

**Political Candidate's Marketing Strategy on Social Media - A
Survey Study of Taiwanese Young People's Interest and
Perception**

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Wenzao Ursuline University of Language, 2023

Abstract

In recent years, social media has been the dominating platform for political marketing, leading to the phenomenon of Politainment, the word combined with politics and entertainment. Candidates now manage their own social media accounts like the celebrities, posting a variety of contents, especially those related to popular culture, to attract young people's attention. The purpose of the study is to explore Taiwanese young people's interest and perception on those posts, which can be categorized as building up personal image, political trial and entertainment. This research is a one-shot case study. 225 valid questionnaires were collected via google form. Statistical analyses including mean score, one-way ANOVA, and independent sample T-test. The mean score revealed that the most interest young people showed in the posts is entertainment, followed by personal image and political trial; their preference for post content follow the order of: personal image, political trial, and entertainment. The results indicated that there was no significant difference in gender and household registration in all research questions. The study confirmed that entertaining posts can attract higher attention from young people. Yet, it may not necessarily increase the favorability toward the candidate. After all, 'likes' do not equate to votes.

Keywords: Political Marketing, Social Media, Politainment, Taiwanese Young People

摘要

近年來，社群媒體逐漸成為政治行銷的主要媒介，形成「政治網紅化」及「網紅政治化」。政治人物像網路紅人一樣經營自己的社群帳號，發表各式各樣的內容，透過娛樂化的內容吸引年輕人的關注。本研究目的在探討台灣年輕成年人對於候選人在社交帳號上發布貼文的興趣及觀感影響，內容分為三大種類：個人形象建立、政治行程、娛樂。本研究採單組後測設計，透過線上平台收集 225 份有效問卷並進行初步人口統計變數分析。利用 S P S S 進行平均數分析、單因子獨立變異數分析、獨立樣本 T 檢定。根據 S P S S 分析平均數結果顯示台灣年輕成年人對貼文種類感興趣依序為：娛樂、個人形象、政治行程，對於貼文內容之好感度依序為：個人形象、政治行程、娛樂。研究結果表示，性別及戶籍地在各研究問題中均沒有顯著差異。研究證明，儘管候選人帳號中娛樂相關之貼文能吸引年輕人較高的關注度，但未必能提高對該候選人的好感度，畢竟按讚數並不等於票數。

關鍵字：政治行銷、社群媒體、政治娛樂化、台灣年輕成年人

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PREFACE

As the election is getting closer, there must be more and more kind of political marketing strategy on social media. It is important to have a clear mind when receiving this kind of messages on the internet. Additionally, I would like to state that I am the owner of this content, and I used ChatGPT as a helping tool to polish my writing. I used it to do word and sentence structure adjustments, grammar check, and I really appreciate ChatGPT for the assistance.

INTRODUCTION

Background

Political marketing has become more and more influential and sophisticated in recent years. Politicians use platforms to promote themselves, such as social media, TV programs, newspaper, magazines, and radio to help influencing public opinion and reach their goals to build up a good image and to win the election. Among these mediums, social media provides the most advantages, including its low cost, fast dissemination of information, and the ability to reach a broad audience quickly and easily. Therefore, social media has become a powerful tool for political marketing; YouTube, Twitter, Instagram, and Facebook are the popular platforms for politicians to connect with people. By using social media, there is a notable thing that we need to pay attention to - Politainment, a new word that combines politics and entertainment. It is a rising strategy especially in the young generation, by using lots of entertaining and humorous content like songs, memes, viral videos, photos, and talk shows to connect with the audience and to build up the relationship. Young people are the target audience of this strategy, as they are still in the process of developing their political perceptions. They are more likely to perceive new ideas and messages, and of course, their heavy use of social media platforms is the key point that makes politainment so important to the candidates to gain the support from the young voters. As mentioned by Kristina Riegert and Sue Collins in Politianment, "Politics also make use of popular culture to avail themselves of the infrastructure for celebrity circulation by making appearance on the late-night and daytime talk-show circuit,

putting out YouTube videos, appearing at sports events, and performing cameos in films and reality on TV.”¹

Introduction

Political marketing on social media has become a popular strategy for the candidates to engage young people via photos, videos, reels, texts, talk shows, and any other content on social media to convey political messages in a more humorous and acceptable way. One of the purposes of candidates using social media as the platform to marketing their brand image, which is an essential voting decision factor in election. Another purpose is to communicate with the young generation and to turn those serious political issues into more interesting, more acceptable, and more easily understandable to catch the attention from young people. At the same time, the young voters should be equipped with a better understanding of political marketing and the methods they take. People should focus more on the policy positions that provided by the political candidates, rather than the funny video, photos, songs he or she posts, to build up trust and credibility between them. To sum up, in political marketing, while social media can be a powerful tool to link together politicians and the young people, it is important for the youngsters to have a certain understanding of their marketing means. In the study of *Politainment in the transmedia construction of the image of politicians* done by Durántez-Stolle & Martínez-Sanz, “With the data collected, we can see the success of the strategy of exploiting media convergence together with the characteristics of political infotainment (personalization *versus* professionalization, anecdotes *versus* information, emotional tone *versus* rationality) and the language

¹ Kristina Riegert, and Sue Collins, "Politainment," *The International Encyclopedia of Political Communication* (2016).

games explained by Del Rey Morató (1997), the main ones being: games of the oracle, humor, media sympathy, or the role of saviour.”²

Motivation

In recent years, due to the widespread adoption of Internet, the way that people consume the information has shifted to the internet. Therefore, political figures have increasingly focused on the marketing on social media, and make the information warfare as the key in election. Social media has evolved as a platform for building up personal image, shaping political frame, and even attacking others by providing fake news. Young people typically do not pay attention to traditional political figures, so consistently capturing the attention of the youth has become one of the most important goals in election.

Research Purpose

Through this research, it is expected to see the perception and perceived effect toward political marketing on social media.

Research Question

As the young generation usually gain information from the internet, especially on some specific social platforms, such as Facebook, YouTube, and Instagram, this may somehow change political candidate’s way of marking themselves. There are three

² Patricia Durántez-Stolle & Raquel Martínez-Sanz, "Politainment in the Transmedia Construction of the Image of Politicians," 32(2), no. Communication & Society (2018), <https://dx.doi.org/10.15581/003.32.2.111-126>

main types of the content candidates usually post online personal image, campaign trail, and entertainment. There are two aspects in each research question

1. What is Taiwanese young people's interest and perception toward political candidates building up personal image on social media?
2. What is Taiwanese young people's interest and perception toward political candidates posting photo related to their campaign trails?
3. What is Taiwanese young people's interest and perception toward political candidates post entertaining content on social media?

Contribution

Through the result of this research, it can present the trend of what do the young people most interest in, and what can bring good perceived effect after viewing the posts. By analyzed the posts on candidate's account, as presented in the questionnaire, shows the participants that everything is carefully designed to engage and influence their perceptions.

Limits

The research was quantitative research, which can only present the average score of interest and perception toward political marketing on social media among the participants. No subjective description and preference to show the reason provided. Thus, it can only be a referential data rather than a conclusion.

Delimits

The study was mainly focused on the young people, since the young people have voting right and presented a substantial portion of their time to engaging with social media platforms.

LITERATURE REVIEW

Social Media

The definition of Social Media

Social media has undoubtedly become a fundamental component of our daily lives. Platforms such as Instagram, Facebook, YouTube, and X are not just typical applications; they have transformed into pivotal hubs of digital interaction. Users can create free accounts to share posts, stay in touch with family and friends, and keep abreast of current trends. As mentioned by Caleb and Rebecca in *DEFINING, DEVELOPING, & DIVINING SOCIAL MEDIA*, “Social media are Internet-based channels that allow users to opportunistically interact and selectively self-present, either in real-time or asynchronously, with both broad and narrow audiences who derive value from user-generated content and the perception of interaction with others”.³ In Taiwan, according to the statistics provided by Statista has shown that in 2022, YouTube was the most popular social media in Taiwan. Facebook was trailing behind with a penetration rate of almost 83 percent.⁴

The Rising of Social Media

The first social platform can be traced back to May 1997, which is recognized as a social networking site called Six Degrees. No-charge bulletin boards, e-mail service and online messaging are offered to those who fill out a brief information form and list e-mail addresses for 10 friends, relatives or business associates. They comprise your first degree. The entire Six Degrees network of people is the sixth degree. In

³ Caleb Carr, and Rebecca Hayes, "Social Media: Defining, Developing, and Divining," 23, no. 1 (2015).

⁴ Lai Lin Thomala, "Penetration Rate of Leading Social Media Platforms in Taiwan in 2022," 2023, <https://www.statista.com/statistics/295611/taiwan-social-network-penetration/>.

between are the circles of associations formed by the friends of friends and the contacts each invites on board.⁵

Since Facebook is the platform that has brought significant changes to our lives, it helps to stay connect with friends and family, share photos and opinions, enjoy free message and call, shop online. Mark Zuckerberg was known for the founder of Facebook, however, earlier in 2003, Facemash was first developed by him. According to *The Harvard Crimson*, Facemash used "photos compiled from the online facebook of nine Houses, placing two next to each other at a time and asking users to choose the "hotter" person".⁶ Then, one year later, Mark Zuckerberg, along with some Harvard students, established "TheFacebook", later changed the name to Facebook in 2005. As of now, this company is named "Meta", with developing and acquiring more social platforms, including WhatsApp, Threads, Messenger, Instagram, which is the most widely used social media among this younger generation.

The Usage of Social Media in Taiwan

Due to the widespread of internet, the users of social media have increased rapidly. People use social media to maintain connections with friends and family, to see what's happening around the world, to go online shopping, and to participate in various other activities. According to Data Reportal in Digital 2023: Taiwan, mentioned that Taiwan's total population was 23.91 million, while there were 20.20 million (84.5%) social media users in Taiwan in January 2023. Among the platforms, Line, Facebook, and Instagram are the top three most used.⁷

⁵ Doug Bedell, "Meeting Your New Best Friends Six Degrees Widens Your Contacts in Exchange for Sampling Web Sites " *Person@l Technology*, 1998.

⁶ Katharine A. Kaplan, "Facemash Creator Survives Ad Board," 2003.

⁷ Simon Kemp, "Digital 2023: Taiwan," *DataReportal – Global Digital Insights*, 2023.

Political Candidate's Marketing Strategy

The definition of Political Marketing

There is a gap between the government and the public. The public may have some misunderstandings about the government. Thus, political marketing is the bridge that aims to convey the message from the government. Political Marketing also can be explained as the promotion strategy for win the election, promote policy, and so on. As mentioned by MeiHui, Chang, political marketing is a feasible strategy based on marketing theory, including political communication, political public relations, political advertising, political campaign and policy marketing.⁸

Political Advertising

During elections, advertising strategies are employed not only to showcase a candidate's strengths but also to disseminate negative advertisements targeting the opposition's flaws. While positive advertising may not always be as effective, it remains a crucial component of electoral campaigns, particularly important for first-joined candidates, for whom such advertising can create a lasting first impression. Moreover, negative advertising is more commonly used in election in Taiwan. This approach often involves disseminating adverse information about opponents, ranging from scandals and public issues to policy critiques and other potentially damaging revelations. According to Ming-Shiun Chen and Hsiang-Ming Lee, they mentioned that participants in their study prefer negative issue advertising to negative image advertising.⁹ Negative image advertising are more common in election, because it can

⁸ 張美惠, *政治行銷* (揚智文化, 2012).

⁹ Ming-Shiun Chen, and Hsiang-Ming Lee, "The Effect of Political Advertising Believability on Candidate's Brand Equity and Voters' Willingness to Vote – from the Perspective of Positive and Negative Political Advertising," *Commerce & Management Quarterly* 10, no. 1 (2009).

bring stronger impact in short period. However, its long-term effects are a matter of concern.¹⁰

Campaign Rally

During election period, election rallies are held to boost the overall campaign energy, especially on the eve of the election. Campaign rallies are a strategic tool in elections, serving two primary purposes. The first one is to improve the supporter's bond with the candidate, the stronger the relationship is, the more possibility they will go to vote for him. The second one is to compete with their opponents, by displaying a large and enthusiastic crowd, the candidate sends a message of strength and popularity in direct competition with their opponents. James Snyder and Hasin Yousaf pointed out the statement in their study, "These results provide suggestive evidence that rallies are a more important tool for more populist candidates. Populist leaders' success may depend on connecting with voters via rallies."¹¹

Brand Image Positioning

A well-crafted brand positioning can offer significant benefits to a political candidate. Firstly, it is imperative for a candidate to understand the needs and expectations of the electorate. Secondly, this understanding should be closely combined with the candidate's established image and attributes. By reinforcing this image, a candidate can convince voters of their reliability and potential to inspire hope and effect meaningful change. As mentioned by Shioh-duan Huang, voters usually decide who to vote for based in their preexisting perceptions, factors including party

¹⁰ 江彥廷, and 周軒逸, "負面競選廣告設計之效果:議題 / 形象訴求、醜化對手之照片或漫畫與色調運用," *傳播與社會學刊* 51 (2020).

¹¹ James M. Snyder Jr., and Hasin Yousaf, *Making Rallies Great Again: the Effects of Presidential Campaign Rallies on Voter Behavior, 2008-2016* (2020).

affiliation, party satisfaction, policy position and voter's personal variables. Among these, the candidate's image is the most crucial factor in determining how people vote.¹²

Celebrity Endorsement

The type of political endorsement, especially from celebrities, has a significant impact on how voters respond to advertisements. Celebrity endorsements can make political messages more interesting, leading to a higher likelihood of positive reception among the public. From Jiahua Yang's perspective, since the 2018 local elections in Taiwan, there has been a growing trend of politicians becoming internet celebrities. Instead of traditional policy advocacy, politicians have increasingly turned to online media platforms and even collaborations with internet influencers and celebrities to build their online presence and create a sense of identification among netizens, ultimately cultivating a group of loyal followers.¹³ Moreover, mentioned by Hsuanyi Chou, Juiching Lee and Hsiuling Wu, for voters with consistent or inconsistent party affiliation, endorsements by political figures, as opposed to those by artists, can produce better advertising effects. However, for independent voters, the type of endorser does not have an influence.¹⁴

Political Candidate's Marketing Content Analysis on Social Media

Politician's marketing on social media has become an important strategy for the election campaigns. After analyzing candidate's posts on social media, the content

¹² 黃秀端, "決定勝負的關鍵：候選人特質與能力在總統選舉中的重要性," *選舉研究* 3, no. 1 (1996).

¹³ 楊佳翰, *政治人物網紅化現象與社群議題擴散之關聯-以 ptt 社群討論韓國瑜為例* (2021).

¹⁴ 周軒逸, 李瑞清, and 吳秀玲, "政治宣傳與抗拒說服-一名人政治背書的廣告效果研究," *台灣民主季刊* 14, no. 3 (2017).

can be classified into three different types: personal images, campaign trail, and entertaining content.

Personal Image

Personal images referred to those photos and videos related to one's lifestyle, such as certain outfit style, behavior, opinion, and agenda, which focused on candidate's advantageous characteristics and brand positioning. To have a further explanation, for example, posting photos with their family members shows that candidates really cherish and value their family, which is a plus especially to the youngsters and those who have kids. Though by building up personal image is a good way to promote themselves, it can be a threat though. Threats are the characteristics and experience of the other candidates in the race that can make them better qualified to be elected, and through listening and monitoring other candidates, campaigns can find content to manipulate during the campaign.¹⁵

Campaign Trail

Campaign trail is typically associated with voter contact and political related activities, which enables candidate to directly engage with the electorate, usually presented as photo with longer official caption. For instance, candidates may be shown visiting different groups of people, indigenous communities, new immigrants, religious organizations, military, and so forth. The goal of these visual posts is to highlight the candidate's outreach efforts and their commitment to understanding and representing the interests of these specific communities. The other example is, by

¹⁵ Kaitlin L. Vonderschmitt, "The Growing Use of Social Media in Political Campaigns: How to Use Facebook, Twitter and Youtube to Create an Effective Social Media Campaign," (2012).

attending political activities mostly held by the government to show their expertise and active participation in the politics.

Popular Entertainment

Entertaining content is really important to marketing on social media, as it serves as an effective method for capturing the attention and the interest of the audience. By cooperating with celebrity, who is good at increasing their CTR (click-through rate), candidate can reach people easily. This approach is particularly effective in engaging with younger demographics, who are more attuned to and active on social media platforms.

Taiwanese Young People

Average Time Taiwanese Young People Spend on Social Media

According to the questionnaire to young people's time spending on internet from King Car Cultural & Educational Foundation, 94% of the young people have access to the internet, and even 20% of the elementary school students have ultimate access to the internet. Moreover, their usage time is a notable point, with teenagers spending average 5.3 hours on weekend, and 2.6 hours on weekdays.¹⁶ Since Young people spend a large amount of time on social media, it is likely that they are more possible to exposure to political marketing content on any kinds of platforms. Study showed that, motioned by Taili Wan, the higher usage of social media or the greater attention they pay to election news on social media, are more likely to engage in political activities.¹⁷

¹⁶akane, "《青少年手機》不能沒有你？過半數青少年每日滑手機超過 3 小時," 金車文教基金會 2021.

¹⁷ 王泰俐, "「臉書選舉」? 2012 年台灣 總統大選社群媒體 對政治參與行為的影響," 東吳政治

Method of Data Collection

A Survey Study of Taiwanese Young People's Perception toward Politainment

A survey would be designed to collect data from the sample of Taiwanese young people that represent the population of interest. By using a survey, it can present the current condition and to the survey questions should be designed to gather information about the young people's attitudes, beliefs, and behaviors regarding politainment, as well as their demographic information. The data collected from the survey can then be analyzed using statistical methods to identify patterns, trends, and relationships between variables.

METHODOLOGY

Research Design

This research is titled “Political Candidate’s Marketing Strategy in Social Media - A Survey Study of Taiwanese Young People’s Interest and Perception”, which aims to understand the comprehension toward political marketing on social media of the young generation. A quantitative research design would be chosen as it provides statistical approach for measuring the variables and collect the mass data.

This research study includes a questionnaire full of closed-ended questions and two extra open-ended questions, with the purpose gather information on the perception and perceived effect from the young people toward political marketing on social media.

Since exploring a trend requires an amount of sample, quantitative research is the research approach that I’ll take in this research. The survey is required to reach an amount of population and to present their thoughts and opinions on the issue about political marketing on social media. Thus, an online questionnaire would be applied via google form to spread to the most people and improve the numbers of respondents.

The research design is going to be a one-shot case study. The data would be collected in a single period of time, to better focus on the presenting the current condition in the society.

The data will be collected in two up to three months.

Population and Sample

The target population of the study is the Taiwanese young people. The term “young people” mainly focus on those who are aged from 18 to 35. As the study

purpose is to understand the perception and perceived effects toward political marketing on social media, this population are more likely to spend time on social platforms and get more information from the politicians.

While the youngsters are the group of people who spend the most time on the social media, they are one of the target audiences in this political marketing strategy. Candidates not only just use these platforms to spread political information, but also, they are building up their personal brand images. By receiving this kind of message again and again, it is likely for the youngsters, especially those who do not have a clear political party affiliation, to be influenced by the strategy they take.

To ensure and improve the quality of this research, simple random sampling would be chosen as the analysis method. Simple random sampling provides an easy way to collect small group of people from a larger population.

The sample size would be around 200-250.

Research Instrument and Its Use

The primary research instrument employed in this study is an online questionnaire which is designed to collect data on the perceptions and perceived effects of young people toward political marketing on social media in Taiwan. The indicators of questionnaire are based on the combination of literature reviews and personal viewpoint.

The questionnaire comprises five main sections of Likert scale questions and two extra open-ended questions. Demographic information questions were presented in the first section, including biological sex, age, education background, monthly pay base, and household registration.

In the second section, it is about young people's perception toward the politician's posts on social media related to personal brand image. Whether they are paying attention to the political figures or not, and the platform they usually perceive political information from. In this section, there are two questions discussing about young people's trustworthiness of politician's words and the news resources.

In the third section, it is about young people's perception toward the politician's posts on social media related to personal brand image. Whether they are paying attention to the political figures or not, and the platform they usually perceive political information from. In this section, there are two questions discussing about young people's trustworthiness of politician's words and the news resources.

In the fourth section, it is about young people's perception toward the politician's posts on social media related to personal brand image. Whether they are paying attention to the political figures or not, and the platform they usually perceive political information from. In this section, there are two questions discussing about young people's trustworthiness of politician's words and the news resources. It is notable that cooperating with celebrities or popular culture is a phenomenon of Politainment.

Data Editing, Coding, and Analysis

After collecting data through google form, the next step is editing. With the purpose to clarify and standardize responses the collected statistics, it is essential to unify the data and make it to be manageable. Firstly, review the data carefully to see if there are any missing or incomplete responses. Afterwards, detect the errors and outliers to improve the quality and accuracy of this research, then correct or delete the errors if it is necessary.

Before data coding, it should be carefully reviewed again to reduce the mistakes that may be in the codebook. Data coding aims to categorizing and re-presenting the data collected, make those numerical values be manageable responses or variables. All the questions in the survey are all close-ended, including Likert scale questions about the perception and perceived effect on political entertainment and demographic information. Each variable was assigned a unique code or numerical value based on predefined categories or response options.

For example, the fourth question in the first part of the questionnaire, it is a nominal question about which platform do people most receive political information or news from. There are eight options, respectively are traditional TV program, Line Today, Instagram, Facebook, and YouTube. The variables would be coded as follow: 1 stands for traditional TV program, 2 stands for Line Today News, 3 represents YouTube, 4 is for Facebook, 5 stands for Instagram, 6 for Podcast, 7 stands for hearing from family and friends, and 8 is for others.

Take an ordinal question as another example, the fifth question from part three, “Do you agree with political figures using ironic or black humor words to attack or insult other politicians?”. Along with other Likert scale questions, they would be coded as 1 for strongly disagree, 2 for disagree, 3 for neutral, 4 for agree, and 5 for strongly agree.

In the next process of coding data, first of all, I’ll take SPSS as the software to handle the numerical codes and perform various statistical tests. Due to the fact that it can provide a comprehensive range of statistical techniques, including descriptive statistics, inferential statistics, correlation analysis, regression analysis, and hypothesis testing, and is widely used in analyzing quantitative in social science.

In this research, I'll take both independent T-test and one-way ANOVA as the research method. Since it is suitable when comparing means among two and more subgroups. The study involves comparing the perception and perceived effect of political marketing on social media among multiple subgroups (e.g., different monthly pay base and education background), conducting one-way ANOVA would be appropriate. While there are some variables that only include two subgroups, such as gender, voting right, and voting experience, T-test would be applied to the data analysis.

DATA ANALYSIS

This research is titled “Political Candidate’s Marketing in social media in Taiwan - A Survey Study of Taiwanese Young People’s Interest and Perception”, which is aimed to explore their level of interest and their perspectives on the promotional strategies employed by political candidates on social media platforms. The significance of social media in political campaigns has grown considerably in recent years, with campaign teams intensifying their efforts on these platforms. Political campaign teams have put more emphasis in social media to promote the candidates. It is a space where the electorate, particularly the younger generation, can easily engage with and learn more about the candidates by perusing their social media presence.

A total of 225 questionnaires were collected online, firstly analyzed via google form with some of the demographic varieties. In the process of data collection, information was collected from July 16th 2023 to October 7th 2023, which was an online questionnaire administrated via google form. The questionnaire was distributed through Instagram Story, Line groups, three Facebook Communities consisted of Taiwanese students whoever are doing survey study.

In this study, the demographic variables used as factors for analysis include gender, age, monthly income, household registration location, educational background, right to vote, and previous voting experience. These variables were considered to gain a comprehensive understanding that may influence the perceptions and interests of Taiwanese young people regarding political candidate’s marketing strategies on social media.

General Profiles of the Data

In all of the respondents, female accounts for the most biological gender, with the percentage of 72.6%. There are about 31 percent of young people aged from 18 to 22. Over 40 percent of the respondents usually receive political information from traditional TV program, followed by 15 percent from YouTube, which is a new platform for the young generation. Geographically, the majority of the respondents are from the southern of Taiwan (63.5%).

Speaking of attitude to election, over 65 percent of the respondents, including strongly agree and agree, agree for checking the election newspaper before voting, and about half of them agree with having a comprehensive understanding of the candidates in their own constituencies. Notably, within these young people, 63 percent of them do not support a certain political party; 16 percent of them lean for Democracy Progressive Party(DPP, 民進黨); 11 percent lean for Taiwan People's Party(TPP, 台灣民眾黨). Of all the respondents, about 80 percent have voting right, whereas 70 percent of them had previous voting experience.

(See Appendix B)

Introduction of the Research Question

The study is comprising of three research questions, which are based on the Likert scale questions to see respondent's average score toward different types of candidate's posts on social media. Each section corresponds to a distinct indicator, focusing specifically on posts related to personal image, campaign trials, and entertainment.

To provide a better analysis using the 5-point Likert scale, sections two to four of the questionnaires adhere to a consistent format. The first two questions in each

section presented the level of interest respondents had in the posts, such as reflecting the frequency with which they pay attention to them. The following four questions focusing on respondents' perceptions, attitudes, and the perceived impact of each post category.

To take a closer observation, the new average score was calculate as followed.

$(a1+a2)/2= \text{Image1}(\alpha=.804)$ represents the attention and interest respondents showed to those content about personal image on social media. The new average score for $(a3+a4+a5+a6)/4= \text{Image2}(\alpha=.817)$ was young people's perception toward the posts about personal image. When exploring the posts related to campaign trial, the new average score $(b1+b2)/2= \text{Trial1}(\alpha=0.821)$ was for respondent's interest. Meanwhile $(b3+b4+b5+b6)/4= \text{Trial2}(\alpha=.876)$ reflected the perceived effect after seeing this kind of posts. Lastly, young people's engagement with entertaining content was calculate as $(c1+c2)/2= \text{Entertainment1}(\alpha=.817)$ and $(c3+c4+c5+c6)/4= \text{Entertainment2}(\alpha=.860)$ respectively, highlighting both their interest and the post-viewing impact of such posts.

The data was analyzed by SPSS independent sample T-test and one-way ANOVA to test the relationship among different demographic variables. This research question is based on the second section in the questionnaire. 5-point Likert scale questions were applied to this section. The scale was defined as follows: 5 indicated 'strongly agree', 4 denoted 'agree', 3 represented 'neutral', 2 was 'disagree', and 1 signified 'strongly disagree'." The higher the score, the greater agreement with the statement.

Research Question1: Personal Image

The first research question is: What is Taiwanese young people's interest and perception toward political candidates building up personal image on social media? Personal images referred to those photos and videos related to one's lifestyle, such as certain outfit style, behavior, opinion, and agenda, which focused on candidate's advantageous characteristics and brand positioning. To have a further explanation, for example, posting photos with their family members shows that candidates really cherish and value their family, which is a plus especially to the young people and those who have kids. Establishing a personal image on social media platforms is a potential strategy for political candidates, by emphasizing their positive attributes to appeal to swing voters. Though the process is time-consuming, once the image is rooted in the public's mind, then it's hard to change.

There are two parts in each research question:

1. Interest in posts related to personal image
2. Perception of posts related to personal image

The calculated mean scores revealed that young people had an average interest score of 3.2, while their average perception score was 3.68.

On Gender Difference

Interest in posts related to personal image

In the part of interest in posts related to building up personal image, a score of 5 indicates high interest from respondents in posts related to personal image, whereas a score of 1 denotes a lack of interest. The statistical result indicated biological males ($M=3.15$, $SD= 0.90338$) and biological females ($M=3.08$, $SD= 0.83946$). Utilizing the independent T-test showed the outcome was $t(220) = .539$, and the p value was .591.

Since the p-value exceeded .05, it suggested that no significant difference was in the interest toward personal image posts between two biological genders.

Perception of posts related to personal image

In this part, a score of 5 indicated that the posts had an excellent perceived impact on the respondents. Statistics has shown that the average score for male's perception after seeing those posts related to personal image was 3.75 (SD=0.76186), and the score for female was 3.64 (SD=0.75815). The result of independent T-test has shown the statistics of ($t(215)=1.026$, $p=.308$) indicating no significant difference in perceptions of posts related to personal image between the two biological genders. Therefore, it was suggested that genders did not have a significant difference in perception.

On Different Pay Base

Interest in posts related to personal image

Candidates in Taiwan frequently utilized social media to promote their advantageous characteristics. A one-way ANOVA was conducted to examine the impact of different pay base on the level of interest when watching posts about image on social media account. The results indicated a statistically significant difference in interest levels between the lowest and highest income groups ($F(5, 216) = 2.668$, $p = .023$).

Subsequent analysis using Tukey's HSD Test for multiple comparisons revealed that respondents with an income range of \$0–10,000 exhibited a significantly lower mean interest score (2.93) compared to those earning \$100,000 and above (3.86), with a p-value of .009, and a 95% confidence interval of [.145, 1.70]. However, the mean

Image1 scores among other income brackets did not show significant differences.

(See Appendix C-1 and Appendix C-2)

Perception of posts related to personal image

A one-way ANOVA was conducted to examine the impact of different pay base on the level of perceived effect after viewing posts about personal image on candidate's social media account. The results indicated a statistically significant difference in interest levels between the lowest and highest income groups ($F(5,211)=2.415, p=.037$).

In further analysis via Tukey's HSD Test for multiple comparisons revealed that individuals with incomes exceeding 100,000 exhibited a considerably higher average interest score of 4.34. This figure significantly surpassed the scores of lower income brackets: \$0–10,000 (mean=3.62, $p=.037$), \$10,001–30,000 (mean=3.6, $p=.047$), and \$30,001–50,000 (mean=3.6, $p=.034$). Respectively, a 95% confidence interval of [0.026, 1.406], [.006, 1.461], and [.033, 1.439]. Therefore, from the result of Tukey's HSD Test, it is suggested that monthly income above \$100,001 has significant difference when comparing with \$0~10,000, \$10,001~30,000, and \$30,001~50,000. Conversely, the mean interest scores between the income groups of \$50,001–70,000 and \$70,001–100,000 were not significantly different. (See Appendix C-3 and Appendix C-4)

On Different Education Background

Interest in posts related to personal image

To investigate the effect of educational background on the interest in Image1, a one-way ANOVA was carried out. The analysis did not indicate any statistically significant differences in the average scores of Image1 among participants with

varying educational levels—ranging from middle school to master's degree and higher (with mean scores of 3.5, 2.89, 3.14, and 3.15, respectively). The F-value obtained was .921 ($F(3, 219)$), with a p-value of .432, suggesting that educational attainment did not significantly influence the perception of Image1 among the respondents studied.

Perception of posts related to personal image

A one-way ANOVA was performed to evaluate the effect of educational backgrounds on the perception of Image2. The analysis showed that differences in mean Image2 scores across educational levels—from middle school to master's degree and higher—were not statistically significant. The respective mean scores were 3.87 for middle school, 3.36 for high school, 3.71 for bachelor's degree holders, and 3.81 for individuals with a master's degree or higher. The statistical outcome ($F(3, 214) = 2.268, p = .082$) suggests that educational attainment did not play a decisive role in influencing perceptions of Image2 among the study's participants.

Research Question 2: Political Trail

The second research question is: What is Taiwanese young people's interest and perception toward political candidates posting photo related to client engagement? This research question is based on the third section in the questionnaire. Campaign trail activities typically serve two primary objectives: firstly, to strengthen connections with the constituency and secondly, to demonstrate the candidates' political acumen. This includes visits to various groups such as work associations, indigenous communities, new immigrants, religious institutions. In recent years, there has been an increasing trend for candidates to engage directly with young voters by holding speeches at universities, thus gaining insight into their perspectives.

Moreover, campaign trails are often documented through photographs of domestic and international political events, where candidates are seen interacting with fellow politicians. These posts generally feature extensive, formal captions that provide official messages.

There are two parts in this section:

1. Interest in posts related to personal image
2. Perception of posts related to personal image

After the mean score calculation, the average score for young people's interest was 2.9, and the score for their perception was 3.67.

On Gender Difference

Interest in posts related to campaign trail

The purpose of this section was to evaluate the level of interest in posts concerning campaign trails. Interest was gauged using a five-point scale, where a score of 5 indicated a high level of interest and a score of 1 indicated a lack of interest. The statistical analysis showed average scores for biological males ($M=3.1$, $SD=1.00463$) and biological females ($M=2.85$, $SD=0.90278$). An independent T-test was applied, resulting in $t(219) = 1.763$ with a p-value of 0.079. Given that the p-value did not fall below .05, it suggests there is no significant difference in the level of interest in campaign trail posts between genders.

Perception of posts related to campaign trail

In this section, a score of 5 denoted an excellent perceived impact of the posts on the respondents. The collected data revealed that men, on average, rated their perception of campaign trail-related posts at 3.77 ($SD = 0.69835$), whereas women gave a slightly lower average rating of 3.62 ($SD = 0.79748$). An independent T-test

yielded $t(216) = 1.222$ with a p-value of .223. This result indicates that there is no significant difference in the perception of campaign trail related posts between the two biological genders. Thus, the analysis suggests that men and women perceive these posts similarly, without any statistically significant disparities.

On Different Pay Base

Interest in posts related to campaign trail

A one-way ANOVA was conducted to investigate how different income levels affect the degree of interest in viewing campaign trail related posts on social media. The analysis revealed a statistically significant variance in interest between the lowest and highest income demographics ($F(5, 215) = 4.010, p = .002$).

Further examination through Tukey's HSD test for multiple comparisons showed that participants with an income of \$100,000 or more had a notably higher mean interest score ($M = 3.77$) compared to those with incomes in the \$0–10,000 ($M = 2.81$) and \$30,001–50,000 ($M = 2.82$) ranges, with p values of .013 and .019, respectively. The 95% confidence intervals for these differences were [.126, 1.80] and [.097, 1.80]. However, the mean interest scores across the remaining income categories did not demonstrate significant disparities. (See Appendix C-5 and Appendix C-6)

Perception of posts related to campaign trail

A one-way ANOVA was performed to evaluate the effect of monthly pay base on the perception of Trail2. The analysis showed that differences in mean Trial2 scores across pay base—from \$0 to 100,000—were not statistically significant. The respective mean scores were 3.68 for \$0–10,000, 3.57 for \$10,0001–30,000, 3.6 for \$30,001–50,000, and 3.87 for \$50,001–70,000, 3.8 for \$70,001–100,000, and 4.13 for

100,001 and above. The statistical outcome ($F(3, 214) = 2.268, p = .082$) suggests that pay base did not play a decisive role in influencing perceptions of Trial2 among the study's respondents.

On Different Education Background

Interest in posts related to campaign trail

To investigate the effect of educational background on the interest in Trial1, a one-way ANOVA was carried out. The analysis did not indicate any statistically significant differences in the average scores of Trial1 among participants with varying educational levels—ranging from middle school to master's degree and higher (with mean scores of 3.5, 2.75, 2.98, and 2.86, respectively). The F value obtained was .827 ($F(3, 218)$), with a p value of .48, suggesting that educational attainment did not significantly influence the perception of Trial1 among the respondents studied.

Perception of posts related to campaign trail

To investigate this, a one-way ANOVA was conducted to compare the impact of education background on Trial2. The analysis revealed statistically significant difference in mean Trial2 scores among education level from junior high, high school, bachelor's degree, and master's degree and above ($F(3, 215)=3.782, p=.011$).

The analysis revealed statistically significant difference in mean Trial2 scores between education level from high school(2.26) and bachelor's degree(3.73), with p value of .011. The 95% confidence intervals for these differences were [-.855, -.081] suggests that educational attainment from high school and bachelor's degree play a decisive role in influencing perceptions of Trial2 among the study's participants. However, the mean Trial2 scores across the remaining education level categories did not demonstrate significant difference. (See Appendix C-7 and AppendixC-8)

Research Question 3: Entertainment

The third research question is: What is Taiwanese young people's interest and perception toward political candidates post entertaining content on social media? This research question is based on the fourth section in the questionnaire. Collaboration with celebrities and key opinion leaders (KOLs) has become a prevalent strategy for candidates to garner attention on social media. Nonetheless, this approach raises concerns about the substance behind the gesture politics it may represent. By partnering with well-known celebrities who are good at boosting their click-through rates (CTR), candidates can engage with a broader audience, particularly attracting the younger demographic.

There are two parts in this section:

1. Interest in posts related to personal image
2. Perception of posts related to personal image

After the mean score calculation, the average score for young people's interest was 3.2, and the score for their perception was 3.4.

On Gender Difference

Interest in posts related to entertainment

This section of the study looked at how interested people were in the posts related to entertainment. Interest levels were quantified using a 5-point scale, with a score of 5 denoting high engagement and a score of 1 indicating minimal interest. The statistical result indicated biological males ($M=3.45$, $SD= 0.95871$) and biological females ($M=3.5$, $SD= 0.92554$). The independent T-test was applied to compare the means, resulting in a t-value of 2.104 and a p-value of 0.036. Given that the p-value is

below the conventional significance level of 0.05, this finding suggests that there is a statistically significant difference between genders in their level of interest in entertainment related posts. (See Appendix C-9)

Perception of posts related to entertainment

In this analysis, the perceived impact of entertainment-related posts was measured on a scale where a score of 5 denoted an excellent impact, and a score of 1 denoted no good perceived effect. Data revealed that men rated their post-viewing perception at an average of 3.62 (SD = 0.828), while women reported a slightly lower average of 3.38 (SD = 0.826). An independent t-test yielded a statistic of $t(219) = 1.964$, with a p-value of .051, suggesting no statistically significant difference in perception between men and women. This finding implies that gender does not have a substantial effect on how entertainment related posts are perceived.

On Different Pay Base

Interest in posts related to entertainment

A one-way ANOVA was conducted to investigate how different income levels affect the degree of interest in viewing entertainment related posts on social media. The analysis revealed a statistically significance in mean Entertainment1 ($F(5, 217) = 2.562, p = .028$).

Subsequent analysis using Tukey's HSD test for multiple comparisons showed that there were no statistically significant differences between the means of any two groups examined. (See Appendix C-10 and Appendix C-11)

Perception of posts related to entertainment

A one-way ANOVA was performed to evaluate the effect of monthly pay base on the perception of Entertainment2. The analysis showed that differences in mean

Entertainment2 scores across various income ranges—from \$0 to 100,000—were not statistically significant. The respective mean scores were 3.37 for \$0–10,000, 3.45 for \$10,001–30,000, 3.44 for \$30,001–50,000, and 3.45 for \$50,001–70,000, 4.25 for \$70,001–100,000, and 3.77 for 100,001 and above. The statistical outcome ($F(5, 215) = 1.222, p = .300$) suggests that there is no statistically significant effect of income on perceptions of Entertainment2 among the participants of this study.

On Different Education Background

Interest in posts related to entertainment

To investigate into the correlation between educational levels and interest in Entertainment1 revealed no significant differences. The participants' education ranged from middle school to a master's degree or higher, yet their mean Entertainment1 scores—4.00 (middle school), 2.96 (high school), 3.29 (bachelor's degree), and 3.20 (master's degree and higher)—were statistically comparable. The computed F value was 1.540 ($F(3, 220)$), and the p value was .205. This result indicates that the respondents' educational backgrounds did not have a significant impact on their interest in Entertainment1.

Perception of posts related to entertainment

A one-way ANOVA was performed to examine the effect of educational background on perceptions of Entertainment2. The analysis yielded a significant effect of education level on Entertainment2 scores across groups ranging from junior high to master's degree and higher, ($F(3, 218)=3.601, p=.014$).

The analysis revealed statistically significant difference in mean Entertainment2 scores between education level from high school(3.08) and bachelor's degree(3.5), with p value of .041. The 95% confidence intervals for these differences were [-.826,

-.011]. This indicates that the educational level between high school and bachelor's degree significantly affects perceptions of Entertainment2. In contrast, comparisons among other educational categories did not show a significant difference in mean Entertainment2 scores. (See AppendixC-12 and AppendixC-13)

Summary of Data Analysis

Question 1: political candidates building up personal brand image on social media

The data indicates a moderate level of interest among young people for image-related posts on a candidate's social media accounts, with Image1 receiving an average interest score of 3.1. The score of Image2 was 3.68, as the highest score among the perceptions, suggests that personal image-related photos can notably boost young people's favorability towards the candidate.

Furthermore, the research identified that the monthly pay base was the only variable demonstrating a significant difference, affecting both the level of interest and the perception measured in this study, with p value as .023 and .037, respectively.

Question 2: political candidates posting photo related to their campaign trails

The data provided indicates that posts related to the campaign trail on a candidate's social media platforms elicit a moderate level of interest from young people. Specifically, Trail1 received the lowest average interest score at 2.9. In contrast, Trail2 scored 3.67, marking it as the second-highest among the perceived values, which suggests that personal campaign trail photos have the potential to significantly boost a candidate's favorability with this demographic.

Furthermore, the research identified that the monthly pay base demonstrating a significant difference in Trail1, and education background has a significance difference in the perception of the posts, with p value as .002 and .011, respectively.

Question3: political candidates post entertaining content on social media

The data provided indicates that posts related to the entertainment on a candidate's social media platforms show a moderate level of interest from young people. Entertainment1 received the highest average interest score at 3.2. In contrast, Entertainment2 scored 3.4, marking it as the lowest among the perceived values. This suggests that while entertaining photos and videos may capture the attention of young people, they may not necessarily lead to favorable perceptions. Furthermore, the research identified that the monthly pay base and gender demonstrating a significant difference in Entertainment1, and education background has a significance difference in the Entertainment2, with p value as .028 and .014, respectively.

CONCLUSION

Discussion

From the statistics provided, young people showed most interest in entertaining content on candidate's social media accounts, while least interest in campaign trail related posts. For the perception and perceived effect after viewing the posts, personal image related posts bring more good effect on the respondent, however, the entertaining content bring the least effect. Mentioned by Taili Wang, positive behavior on social media may have already influenced voting behavior. Being friends with politicians on social media, for example, liking a candidate's political actions, or even becoming a 'fan' or 'follower' of a candidate can also encourage voters to vote.¹⁸ Moreover, a study by Pochung Chuang and Chihyu Chin, stated that there is a significant difference between managing a Facebook page and election outcomes. Almost all elected candidates actively manage their fan pages. More importantly, the number of registered fans and the total likes on posts show a positive correlation with the number of votes received, which helps in winning elections.¹⁹ But it is worth considering that candidates who put more effort on managing their social media usually have good resources from their party headquarters, which also indicates that they will have relatively better resources in other aspects of their campaign.

¹⁸ 王泰俐.

¹⁹ 莊伯仲, and 金志聿, "候選人臉書經營和選舉結果之關聯分析: 以 2016 年區域立法委員選舉為例," *選舉研究* 26, no. 1 (2019).

Conclusion

As we are in the internet generation, with an abundance of information available online, it is important to be aware of the authenticity. Our findings reveal that young people exhibit a moderate interest in all of those three kinds of posts on social media: personal image, campaign trail, and entertainment. However, it is still important for the candidates to manage their social media account to improve the impression to the public. The mean score shows that people have better perceived effect on personal image and campaign trail related posts. Therefore, it is recommended that candidates could potentially increase their favorability by focusing on sharing content that aligns with these categories. Such strategic posting may offer an effective way to connect with constituents and bolster a candidate's public appeal.

APPENDIX A

台灣年輕成年人對社交媒體上政治行銷的看法與觀點調查

親愛的先生/女士您好，這是一份學術研究問卷，主要目的是在是探討台灣年輕成年人對政治人物在社交媒體上各樣政治行銷之看法。在此希望能耽誤您幾分鐘的時間，依照您的真實想法填寫問卷。本問卷採不記名方式作答，您的回答將僅供學術研究使用，絕不對外公開，請放心填寫。感謝您在百忙之中抽空填答此問卷，您的協助將使本研究更具貢獻，在此獻上最誠摯的感謝。

敬祝 事事順心、健康愉快！

文藻外語大學國際事務系

指導老師 林建宏教授

學生 蘇郁

第一部分：基本問題

1. 年齡

18 歲以下 18-22 歲 23-26 歲 26-30 歲 30-35 歲 36 歲以上

2. 生理性別

男 女

3. 學歷

國中 高中（職）大學（專）碩士（含以上）

4. 薪資（月）

0~10,000 10,001~30,000 30,001~50,000 50,001~70,000

70,001-100,000 100,001 以上

5. 戶籍地區

北部 中部 南部 東部 離島 無戶籍國民

第二部分：個人品牌形象

政治人物經常透過某些特定的行為或言論，達到建立品牌形象的效果。

例如：講笑話、中肯語錄、黑色幽默、愛家、喜歡小動物、具標誌性的髮型或穿著、等等。

1. 您平常有在關注政治人物品牌建立的消息
非常同意 同意 普通 不同意 非常不同意
2. 您對於政治人物品牌建立的內容有意願及興趣點進去看
非常同意 同意 普通 不同意 非常不同意
3. 您認為政治人物品牌建立的內容有助於民眾更了解他本人
非常同意 同意 普通 不同意 非常不同意
4. 您認為政治人物品牌建立的內容有助於打造好形象
非常同意 同意 普通 不同意 非常不同意
5. 您認為政治人物品牌建立的內容會有助於提高其名氣及聲望
非常同意 同意 普通 不同意 非常不同意
6. 您認為政治人物品牌建立對於選舉而言有意義
非常同意 同意 普通 不同意 非常不同意

第三部分：政治宣傳（跑行程）

選舉期間候選人會與競選團隊一起跑行程，透過在社群平台上張貼相關照片、影片，表現出為民服務、執行政見的形象。

例如：訪視關心新住民、原住民、弱勢家庭，參與在地活動（宗教、美食等等），視察各種職業給予支持與鼓勵。

1. 您平常有在關注此類的政治宣傳
非常同意 同意 普通 不同意 非常不同意
2. 您對於社交媒體上的政治宣傳有意願及興趣點進去看

- 非常同意 同意 普通 不同意 非常不同意
3. 您認為社交媒體上的政治宣傳對於相關議題有正面幫助
- 非常同意 同意 普通 不同意 非常不同意
4. 您認為社交媒體上的宣傳有助於打造該政治人物的好形象
- 非常同意 同意 普通 不同意 非常不同意
5. 您認為社交媒體上的政治宣傳會有助於提高該政治人物名氣及聲望
- 非常同意 同意 普通 不同意 非常不同意
6. 您認為社交媒體上的政治宣傳對於選舉而言有意義
- 非常同意 同意 普通 不同意 非常不同意

第四部分：政治人物娛樂化

除了政治相關的行銷，候選人也會利用非政治的宣傳來提高名氣，透過結合大眾潮流、和知名人士合作以拉進與民眾的距離。

1. 您平常有在關注政治人物娛樂化的新聞
- 非常同意 同意 普通 不同意 非常不同意
2. 您對於娛樂化的政治行銷有意願及興趣點進去看
- 非常同意 同意 普通 不同意 非常不同意
3. 您認為娛樂化的政治行銷有助於更了解他本人
- 非常同意 同意 普通 不同意 非常不同意
4. 您認為娛樂化的政治行銷有助於打造該政治人物的好形象
- 非常同意 同意 普通 不同意 非常不同意
5. 您認為娛樂化的政治宣傳會有助於提高該政治人物名氣及聲望
- 非常同意 同意 普通 不同意 非常不同意
6. 您認為娛樂化的政治宣傳對於選舉而言有意義
- 非常同意 同意 普通 不同意 非常不同意

第五部分：對選舉的基本問題

1. 有無投票資格
有 沒有
2. 有無投票經驗
有 沒有
3. 投票前會仔細查看選舉公報
非常同意 同意 普通 不同意 非常不同意
4. 您了解自己選區候選人的政見及資歷
非常同意 同意 普通 不同意 非常不同意
5. 您最常從哪裡獲得政治相關資訊及新聞？
電視新聞台（電視或線上）Line Today 新聞YouTube Facebook
Instagram Podcast家人朋友口中
6. 您認為最主要影響投票決策的因素是
政黨 政見 外貌 個人魅力 形象、名聲 政治背景
家庭、同儕影響 其他
7. 政黨傾向
民主進步黨 中國國民黨 台灣民眾黨 時代力量
無特定支持 其他

第六部分：簡答題

1. 當說到一名政治人物時，您第一個會想到誰？
2. 為什麼？

APPENDIX B

Demographic Information

Variable		Frequency (N)	Percentage (%)
Age	Under 18	16	7.1%
	18-22	85	37.8%
	23-26	37	16.4%
	26-30	24	10.7%
	30-35	41	18.2%
	Above 36	22	9.8%
Gender	Male	162	72.6%
	Female	61	27.4%
Education background	Junior high	2	0.9%
	High school	32	14.3%
	Bachelor's Degree	160	71.4%
	Master's Degree and above	30	13.4%
Pay base (monthly)	0~10,000	84	37.5%
	10,001~30,000	43	19.2%
	30,001~50,000	65	29%
	50,001~70,000	16	7.1%
	70,001-100,000	5	2.2%
	100,001 以上	11	4.9%
Household registration	Northern	60	26.9%
	Center	25	11.2%
	Southern	131	58.7%
	Eastern	4	1.8%
	離島	3	1.3%
	無戸籍	0	0%
Voting right	Yes	198	88%
	No	27	12%

Previous voting experience	Yes	154	68.4%
	No	71	31.6%
Party affiliation	DPP (民進黨)	34	15.1%
	KMT (國民黨)	20	8.9%
	TPP (民眾黨)	24	10.7%
	New Power Party (時代力量)	3	1.3%
	No lean	142	63.1%
	Others	2	0.8%
Platform	TV program	95	42.4%
	Line Today News	18	8%
	YouTube	35	15.6%
	Facebook	32	14.3%
	Instagram	12	5.4%
	Podcast	3	1.3%
	Hearing from family and friends	29	12.9%
	Others		
Voting decision factor	Party	43	19.2%
	Policy	92	41.1%
	Appearance	4	1.8%
	Personal charisma	23	10.3%
	Image and reputation	42	18.8%
	Political background	5	2.2%
	Effectuated by family and peers	6	2.7%
	Others		

APPENDIX C

Appendix C-1

ANOVA			
Monthly Pay Base	N	Subgroup when alpha = .05	
		1	2
0–10,000	82	3	
10,001–30,000	43	3	3.116
30,001–50,000	65	3	3.154
50,001–70,000	16	3	3.250
70,001–100,000	5	3	3.400
100,001 and above	11		3.864
Sig.		1	0.156

Appendix C-2

ANOVA						
(I) Pay Base	(J) Pay Base	(I-J)	SD	Sig.	95% Confidence Interval of the Difference	
					Lower	Upper
100,001 and above	0–10,000	0.925	0.271	0.010	0.145	1.704
	10,001–30,000	0.747	0.285	0.097	-0.073	1.567
	30,001–50,000	0.710	0.275	0.107	-0.081	1.501
	50,001–70,000	0.614	0.331	0.432	-0.337	1.564
	70,001–100,000	0.464	0.455	0.911	-0.845	1.77

Appendix C-3

ANOVA		
Monthly Pay Base	N	Subgroup when alpha = .05
		1
0–10,000	82	3.625
10,001–30,000	42	3.607
30,001–50,000	62	3.605
50,001–70,000	15	3.933
70,001–100,000	5	3.850
100,001 and above	11	4.341
Sig.		0.086

Appendix C-4

ANOVA						
(I) Pay Base	(J) Pay Base	(I-J)	SD	Sig.	95% Confidence Interval of the Difference	
					Lower	Upper
100,001 and above	0–10,000	0.716	0.240	0.037	0.026	1.406
	10,001–30,000	0.734	0.253	0.047	0.006	1.461
	30,001–50,000	0.736	0.244	0.034	0.033	1.439
	50,001–70,000	0.408	0.296	0.742	-0.445	1.260
	70,001–100,000	0.491	0.403	0.827	-0.667	1.649

Appendix C-5

ANOVA				
Monthly Pay Base	N	Subgroup when alpha = .05		
		1	2	3
0–10,000	82	2.811		
30,001–50,000	63	2.825	2.825	
10,001–30,000	44	2.966	2.966	
50,001–70,000	16	3.188	3.188	3.188
100,001 and above	11		3.773	3.772
70,001–100,000	5			4
Sig.		0.867	0.0535	0.146

Appendix C-6

ANOVA						
(I) Pay Base	(J) Pay Base	(I-J)	SD	Sig.	95% Confidence Interval of the Difference	
					Lower	Upper
100,001 and above	0–10,000	0.962	0.291	0.014	0.126	1.798
	10,001–30,000	0.807	0.305	0.091	-0.071	1.684
	30,001–50,000	0.947	0.296	0.019	0.097	1.798
	50,001–70,000	0.585	0.355	0.566	-0.434	1.605
	70,001–100,000	-0.227	0.488	0.997	-1.631	1.177

Appendix C-7

ANOVA		
Education Background	N	Subgroup when alpha = .05
		1
Master's Degree and above	31	3.266
Bachelor's Degree	157	3.734
High School	29	3.750
Middle School	2	4.250
Sig.		0.077

Appendix C-8

ANOVA						
(I) Education Background	(J) Education Background	(I-J)	SD	Sig.	95% Confidence Interval of the Difference	
					Lower	Upper
High School	Middle School	-0.984	0.555	0.289	-2.420	0.452
	Bachelor's Degree	-0.468	0.149	0.011	-0.855	-0.081
	Master's Degree and above	-0.484	0.196	0.069	-0.992	0.025

Appendix C-9

Independent Sample T-test										
		Levene's Test for Equality of Variances				T-test for Equality of Means				
		F	Sig.	t	df	Sig. (Two Sided)	Mean Diff.	Std. Error Diff.	95% Confidence Interval of the Difference	
								Lower	Upper	
Interest in posts related to entertainment	Equal variances assumed	0.367	0.545	2.104	221	0.0365	0.295	0.140	0.018	0.572
	Equal variances not assumed			2.070	104.696	0.041	0.295	0.143	0.013	0.578

Appendix C-10

ANOVA		
Monthly Pay Base	N	Subgroup when alpha = .05
		1
0–0,000	82	3.055
50,001–70,000	16	3.188
30,001–50,000	65	3.292
10,001–30,000	44	3.307
100,001 and above	11	3.909
70,001–100,000	5	4.000
Sig.		0.065

Appendix C-11

ANOVA						
(I) Pay Base	(J) Pay Base	(I-J)	SD	Sig.	95% Confidence Interval of the Difference	
					Lower	Upper
100,001 and above	0~10,000	0.854	0.298	0.051	-0.026	1.711
	10,001~30,000	0.602	0.313	0.390	-0.297	1.502
	30,001~50,000	0.617	0.313	0.324	-0.253	1.487
	50,001~70,000	0.722	0.364	0.354	-0.324	1.767
	70,001-100,000	-0.091	0.501	1.000	-1.530	1.348

Appendix C-12

ANOVA			
Education Background	N	Subgroup when alpha = .05	
		1	2
High School	32	3.086	
Bachelor's Degree	158	3.505	3.505
Master's Degree and above	30	3.533	3.533
Middle School	2		4.500
Sig.		0.731	0.102

Appendix C-13

ANOVA						
(I) Education Background	(J) Education Background	(I-J)	SD	Sig.	95% Confidence Interval of the Difference	
					Lower	Upper
High School	Middle School	-0.984	0.555	0.289	-2.420	0.452
	Bachelor's Degree	-0.468	0.149	0.011	-0.855	-0.081
	Master's Degree and above	-0.484	0.196	0.069	-0.992	0.025

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