

# Is Social Media Influencing Hispanics Voting Behavior?

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## Introduction

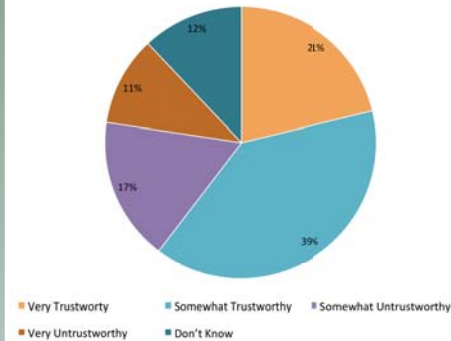
- Social media sites are quickly becoming one of the biggest sources of information in the world. Particularly, political and economic news is being communicated widely on Facebook, Linked-in, YouTube, and Twitter in real time with no costs incurred. The purpose of our research is to examine Hispanics reliance on social media for political information in the United States.
- Our results show that the majority of younger Hispanic voters rely on social media for their political news. Furthermore, our findings indicate that the younger Hispanic population are the most likely to find the political news on the internet trustworthy.
- The sharing of political news is evolving and shifting more towards social media. If political campaigns want to target Hispanics, the largest and fastest growing minority group in the United States, they should move their attention towards social media as a major platform for their political campaigns.

## Hypothesis

- Ho: There is no change in perception of trustworthiness of political news found on social media by age group  
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- Ho: There is no variation in frequency of usage of social media for political news by age group  
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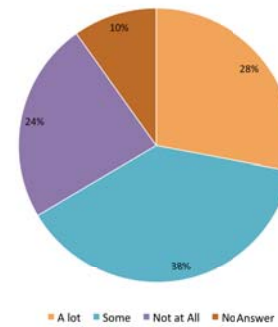
Graph 1.

Do you think political news on the Internet is trustworthy?



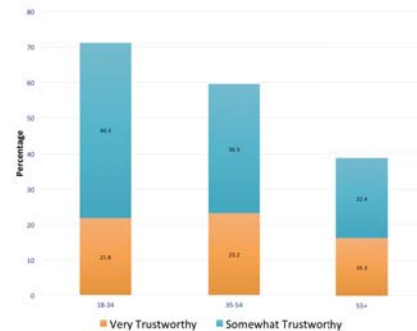
Graph. 3

How often do you read news stories about politics that have been posted on social media including Facebook, Youtube, Twitter and Linked-in?



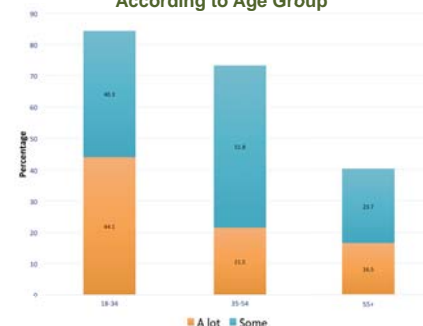
Graph 2.

Do you think political news on the Internet is trustworthy?  
According to Age Group



Graph 4.

How often do you read news stories about politics that have been posted on social media including Facebook, Youtube, Twitter and Linked-in?  
According to Age Group



## Methodology

- Data for our research project uses a hybrid data collection approach, using telephone and online surveys, providing a more representative sample and more accurate results.
- The research project consists of 500 completed surveys from the national Hispanic population 250 from a random sample using Interactive Voice Response (IVR) data collection and 250 from an online panel

## Results and Discussion

- Based on our results, 71.1% of the population in the age group 18 to 34, 59.5% of the age group 35 to 54, and 38.7% of the age group 55+ think political news found on the Internet is trustworthy (see graph 2). Thus, there is a statistically significant difference in level of trustworthiness between different age groups, where  $\chi^2(8, n=499) = 58.8, p < 0.01$ . This is a moderate and statistically significant association where  $\Phi = .343$ .
- Based on our results, 84.5% of the population in the age group 18 to 34, 73.3% of the age group 35 to 54, and 40.2% of the age group 55+ rely on social media including Facebook, Youtube, Twitter and Linked-in for their political news. Thus, there is a statistically significant difference of social media usage for political news between age groups, where  $\chi^2(6, n=499) = 90.59, p < 0.01$ . This is a moderate and statistically significant association where  $\Phi = .426$ .

## References

FAU Business and Economic Polling Initiative  
February 2015 data collection.