Web 2.0 allows the production and dissemination of content almost in real time, favoring almost simultaneous interactivity processes than the process of material production itself.

Empirical evidence suggests that people do not respond passively to the information they receive from the various media, it is not a linear and causal relationship between stimuli and responses, rather the consumer of such information is an entity that interprets, filters and analyzes the content shown to him, his experiences and context are fundamental in this encounter he has with the various media and the content they promote.

Based on the above, it is possible to point out that the importance of conventional and digital media has become substantial for the analysis of multiple political phenomena, including electoral behavior. In particular, when considering the following ideas, the relevance of political communication in the decisions made by citizens before casting their vote is taken up again:

The media, by designing an informative framework, influence the processes of interpretation and analysis of the content carried out by people. A proactive and increasingly informed spectator is assumed.

- The vertiginous advance of the media promoted by Web 2.0 promotes new ways of political communication. The personalization of the individual (candidate or politician) is one of the most evident consequences of these new ways of linking with the citizen.

As a result of the above, it seems appropriate to point out that the voter is in a doubly complex position. On the one hand, the wide range of media and information to which they have access forces them to adopt a position of greater participation and interest in matters related to democratic life, and at the same time, they must adopt an analytical and critical stance in order to be able to pay attention only to reliable material, which implies a permanent proactive role.

## 2.2 Problem statement

The case of the 2018 federal voting allows us to identify the closest empirical referent for the analysis of the influence of some sociodemographic variables on the citizen vote. For the purpose of the study proposal, the variables age and schooling have been selected, since according to the data reported by Parametría (2018) the profile of the voter who preponderantly elected the current president was determined by a higher school level and age from 26 to 35 years old.

After two unsuccessful attempts in 2006 and 2012, Andrés Manuel López Obrador (AMLO), the current president of Mexico obtains an unusual victory. According to Aragón, Fernández and Bautista (2019). The political alliance "Juntos Haremos Historia" obtained an extensive victory in the presidential, legislative, state and municipal elections. AMLO's triumph was resounding, including in the federal Legislative National Regeneration Movement (MORENA) stands as the main force in both chambers. The 2018 elections are historic due to the magnitude of the result, and also due to the social

and political impact generated by the arrival of a new party to power and the disengagement from the political parties that many citizens expressed as an echo of disapproval to the alternatives, which up to that moment were traditional. Based on what was reported by the National Electoral Institute (INE) in 2018, the vote that made AMLO president came from the middle class and not from people with lower incomes: In total there were 30 million votes he got, equivalent to 53.17% of the elections. It is worth mentioning that the now president was popular in all sectors of the population, but where he had the most votes was in the sector whose schooling was university or with an income above \$15,171.

**Table 1.** Results of the 2018 presidential election

Candidato	Coalición	Porcentaje
Andrés Manuel López Obrador	Juntos haremos historia	53.1%
Ricardo Anaya Cortés	Por México al frente	22.2%
José Antonio Meade Kuribreña	Todos por México	16.4%
Jaime Rodríguez Calderón	Independiente	5.2 %

**Source:** Own elaboration based on INE (2018) and Parametría (2018).

The table above shows that the difference in percentages of first and second place respectively is almost 32%, equivalent to almost 11 million votes. These numbers ratify the wide victory of the, at that time, candidate of the coalition Juntos haremos historia. Now, with respect to schooling, the distribution of voters was as follows:

**Table 2.** Percentages of voters by schooling.

Escolaridad	Candidatos			
	Andrés Manuel López Obrador	Ricardo Anaya Cortés	José Antonio Meade Kuribreña	Jaime Rodríguez Calderón
Nada	45%	21%	31%	3%
Primaria	49%	24%	26%	1%
Secundaria	58%	20%	16%	6%
Preparatoria	59%	23%	10%	8%
Universidad o más	65%	20%	7%	8%

**Source:** Own elaboration based on INE (2018).

The table above shows that in all educational levels the now president, Andrés Manuel López Obrador, won the victory. However, it stands out that at the university level he achieved the largest margin of victory (45%) with respect to the second place. According to Flores (2019), the sociodemographic variables that have the greatest weight in the propensity to vote are age, income and educational level, and some studies such as the one reported by Wolfinger and Rosenstone (1990) indicate that schooling is the variable that has the greatest impact on the voter's decision.

Currently, studies on political communication have placed special emphasis on the use of the Internet and social networks (Díaz and Góngora, 2019) as mediating variables that have an impact on the electoral behavior of citizens. Regarding Internet consumption at the national level, according to the National Survey on Availability and Use of Information Technologies in Households (EDUTIH) of 2018, people spend more time using the Internet to consult social networks, while those with a higher level of schooling (Ruíz, 2019) are the most likely to use them.

The information is relevant since it favors its use to establish possible theoretical and conceptual relationships that we wish to test statistically due to the following aspects.

- By orienting the study on the influence of digital media on the voter taking as empirical reference the past federal elections of 2018, particularly on the importance of the variables of age and schooling, it will be possible to establish possible conceptual and statistical relationships with the data obtained from the National Survey of Civic Culture (ENCUCI) of 2020, under the consideration that better informed people make greater use of digital media (social networks) to make decisions about their electoral participation.

- The relationships that we will try to find empirically and prove statistically have their conceptual foundation in what Moreno (2009) established when pointing out that people with less partisan identity are those who have more schooling and access to the Internet. According to Bautista (2018) thanks to the opening and democratization of the use of social networks, electoral campaigns have been increasingly designed in allusion to the candidate, and to a lesser extent to the political representation of the party of origin, as a communication strategy that allows reaching a greater number of voters asynchronously. At the same time, Norris' (2001) proposal makes special sense, when assuming that the most informed people are those who tend to a greater mobilization of political participation.

- The data obtained from the ENCUCI (2020) will allow us to address whether access to digital information through the main social networks (Facebook, Twitter and YouTube) can be statistically associated with sociodemographic variables such as schooling, since it is the one that has the greatest impact on citizens' voting.

The following table shows the percentages of people who have access to the Internet and express interest in the country's affairs.

**Table 3.** Interest shown in the country's affairs according to sex.

Sexo	Interés por asuntos del país			
	Mucho	Algo	Poco	Nada
Hombres	52.5%	28.2%	14.2%	4.9%
Mujeres	58.9%	26.5%	10.7%	3.6%

Women 58.9% 26.5% 10.7% 3.6%.

**Source:** Own elaboration based on ENCUCI (2020).

Note: The population is made up of people 15 years of age and older.

Table 4 shows that women show a higher percentage in the category "very interested" in issues related to the country. While men, the only category in which they exceed women's interest is in the second category (somewhat). It is important to point out that for the purposes of the proposed study, persons 18 years of age and older should be taken into account.

**Table 4.** Age ranges of women and men in relation to the media they prefer to use for information on national issues.

Edad	Sexo	Medio de información	Sexo	Medio de información
	18-19 años		Redes sociales (63.4%)	
20-29 años	Mujeres	Televisión (70%)	Hombres	Televisión (66.3%)
30-59 años		Televisión (77.3%)		Televisión (74.8%)
60 años y más		Televisión (81.2%)		Televisión (82.3%)

**Source:** Own elaboration based on ENCUCI (2020).

Note: The age range of 15 to 17 years old is omitted because they cannot vote.

The table above shows that only in the 18 to 19 age range do men and women prefer social networks (Facebook, Twitter and YouTube) as a primary source of information to learn about issues related to the country. In the other intervals, men and women chose a conventional media (television) as their first option.

### 3. RESEARCH QUESTION

Citizens are part of a political system that, according to Almond and Verba (1963), allows their active participation through various means and resources, for example, the democratic exercise of elections. However, this incursion is generally not direct; there are various elements of influence; for example, social groups of belonging and the media. For this reason, the work is oriented to confirm theoretical approaches about the influence that schooling has on democratic-electoral participation through the use of social networks (Flores, 2019), because according to Moreno (2009) voters today have less partisan identity, in favor of a greater openness to digital resources.

For this reason, political communication today has promoted and diversified the means by which politicians can reach more voters. In an increasingly globalized and technologized world, digital resources have become the ideal scenario to mobilize the vote of increasingly informed citizens with greater ability to process and discern information (Norris, 2001). Thus, taking as an empirical reference the 2018 electoral process in which the representative of the executive branch was voted for, and where the schooling variable acquired special strength in the analyses carried out on the profile of the citizen who cast his or her vote. The following is a list of some theoretical approaches that serve as a basis for conducting the proposed study.

- The current voter shows less and less partisan identity, and is observed in parallel influenced mostly by the content of the media (Muñiz, 2015).
- Electoral campaigns have greater exposure in the different social networks (Facebook, Twitter and YouTube) as a strategy to sympathize with those voters with little partisan identity and high consumption of digital media.
- The most informed voters are those who make use of digital media to inform themselves and have an active role in democratic-electoral processes (Shreiber and García, 2004). At the same time, among the sociodemographic variables that have the greatest influence on the electoral vote are age and schooling.

Based on the above, the research question is as follows.

Are schooling and the use of social networks (Facebook, Twitter and YouTube) associated with people's involvement in matters of national interest and civic participation?

### 4. RESEARCH OBJECTIVES

As has been proposed, understanding the use of digital media has also represented a different way of approaching voters' voting behavior. On the one hand, mechanisms of partisan disaffiliation have been configured, thereby generating loss of identity with these political organizations, and at the same time there have been trends in political communication that

favor personalization, that is, focusing electoral campaign strategies on the individual (political), having as the best means of dissemination the social networks Balmas, Sheafar, Rahat, & Shenvav (2012).

It is recurrent to find that in the analysis of sociodemographic variables and their impact on the citizen vote, reference is made to age and schooling (Charles-Lejia, Torres-García and Colima Valadez, 2018). However, it is interesting to understand that these aspects can also have an indirect impact, for example, on the assimilation and understanding of information expressed in the different media. Thus, constantly as Norris (2001) comments in his theory of the virtuous circle, the citizen filters information that is significant for the issuance of his vote. For this reason, the objectives of the proposed study are the following:

#### General

- Analyze the existence of an association between the variables schooling and use of social networks (Facebook, Twitter and YouTube) to encourage involvement in issues of national interest and civic participation

#### Specific

- Identify if there is an increase in the use of social networks (Facebook, Twitter and YouTube) based on schooling to mobilize civic and democratic participation.

### 5. HYPOTHESIS

Based on the formulation of the research question and the structured objectives, the working hypothesis would be as follows:

Schooling and the use of social networks (Facebook, Twitter and YouTube) are associated in promoting citizen participation in issues of national interest and issues of democratic life.

In this way, we want to provide empirical evidence that allows corroborating the theoretical assumptions that indicate that exposure to the media favors being better informed politically, to trust more in the government and institutions, favoring in turn actions of democratic participation. It is therefore a question of sizing an increasingly informed citizen, and at the same time with greater familiarity with digital media, which in turn allow him to optimize the use of social networks as a way to get involved in matters of national interest.

### 6. METHODOLOGY

- Data source: Data from the National Survey of Civic Culture (ENCUCI) of 2020, prepared by the National Institute of Statistics, Geography and Informatics, whose main objective is to know the values and practices of people aged 15 and over towards democracy, as well as the sense of belonging and the recognition of rights and obligations as citizens, were used.

- Selection of observations: Data from selected informants (INEGI, 2020) were used whenever the information contained in sections 4 and 5 was available. According to the Entity-Relationship Model, condensed information is about sense of belonging, interest in public affairs and civic habits and democracy. Thus, the subsample consisted of 20,323 subjects aged 18 years and older (n= 20,323).

- Definition of variables: The variables that were analyzed were schooling, which was recoded from the question with the mnemonic "NIV" and use of social networks which, in turn, was also recoded from the question with the mnemonic "AP4\_06\_03"

- Technical procedures for data analysis: In order to meet the objectives of the study and test the research hypothesis, the Chi-square statistical test was used, taking into account the following criteria: a) the variables of interest are categorical and b) it allows to establish the type of association (independence or dependence) between both. In addition, descriptive procedures to identify their frequencies and some measures of central tendency (mean and ranges). Statistical analysis was performed in the Social Sciences Statistical Package, version 26-IBM. (SPSS).

### 7. RESULTS

- Variable frequency analysis

**Table 6.** Frequencies of the schooling variable

Variable	Frecuencia	Porcentaje (%)
Si se usan	5482	27
No se usan	14841	73

Source: Own elaboration based on the ENCUCI (2020)

Note: We worked with a subsample made up of 20,323 subjects selected and filtered by the attribute 18 years and older. In the table above, it is shown that the secondary level is where the largest number of people in the analyzed subsample is found. On the other hand, it is possible to point out that in the extreme levels of schooling (without schooling and postgraduate studies) is where the smallest number of people is concentrated, each representing 5% and 2% respectively of the sample units of study.

**Table 7.** Frequencies of the variable Use of social networks

Variable	Definición operacional	Definición conceptual
Escolaridad	Nivel escolar que el informante declara tener: Sin escolaridad (1), primaria (2), secundaria (3), bachillerato o preparatoria (4), licenciatura (5) y posgrado (6).	Máximo grado de estudios aprobado por las personas en cualquier nivel del Sistema Educativo Nacional o su equivalente en el caso de estudios en el extranjero. (INEGI, 2021)
Uso de redes sociales	Consulta de YouTube, Facebook o Twitter para informarse de las noticias más importantes a nivel nacional.	Revisión periódica de plataformas estructuradas en la web para publicar y compartir todo tipo de información (Hutt, 2012).
Variable	Definición operacional	Definición conceptual
Escolaridad	Nivel escolar que el informante declara tener: Sin escolaridad (1), primaria (2), secundaria (3), bachillerato o preparatoria (4), licenciatura (5) y posgrado (6).	Máximo grado de estudios aprobado por las personas en cualquier nivel del Sistema Educativo Nacional o su equivalente en el caso de estudios en el extranjero. (INEGI, 2021)
Uso de redes sociales	Consulta de YouTube, Facebook o Twitter para informarse de las noticias más importantes a nivel nacional.	Revisión periódica de plataformas estructuradas en la web para publicar y compartir todo tipo de información (Hutt, 2012).

Source: Own elaboration based on the ENCUCI (2020)

Note: We worked with a subsample made up of 20,323 subjects selected and filtered by the attribute 18 years and older. Table seven shows a wide frequency of people who do not use social networks (Facebook, YouTube and Twitter) to get involved in matters of national interest or civic participation. In contrast, a low frequency represented with 27% of respondents who made up the study subsample, reported using social networks as a form of involvement in issues of public interest.

- Descriptive statistics of the variables

**Table 8.** Descriptive analysis of the variables of interest

Variable	(n=)	Valor mínimo	Valor máximo	Me	Desv. Est.
Uso de redes sociales	20323	1	2	1.73	.44
Escolaridad	20323	1	6	3.27	1.23

Source: Own elaboration based on the ENCUCI (2020)

Note: We worked with a subsample made up of 20,323 subjects selected and filtered by the attribute 18 years and older. Me=Arithmetic mean

Desv. est.= standard deviation

In the table presented in advance, it is observed that the minimum value for the variable Use of social networks is one, equivalent to "yes I use social networks to be involved in issues of national interest and civic participation". Meanwhile, its maximum value refers to "I do not use social networks for this purpose". On the other hand, it is identified that its arithmetic mean is closer to this second value.

For the variable schooling, the minimum value is one that, in turn, refers to the level "without schooling". While the maximum value corresponds to the postgraduate level (master's and doctorate). On the other hand, when paying attention to its arithmetic average, it is identified that its value is close to the third level of schooling, corresponding to secondary education.

- Results of the statistical inference process

**Table 9.** Percentages of people who use social media to engage in issues of national interest based on schooling

Uso de redes sociales	Escolaridad						Independencia de uso de redes sociales por escolaridad
	Sin escolaridad	Primaria	Secundaria	Preparatoria o bachillerato	Licenciatura	Posgrado	
Sí se usan las redes sociales	3.1%	10.3%	24.4%	39.8%	44.6%	42.6%	
No se usan las redes sociales	96.9%	89.7%	75.6%	60.2%	55.4%	57.4%	
							Chi2= 2050.1 p= .000
n=	1177	4969	5867	4105	3806	399	

**Source:** Own elaboration based on ENCUCI (2020)

Notes: We worked with a subsample of 20, 323 cases selected and filtered by the attribute of 18 years and older. CI 95%\*p<0.05

Table 9 shows the percentages referring to the use of social networks (YouTube, Facebook and Twitter) to get involved in issues of national interest and civic participation by schooling. The chi-square test is performed to determine the statistical independence of the variables of interest (use of social networks and schooling). It is worth mentioning that people with undergraduate and postgraduate education, respectively, are those who have the greatest use of social networks for this purpose. Meanwhile, respondents without schooling and primary level are those who have the least use of YouTube, Facebook and Twitter.

Based on the results of the chi-square statistical test, it is possible to conclude that there is statistical dependence on the variables use of social networks and schooling for the subsample made up of 20, 323 informants selected and filtered by the attribute of 18 years and older. (Chi2=2050.1 and p=.000).

## 8. DISCUSSION AND CONCLUSION

The rise of social networks has resulted in new forms of communication and citizen participation, as it allows the expression of concerns (Ayala, 2014) and various forms of interest, as it offers the enormous possibility of sharing topics of general interest (Norris, 2001), thus promoting a culture of information, in which people are proactive entities in the process of construction of meanings.

The findings found in the study reinforce the empirical approach reported by Díaz and Muñoz (2016) on the importance of social networks to mobilize citizen participation, as they allow a proactive exchange of information in an asynchronous or synchronous manner. Similarly, it coincides with the argument of Moreno (2009) regarding that people with more schooling have more access to the Internet, and this promotes better citizen and political participation. In summary, as stated by Flores (2019), the information collected corroborates that schooling and the use of social networks are associated with democratic practices of citizen participation in matters of national interest.

In contrast, the study presented some important limitations that can be considered for further research, for example, since the information collected in the ENCUCI (2020) was aimed at investigating citizen participation and democracy-oriented practices, it was not possible to investigate with greater specificity the direct influence of the variable schooling on the citizen vote (Charles-Lejía, Torres-García and Colima Valadez, 2018) or the use of the Internet and its influence on electoral behavior (Díaz and Góngora, 2019). Thus, the research carried out allows a proximity approach to the study of electoral behavior from the perspective of citizen participation.

The results can be interpreted in light of the influence that schooling exerts on a more critical use of social networks (Ruíz, 2019) for informational purposes, even with training goals. However, the study carried out does not allow us to analyze and explain how this relationship develops and its type. For this reason, the further development of a specific approach is proposed to obtain information that, in turn, favors empirically corroborating the direct influence of schooling and use of social networks on the citizen vote, and not from a proximity approach that is based on civic and democratic culture.

In another sense, the results obtained are significant regarding the dependence between the variables schooling and use of social networks, for the development of actions that allow people of legal age to get involved in relevant issues on the national agenda and in matters of democratic practices, which suggests, in effect, a profile of citizens with lower partisan

identities and a diminished rootedness in political ideologies (Moreno, 2009) that invite reflection on a reconfiguration of civic and democratic culture (Muñiz, 2015).

On the other hand, it is also important to point out the contrasts that reflect the findings found, since social and broader sectors with basic or no schooling, also, show little use of social networks for matters of citizen participation, in the background, they could note the enormous inequalities in Internet access (Ayala, 2014) at the same time leaves evidence of the social and cultural differences of Mexican society. In this same order of ideas, it is possible to identify that the average, in terms of levels of schooling, is close to secondary, so there is still a lag in the national education system that has prevented increasing the levels and degrees of study for Mexicans, preventing better and greater access to services that allow increasing the quality of life (INEGI, 2020) Thus, citizen participation in democratic issues could be related to structural issues of the socioeconomic dynamics itself (Cecchini, 2005).

## REFERENCIAS

1. Aragón, J., Fernández, A. y Bautista, J. (2019). Las elecciones de 2018 en México y el triunfo del Movimiento de Regeneración Nacional (MORENA) En Estudios Políticos 2 (5), 286-308 Recuperado de: <http://aprendeenlinea.udea.edu.co/revistas/index.php/estudiospoliticos/articulo/v>
2. Aruguete, N. y Muñiz, C. (2012). Medios de comunicación y actitudes políticas. Un análisis de los efectos del consumo mediático en la población mexicana. En Revista Anagramas, 10 (20): 129-146. Medellín, Colombia, Universidad de Medellín.
3. Aruguete, N. (2017). Agenda setting y framing: Un debate teórico inconcluso. En más poder local. Investigación. 30 (1) 36-42 pp. Recuperado de: <https://dialnet.unirioja.es/descarga/articulo/5788523.pdf>.
4. Ayala, T. (2014). Redes sociales, poder y participación ciudadana. En Revista Austral en Ciencias Sociales. 26 (2), 23-48 pp. Recuperado de: <https://www.redalyc.org/pdf/459/45931862002.pdf>
5. Balmás, M., Sheaffer, T., Rahat, G. y Shenvav, S. (2012). Two routes to personalized politics. Centralized and decentralized personalization. En party politics. (20) (1) 37-51 pp.
6. Cecchini, S. (2005). Oportunidades digitales, equidad y pobreza en América Latina: ¿Qué podemos aprender de la evidencia empírica? Santiago de Chile: CEPAL
7. De Vreese, C. (2005). News framing: Theory and typology. En Jhon Benjamins Publishing Company. (13) (1) 51-62 pp.
8. Díaz, O. (2016). Comunicación política y compromiso cívico en México: Medios, campañas y su impacto en las actitudes y la participación cívica en la elección presidencial de 2012. México: Fontamara
9. Díaz, O. y Muñiz, C. (2016). Los efectos de la comunicación política en el compromiso político de los jóvenes en la elección presidencial de 2012. En Revista Mexicana de Ciencias Políticas y Sociales. 53(229)1-42pp. Recuperado de: <http://www.revistas.unam.mx/index.php/rmcps/article/view/52792/51448>
10. Díaz, O. y Góngora, V. (2019). Las elecciones críticas de 2018: un balance de los procesos electorales federales y locales en México. Porrúa Grupo Editorial
11. Esteinou, J. (2019). El nuevo modelo de izquierda y el cambio de modelo de comunicación en México. En Ensayos. 122-132 pp.
12. Flores, F. (2019). Los factores determinantes del voto: Por qué el voto obligatorio no es la solución al abstencionismo. En Revista republicana. Recuperado de: [http://www.scielo.org.co/scielo.php?script=sci\\_arttext&pid=S1909-44502019000200189](http://www.scielo.org.co/scielo.php?script=sci_arttext&pid=S1909-44502019000200189)
13. Hutt, H. (2012). Las redes sociales: Una nueva herramienta de difusión. En Reflexiones. 91(2), 121-128pp. Recuperado de: <https://www.redalyc.org/pdf/729/72923962008.pdf>
14. Instituto Nacional Electoral (2018). Resultados de las elecciones de 2018. Recuperado de: <https://www.ine.mx/voto-y-elecciones/elecciones-2018/>
15. Instituto Nacional de Estadística, Geografía e Informática (2018). Encuesta Nacional sobre Disponibilidad y Uso de Tecnologías de la Información en los Hogares. Recuperado de <https://www.inegi.org.mx/programas/dutih/2018/>
16. Instituto Nacional de Estadística, Geografía e Informática (2020). Encuesta Nacional de Cultura Cívica (ENCUCI). Recuperado de <https://www.inegi.org.mx/programas/encuci/2020/>
17. Kuschick, M. (2008). Aplicación de la teoría de la decisión en el ámbito político-electoral. En Convergencia Revista de Ciencias Sociales. (47) . 127-153 pp. Recuperado de: <http://www.scielo.org.mx/pdf/conver/v15n47/v15n47a5.pdf>
18. Lujambio, A. (1994). Presidencialismo y elecciones democráticas. Fondo de Cultura Económica
19. McCombs, M. y Shaw, D.L. (1972). The Agenda-Setting Function of the Mass Media. En Public Opinion Quarterly, 36: 176-87 pp.
20. McCombs, M. y Valenzuela, S. (2007). The agenda-setting theory. En cuadernos de información. 20 (1) 44-50 pp Recuperado de: <http://ojs.uc.cl/index.php/cdi/article/view/23053/18733>
21. Meyer, J., Ríos, C. y Sánchez L. y Bañuelos, R. (2013). Significación y efecto de la comunicación mediática en la campaña electoral presidencial de 2012. En revista mexicana de opinión pública (14), 31-47 pp.
22. Moreno, A. (2009). La decisión electoral, votantes, partidos y democracia en México. Miguel Ángel Porrúa
23. Muñiz, C. y Maldonado, L. (2011). Entre la movilización y malestar mediático. Impacto de las prácticas comunicativas en las actitudes políticas de los jóvenes. En perspectivas de la comunicación. 4 (2) 32-54 pp. Recuperado de: <https://dialnet.unirioja.es/descarga/articulo/3877267.pdf>
24. Muñiz, C. (2015). La política como debate temático o estratégico. Framing de la campaña electoral mexicana de 2012 en la prensa digital. En comunicación y sociedad 67-95 pp.
25. Norris, P. (2001). ¿Un círculo virtuoso? El impacto de las comunicaciones políticas en las democracias post-industriales. En Revista Española De Ciencia Política, (4), 7-33. Recuperado a partir de <https://recyt.fecyt.es/index.php/recp/article/view/37313>
26. Parametría (2018). Continúa crecimiento de Andrés Manuel López Obrador. Recuperado de: <http://www.parametria.com.mx/estudios/continua-crecimiento-de-andres-manuel-lopez-obrador/>
27. Porath, W. (2014). Tres tipos de la personalización política. La cobertura de la prensa y la publicidad política en cuatro campañas presidenciales chilenas. En Revista Trípodos. 272-285pp. Recuperado de: <https://repositorio.uc.cl/xmlui/bitstream/handle/11534/12751/Tres%20tipos%20de%20Personalizaci%C3%B3n%20de%20la%20pol%C3%ADtica%20La%20cobertura%20de%20la%20prensa%20y%20la%20publicidad%20pol%C3%ADtica%20en%20cuatro%20campa%C3%B1as%20presidenciales%20chilenas.pdf>
28. Rahat, G. (2015). The personalization(s) of Politics: Israel 1949-2003. En party politics. (24) (2) 1-40 pp.
29. Rebolledo, M. (2017). La personalización de la política: una propuesta de definición para su estudio sistemático. En revista de comunicación (16) (2) 147-176 pp.
30. Schreiber, D. y García, O. (2004). ¿Videomalestar o círculo virtuoso? Una aproximación empírica a la exposición mediática y el compromiso político. En España y Alemania. Política y Sociedad, 41(1), 131-143
31. Wolfinger, R. y Rosenstone, S. (1990). Who Votes? Yale University Press <https://ensayos.uanl.mx/index.php/ensayos/article/view/131/179>