

# DIGITAL MEDIA AND UNIVERSITY POLITICAL PRACTICES IN THE PUBLIC SPHERE

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## INTRODUCTION



### Political conversation

informal communicative practice not circumscribed to media consumption, in combination with technological resources, can contribute to the participatory repertoires of citizens



### Political participation

people's understanding of the political system, citizens' positioning and the relationship they establish with power that leads them to become involved in the political system



### University students

population of importance for the consolidation of participatory democracy, since access to education implies higher conditions of involvement in various public domains

## METODOLOGY

### Objects

To discover how the use of digital media is related to the political conversation and participation practices of university students

Quota sampling survey  
435 undergraduate students

Residents in the Metropolitan Area of Monterrey, Mexico,  
Second semester, 2020

## RESULTS

**Table 2. Correlations between digital media use, political talk and political participation among students**

		Political talk	Participation II	Participation III	Participation IV
News use	r	0,302**	0,146**	0,144**	0,198**
	p	0,000	0,002	0,003	0,000
Social use	r	0,232**	0,291**	0,146**	0,343**
	p	0,000	0,000	0,002	0,000
Creative use	r	0,226**	0,325**	0,350**	0,299**
	p	0,000	0,000	0,000	0,000

Note. N=435 \*\*, The correlation is significant at the 0.01 level (bilateral).

Access to digital media in this population is fairly widespread

Three-thirds of respondents reported low and very low frequencies of political conversation

Correlations between news usage and political participation do not reach the established value of statistical significance

## CONCLUSIONS

The findings support the relevance of the active role of young people in their political socialization

Social interaction and content creation were more closely related to political participation than news consumption

It was more beneficial to participation as it was articulated through the political conversation

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