

The perceived impact of social media on Taiwan citizens political participation behavior

CHENG, HAN-WEN, B.A.

Wenzao Ursuline University of Languages, 2019

ABSTRACT

In modern society, people spend more time on Internet than before. People no longer only get political information through traditional media by one-way communication, the emergence of social media has brought new orientation to political communication and affect people political participation behavior.

Questionnaire is the main survey method in this research to investigate the political participation behavior and the motivations of using social media of Taiwan citizen. T-test, one-way ANOVA, Post Hoc and Linear Regression are applied to find out the differences of motivations of using social medias and the relations between motivation of social media and political participation behavior.

The main findings of this research have three points. First is in frequency of political participation behavior, vote has the highest means in the Likert scale, and according to the result from one-way ANOVA, there are significant differences between some groups of age, education, and salary on their political participation behavior. Second, the motivation of using PTT does not limit to political motivation or non-political motivation, but LINE and Facebook users much more focus on non-political motivation. Third, according to Linear Regression, the motivation of using PTT have positive and significant effect on some political participation behavior, but the motivation of using Facebook and LINE not only have positive significant effects but also have negative significant effects on some political participation behaviors.

Keywords: Political participation behavior, Motivation, Social media, Use and gratification theory