

NIKITA SAVIN

**DOES MEDIA MATTER? VARIATION OF VK
AND FACEBOOK DELIBERATIVE CAPACITIES**

MOTIVATION AND RESEARCH QUESTION

- ▶ Public deliberation as a core of democracy (Habermas, 1996; Dryzek, 2000; Bohman, 1996; Gutmann & Thompson, 2004)
- ▶ Homophily in political views encourages online communication (Himmelboim, McCreery & Smith, 2013)
- ▶ Facebook versus Youtube and Myspace (Maia & Rezende, 2016) or news sites (Hille & Bakker, 2014; Rowe, 2015; Ruiz et al., 2011)
- ▶ *How does political talk online differ in two definitely similar social networks? What are the explanation for these differences?*

POLITICAL TALK ONLINE AND DELIBERATIVE DEMOCRACY

- ▶ Micro- and macro-approaches to deliberative democracy (Hendriks, 2006)
- ▶ Political talk online in “weak” public spheres (Graham, 2010)
- ▶ Political talk as a key element of deliberative system (Mansbridge, 1999)

HYPOTHESES

- ▶ H1: Facebook users are more active in public spaces online than VK users
- ▶ H2: Talks in public space in VK are more deliberative than in Facebook

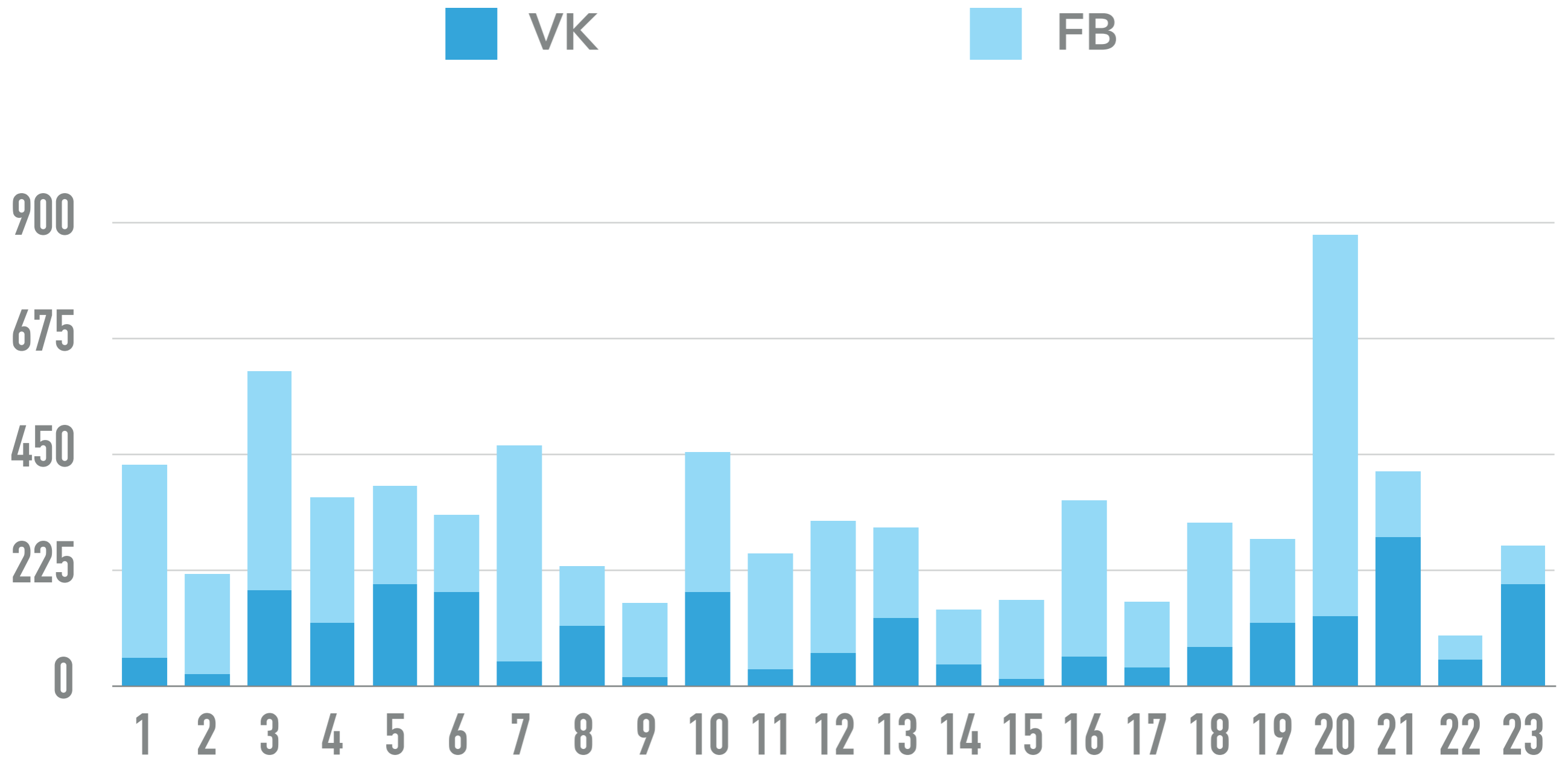
DATA AND MEASUREMENT (1/2)

- ▶ Crimea crisis discussions on Vedomosti public pages in Facebook and VK
- ▶ Comments to news-posts from 27 Feb 2014 to 18 March 2014 (N = 7676)
- ▶ As to March 2014, Vedomosti was ranked 3rd among daily Russian newspapers with a unique audience of 150,000 readers
 - ▶ *Facebook: 700,000 subscribers*
 - ▶ *VK: 600,000 subscribers*

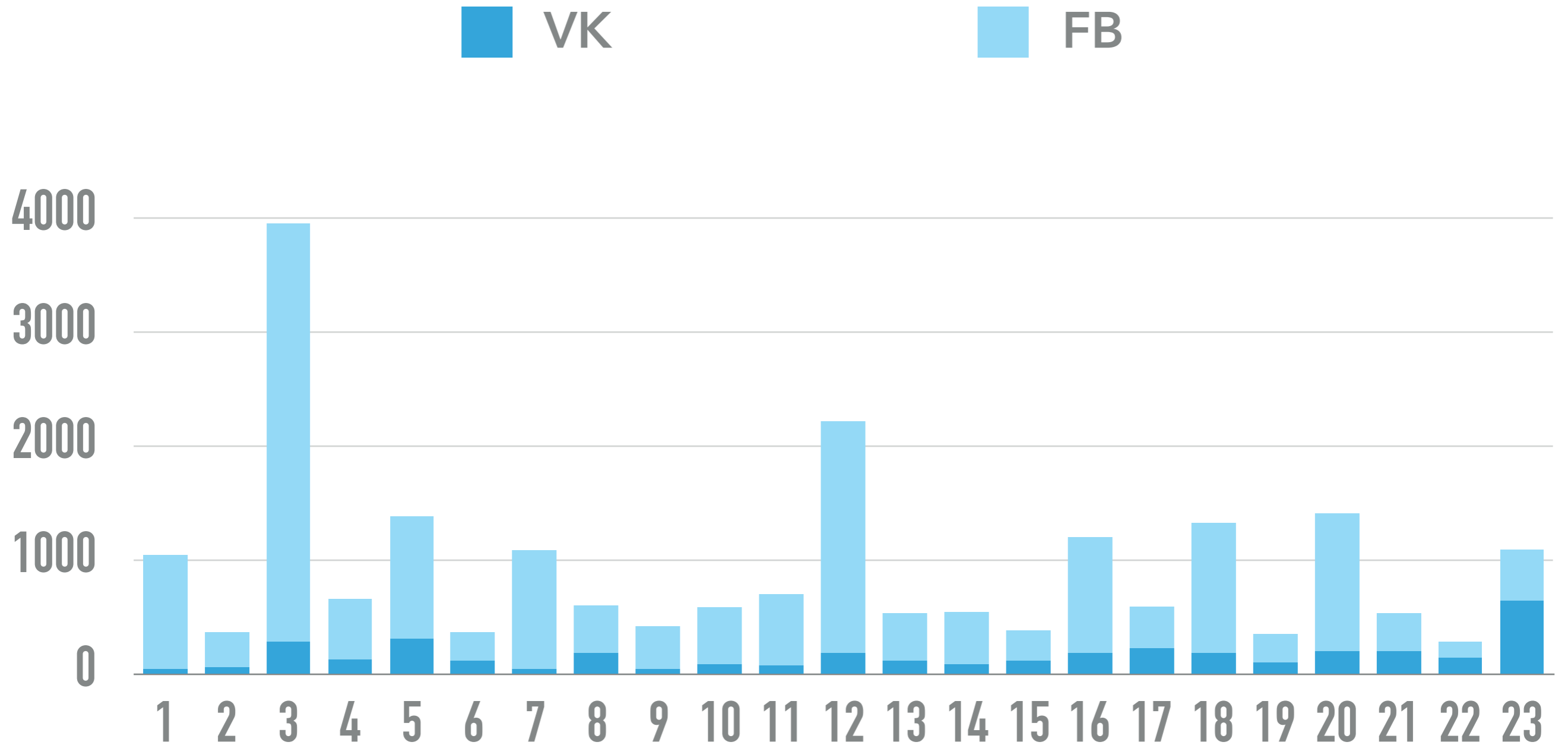
DATA AND MEASUREMENT (2/2)

- ▶ *Relevance* - the correspondence of a comment to an article topic (1) or a discussion context (2)
- ▶ *Agreement* - a comment contains an expressed agreement with the statements of other users
- ▶ *Disagreement* - a comment contains an expressed disagreement with the statements of other users
- ▶ *Genuine question* - a question, which is directed to seek more information or clarify other users' opinions
- ▶ *Argumentation type* - position (1), narrative (2), reasons and evidences (3)
- ▶ *Impoliteness* - pejorative speech (1), name-calling (2), sarcasm (3), accusation of other users (4), grotesque (5)
- ▶ *Incivility* - threat to democracy or individual rights (1), ideologically extremist speech (2), racial, gender or ethnic stereotypes (3)
- ▶ *Topics* - politics (1), history and culture (2), economics (3), media coverage (4), Vedomosti as mass media (5)
- ▶ KALPHA: 0,72-0,93

NUMBER OF COMMENTS IN VK AND FACEBOOK

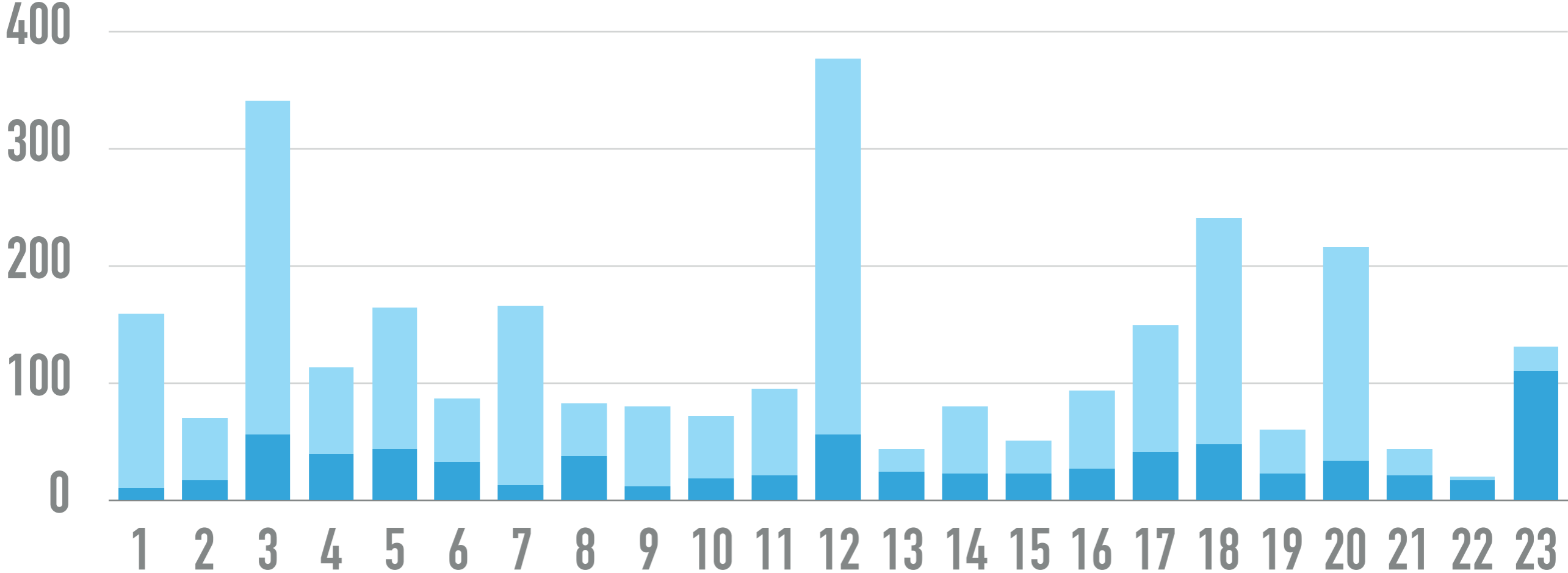


NUMBER OF LIKES IN VK AND FACEBOOK



NUMBER OF SHARES IN VK AND FACEBOOK

■ VK ■ FB



RELEVANCE

	FB	VK
Irrelevant	8,24 %	16,3 %
Relevant to article topic	61,72 %	20,01 %
Relevant to users' discussion	30,04 %	63,69 %

ARGUMENTATION TYPE

	FB	VK
No argumentation	35,06 %	45,64 %
User's position	47,41 %	34,93 %
Narrative	11,41 %	14,46 %
Reason	6,12 %	4,96 %

DUMMY VARIABLES (1/2)

	FB	VK	Chi-square
Reply (1)	27,46 %	66,74 %	1062,506 (p < 0,01)
Agreement (1)	6,82 %	5,75 %	3,11
Disagreement (1)	22,08 %	25,3 %	9,662 (p < 0,01)
GQ (1)	2,44 %	4,88 %	31,457 (p < 0,01)

DUMMY VARIABLES (2/2)

	FB	VK	Chi-square
Impoliteness (1)	13,64 %	13,13 %	0,373
Incivility (1)	20,16 %	17,8 %	5,888 (p < 0,05)
Disagreement * GQ	0,42 %	0,58 %	0,981
Disagreement * Impoliteness	4,96 %	5,46 %	0,834
Sex (1)	71,57 %	71,6 %	0,001

TWO-LEVEL LR AND ORDINARY LR, COEF (SE)

	Impoliteness	Incivility	GQ	Relevance	Argumentation Type
FB	-0,02 (0,09)	-0,14 (0,07)	-0,79 (0,14)***	0,42 (0,1)***	0,11 (0,05)*
Topic 1	-0,71 (0,84)	-2,36 (0,71)**	3,11 (1)**	2,07 (0,82)*	-0,35 (0,64)
Topic 2	-0,16 (0,84)	-2,61 (0,71)***	2,92 (1,02)***	1,22 (0,82)	-0,93 (0,64)
Topic 3	-0,95 (0,86)	-3,38 (0,72)***	3,36 (1,03)**	2,73 (0,86)***	0,08 (0,65)
Topic 4	-0,20 (0,86)	-2,96 (0,74)***	2,45 (1,13)*	1,98 (0,87)*	-0,29 (0,65)
Topic 5	-0,14 (0,85)	-3,08 (0,72)***	1,67 (1,13)	3,2 (0,89)***	-0,52 (0,65)
Sex	0,35 (0,08)***	0,3 (0,07)***	0,14 (0,15)	-0,29 (0,1)**	-0,02 (0,05)
Cons	-1,73 (0,85)*	0,94 (0,71)	-6,08 (1,01)***	0,78 (0,83)	
Art variance	0,34 (0,11)	0,26 (0,09)	0,17 (0,08)	0,66 (0,21)	

DISCUSSION AND CONCLUSION

- ▶ Both hypotheses were approved by the results
- ▶ Low quality of political talk in both social networks
- ▶ VK as a deliberative social network, FB as an agonistic and participatory social network
- ▶ Limitations: no causal inference, different algorithms, journalistic net-based domain, no data about users