

The consumption information and political interactive conversation on the attitudes and political participation of young people in the metropolitan area of Monterrey, Nuevo León, Mexico. Pre-election scenario 2018

El consumo de información y de conversación política interactiva en las actitudes y la participación política de los jóvenes en la zona metropolitana de Monterrey, Nuevo León, México. Escenario preelectoral 2018

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Juan de Dios Martínez Villareal*
<http://orcid.org/0000-0002-5868-3786>
Universidad Autónoma de Nuevo León, México

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Alms Rosa Saldierna Salas**
<http://orcid.org/0000-0003-1805-9740>
Universidad Autónoma de Nuevo León, México

Felipe Marañón Lazcano***
<http://orcid.org/0000-0002-0705-6336>
Universidad Autónoma de Nuevo León, México

ABSTRACT

Traditional media (print media, radio and television) or those represented by the digital age (Internet and social networks) are suitable channels for the process represented by political communication; in turn, this is a factor that impacts on political attitudes and political participation of citizens. In correlation to the above, the main objective of this research is to determine the explanatory level of the consumption of political information and interactive political conversation against the political attitudes and participation of young people. The research design is quantitative, since an opinion poll was applied in the pre-electoral scenario 2018 in the Metropolitan Area of Monterrey, Nuevo León, Mexico. The main results indicates that the consumption of political content online is the variable that has a higher level of explanation about the interest in the policy of the participants of the study, There is also evidence that could bring the results of the research closer to the theories of

Keywords

Consumption of political information; interactive political conversation; political attitudes; political participation.

political mobilization. On the other hand, in relation to political attitudes there is a very important contrast since there is a political interest and a feeling of openness of the relatively high political system in opposition to a very marked political cynicism on the part of young people.

RESUMEN

Los medios de comunicación ya sean tradicionales (prensa escrita, radio y televisión) o los representados por la era digital (internet y redes sociales), son canales idóneos para el proceso que representa la comunicación política, factor que impacta en las actitudes políticas y en la participación política de la ciudadanía. En correlación a lo anterior, el objetivo principal del presente trabajo es determinar el nivel

Palabras clave

Consumo de información política; conversación política interactiva; actitudes políticas; participación política.

explicativo del consumo de información política y la conversación política interactiva frente a las actitudes y la participación política de los jóvenes. El diseño de la investigación es de corte cuantitativo, ya que se aplicó una encuesta de opinión en el escenario preelectoral 2018 en la zona metropolitana de Monterrey, Nuevo León, México. Los principales resultados indican que el consumo de contenido político online es la variable que tiene un mayor nivel explicativo sobre el interés en la política de los participantes del estudio; asimismo, se encuentra evidencia que podría aproximar los resultados de la investigación a las teorías de la movilización política. Por otra parte, en relación con las actitudes políticas se presenta un contraste muy importante, ya que se tiene un interés político y una sensación de apertura del sistema político relativamente altos en oposición a un cinismo político muy marcado por parte de los jóvenes.

* D. in Philosophy with a major in Political Science from the Universidad Autónoma de Nuevo León (UANL), Mexico. Full-time Professor at the Faculty of Political Science and International Relations of the UANL. He participates as a researcher in the Laboratory of Political Communication (LACOP). He is a member of the National System of Researchers of CONACYT, level I. He has a PRODEP profile and is Leader of the Academic Body of Political Science at UANL.

** D. in Philosophy with a major in Political Science. Full-time professor at the Faculty of Political Science and International Relations of the UANL, Mexico. She has a desirable PRODEP profile. Administrative Assistant and associate researcher at the Laboratory of Political Communication (LACOP). Member of the National System of Researchers of the CONACYT, level I. Her main lines of research focus on civic education, political culture, pre-citizenship. She can be contacted at alma.saldiernasls@uanl.edu.mx.

*** D. in Philosophy with a major in Political Science from the Universidad Autónoma de Nuevo León, Mexico. Full time professor at the Faculty of Political Science and International Relations of the UANL. He participates as a researcher in the Laboratory of Political Communication (LACOP). He is a member of the National System of Researchers of CONACYT, level I. He has a PRODEP profile and is the leader of the Political Science academic body at UANL.

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INTRODUCTION

The 2018 elections in Mexico set a historical precedent, since 63.42% of the citizens participated in these elections, that is, 56 611 027 people, according to the National Electoral Institute (INE). At the same time, this election was an important event for the history of Mexico, since for the first time a leftist government assumed the Presidency

of the Republic, with Andrés Manuel López Obrador for the coalition *Juntos Haremos Historia* (Together We Will Make History).

Nationally, this year the youth vote (18 to 29 years old) represented 29.35% of the nominal list (in March), a figure that indicates the number of citizens with a valid voting card. This data reveals that young people represented practically one third of the entire list. Since they represent the future of democracy, that is, the "renewal of society", attracting the youth vote is a preponderant matter in electoral processes, since they constitute the generation that will be in charge of leading the country (Martínez *et al.*, 2010, p. 26).

In the Mexican context, previous evidence indicates that youth are apathetic towards the political system; according to the National Survey on Political Culture and Citizen Practices (ENCUP, by its acronym in Spanish), this sector presents a feeling of disinterest to participate in political issues (Secretaría de Gobernación, 2012). In the past federal elections of 2018, the INE reports that young people from 19 to 29 years old have a relatively low participation (58.2%) compared to the adult age population, comprising 30 to 79 years old (67.92%). Given this situation, it was considered relevant to know the impact of the consumption of political information and interactive political conversation on political attitudes, such as interest, internal political efficacy and political cynicism, as well as with the traditional political participation of young people in the framework of the electoral process.

This research is contextualized in the pre-electoral scenario of September 2019 in the state of Nuevo León¹. The objectives of the study were to determine the impact of political information consumption and interactive political conversation on the political attitudes and traditional political participation of young people in the pre-electoral scenario of the metropolitan area of Monterrey (ZMM), Nuevo León, Mexico. Likewise, we sought to identify the levels of consumption of political information both in traditional media and on the Internet, and of interactive political conversation carried out through the Internet, in addition to the degree of interest in politics, the feeling of internal political efficacy, political cynicism and traditional political participation.

Background

The correlation between communication and politics can be conceptualized as the process through which an exchange of politically meaningful messages takes place between senders and receivers. In this, the intention of the information would be to transmit, inform, receive and influence the attitudes and decisions in political matters of the individual, both individually and collectively. With this in mind, it is possible to point out that the media perform two functions: they disseminate information and mobilize public opinion, contributing to the modification of the democratic political process and favoring political mobilization (Trejo, 2000; Abundis, 2007).

García-Luengo and Maurer (2009) indicate that the purpose of political communication is to study the effects of communication on politics, since the action of

¹ In this state, young people represented 28.35% of the nominal list. In turn, the Monterrey metropolitan area (ZMM) constitutes 87.4% of the state's population, while the state represents 4.3% of the country's total population according to INEGI.

communicating influences citizens to maintain their political commitment as members of the State. Within this area there are different theories that oppose the impact that the media can have on citizens' interest or participation in politics. Among those who argue for a negative effect are the theories of media malaise (video malaise), a term promoted by Michael J. Robinson in 1976 in the study *Public Affairs and The Television and the Growth of Political Malaise: The case of "The selling of the Pentagon"*, where he analyzes the loss of credibility in public institutions. These theories show that the political communication process contributes to the generation of negative political attitudes, such as cynicism or political apathy (Caella and Jamierson, 1997; Schmitt-Beck and Voltmer, 2007).

This author's approach is related to Putnam's proposal (1995, 2000), which indicates that the media have a negative impact on citizens' civic development, i.e., they favor political passivity. In this sense, the media limit citizens' membership in different associations, eroding the possibility of generating social capital that would impact on the civic engagement of the citizenry, since "members of associations are much more likely than non-members to participate in politics, to spend time with neighbors, to express social trust, and so on" (Putnam, 1995, p. 69). In relation to the above, this author indicates that the Internet generates effects very similar to those of television on citizenship in that it decreases civic engagement (Putnam, 2000).

In contrast to the theories of media discomfort are the theories of political mobilization, which indicate that political communication processes foster commitment and democratic participation. Virtuosity is one of these and indicates that certain types of consumption of political information predispose people to activities related to political mobilization, such as political participation and interest in politics (Norris, 2000; Rojas, 2006; Anduiza *et al.* 2010). Thus, the virtuous circle theory, proposed by Norris (2001), states that "people who watch more television news, read more newspapers, use the Internet and pay attention to electoral campaigns, consistently have more knowledge, trust in government and are more participatory" (p. 25).

Another of these proposals is that of Delli Carpini (2000), who points out that the consumption of traditional media or the use of the Internet will not only mobilize those most interested in politics, but will also have a significant effect on citizens who at a given moment do not show political commitment, increasing their interest and motivating them to participate in politics. In contrast to Norris, this theory indicates that media consumption not only generates interest in the most active, but also increases it in those who are less committed.

At this point it is important to note that both theories arise around traditional media, particularly television, since the origin of these theories is presented in a context without Internet (García-Luengo, 2005). For this reason, the present work sought to generate more evidence that would allow us to place the Internet, and not only the traditional media, among the aforementioned proposals. In this way, we seek to identify whether the consumption of political information in traditional media and the Internet encourages or discourages civic engagement of citizens.

On the other hand, it is important to remember that political communication and traditional media, such as the written press, radio and television, are facing a new media space, made up of new information and communication technologies. The modality of access to information and the form of interaction among its users that these tools offer is generating a digital culture that already has repercussions on political processes and has a positive impact on the political activation of citizens (Campos, 2008; Pérez *et al.*, 2013).

Moya and Herrera (2015a, 2015b) report that the internet as an interactive medium has brought about changes in society; for example, it has allowed citizens, who previously forged their judgments according to traditional media, to now have the option and the ability to access a plurality of sources. In accordance with this idea, it is noted that the new spaces generated by the digital era encourage not only the consumption of political information but also interaction among its users, which generates behavioral patterns in them, such as those oriented towards political participation and attitudes towards politics (Peschard, 2000; Street, 2005; Newton, 2006).

Since the Internet is considered to allow us to access information and interact with other people, for this study we sought to determine whether interactive online political conversation impacts political attitudes and institutional political participation of young people. On the other hand, focusing on the political attitudes of citizenship, included in the study, we retake the interest in politics, defined as the degree to which an individual would be willing to appropriate and process all that information that has a relationship with political issues (Galais, 2012).

In this regard, it could be indicated that interest in politics is the manifest intention of an individual to take for himself and process all information related to political matters. For this reason, it is transcendental that citizens show high levels of interest in politics, since this will make them become involved in what happens in the political system of which they are a part, thus raising the level of political participation (Verba *et al.*, 1995).

Another of the attitudes towards politics to be examined is the feeling of political efficacy, understood as the feeling of openness on the part of the political system that would allow citizens to become involved in these issues. This has traditionally been divided into: internal political efficacy, the self-perceived capacity of the political system to be open to the political activities of the individual; and external political efficacy, as "the belief held by a subject, referring to the capacity of the government to respond to the intention of this citizen to influence governmental aspects" (Brussino *et al.*, 2009, p. 282).

To this classification, authors such as Halpern *et al.* (2017), taking up Bandura's (1997) proposal, add collective political efficacy, considering it as the belief that an individual may have regarding his or her ability to achieve collective goals together with other individuals. Generally speaking, and taking into account the different ways of dividing the term, it could be indicated that political efficacy represents the feeling of openness that citizens would have, in particular and in a collective sense, about the political system, i.e., a system that allows them to influence government affairs.

Similarly, in the study of political attitudes, political cynicism, also known as disaffection or distrust in politics, has been widely analyzed and refers to the negative attitude towards the system. It could be said that this is based on the lack of trust in institutions and political entities; if the system is perceived as corrupt, individuals have no intention of getting involved, so they lose interest in participating, which causes them to distance themselves from the political system (Capella & Jamieson, 1997; Torcal, 2001). It is important to point out that the issue of political cynicism stems from the proposition of the spiral of cynicism, proposing that the media transmit the distrust of citizens towards politics (Capella & Jamieson, 1997; Hibbing & Theiss-Morse, 1998). Likewise, Torcal (2001) affirms that political cynicism represents the perception that citizens have of their inability to influence the political system.

Political participation is assumed to be necessary for the development of any democratic system; it has been conceptualized as the action through which citizens seek to influence the election of their representatives and their decision-making. Some authors indicate that voting is the form most used and known by citizens to participate in politics (Sabucedo & Arce, 1991; Somuano, 2005; Delfino *et al.*, 2013).

One of the most commonly used classifications to typify political participation is conventional and non-conventional, as indicated in the study by Sabucedo (1988)². Conventional participation "has a legitimizing function of the established order", while non-conventional participation "tends to mobilize discontent and expectations of social change" (Brussino *et al.*, 2009, p. 280). Somuano (2005) divides it into electoral (voting) and non-electoral; in turn, the author classifies non-electoral participation into conventional and non-conventional. The former is made up of two elements: actions that include some individual initiative, although cooperation with other people is scarce (such as signing petitions), and actions that merit greater interaction and cooperation among individuals (such as participation in demonstrations or strikes). While unconventional participation includes protest and illegal activities (such as blocking streets or taking over public buildings).

In consideration of the above, for the study, political participation was divided into electoral (intention to vote, since this is a pre-electoral work) and non-electoral, taking only conventional participation for the research. It is relevant to comment that, for the research, both the intention to vote and conventional political participation are considered as institutional forms of political participation, since the government institutions themselves are the creators of these spaces for participation.

The main purpose of the work was to analyze the impact that the consumption of political information, both in traditional media and on the internet, and online interactive political conversation have on political attitudes (interest in politics, internal political efficacy and political cynicism) and in situ political participation (intention to vote and conventional participation) of young people in the 2018 pre-electoral scenario in Nuevo León. Two hypotheses were developed in this regard: H1) The consumption of political information (in traditional media and internet) and interactive political

² Sabucedo takes up the work of Barnes y Kaase in *Política: Action: Mass Participation in Five Western Democracies* (1979) in Milbrath in *Political participation*, on *The Handbook of Political Behavior* (1981).

conversation will generate high levels of interest in politics; HI2) The consumption of political information (in traditional media and internet) and interactive political conversation will positively impact institutionalized political participation.

Based on the previous literature review, the following research questions were asked:

- PI1: What is the level of consumption of political information in traditional media and internet by young citizens?
- RQ2: What is the level of interactive (online) political conversation of young people?
- PI3: What is the level of interest in politics, sense of internal political efficacy, political cynicism and institutional political participation shown by young people?
- PI4: How does the consumption of political information in traditional media and the internet and interactive political conversation have an impact on the attitudes and institutional political participation of young people?

Method

The present research is quantitative and was carried out in a pre-electoral scenario in the metropolitan area of Monterrey, Nuevo Leon. A survey was conducted with a confidence level of 95% and a margin of error of 3.07%, to a final sample of 1,018 participants. The instrument was randomly applied to young citizens between 18 and 29 years of age, of whom 52.2% were women and 47.8% were men. The monthly income of 19.5% of the sample was less than \$6,000 pesos, while 28.2% reported having an income greater than this amount, and 37.8% mentioned that they do not work. In terms of educational level, 59% reported having completed high school and 30.9% had a bachelor's or professional degree.

A Likert scale was used to create the variables of the questionnaire, where (1) is not at all and (5) is quite a lot, except for the intention to vote, where a dichotomous scale was used: (1) Yes, (0) No. For the variable Attention to news and political content in traditional media, we asked about the time spent reading news, watching news or political satire programs on television, in reference to the proposal of the ENCUP (2012). For the construction of the variable Interactive political conversation, the proposal of Vesnic-Alujevic (2016) was used, so it was asked about performing activities on the Internet, such as making and uploading videos, animations, audios or photos, sharing news to express their political stance or participating in political discussions through the network.

The study presented by the Asociación de Internet.mx (2017) was taken as a reference to review the variable of Consumption of online political content, where it was asked how much information related to campaign proposals, political actors, opinion leaders, corruption cases, candidates and political parties was searched on the internet.

Regarding Interest in politics, respondents were asked about their interest in municipal, state, national and international politics, taking the ENCUP (2012) as a reference.

For the creation of the Internal political efficacy variable, we sought to measure the feeling regarding the influence on certain issues: voting, the link they considered to have with those in power regarding decision making and, finally, if they thought that their participation in an electoral process could make a difference (Rojas, 2006; de Vreese, 2005). In the political cynicism variable, the proposal of Capella and Jamieson (1997) was taken as a reference, asking the degree to which participants agreed with statements indicating that political actors were more concerned with winning an election, manipulated their proposals, forgot their campaign promises, distanced themselves from the people after winning the election, among others.

Regarding conventional political participation, and taking up the proposal of the ENCUP (2012), questions were created about participation in political party meetings, work for a candidate or political party in electoral campaigns. Finally, in the variable on the Intention to vote, participants were asked if they would vote in the federal elections. The statistical results of the reliability and factorial analyses of the study variables are shown in Table 1.

Table 1. Results of the reliability and factor analysis

Variables	Cronbach's alpha (a)	KMO	Accumulated variance (%)
Attention to news and political content in traditional media	.889	.699	84.15
Interactive political conversation	.879	.739	80.68
Consumption of online political content	.896	.826	67.90
Interest in politics	.906	.701	74.18
Internal political efficacy	.854	.735	77.98
Political cynicism	.880	.777	77.87

Conventional political participation	.740	.685	65.79
Intention to vote in federal elections	.780	.651	69.63

Source: Developed by the author

Results

In order to analyze the relationship of young people with the consumption of political information in the media in a pre-electoral context, we proceeded to determine at first the time they dedicated to the attention they paid to news and content about politics in traditional media. Levels below the theoretical mean were found ($M = 2.31$ and $SD = .805$); at the same time, evidence was detected showing that the activity most frequently carried out by young people is watching television news ($M = 2.73$ and $SD = 1.19$), where only 27.3% (a lot-quite a lot) do so periodically. On the other hand, the variable on the consumption of online political content is low ($M = 2.80$, $SD = .946$), it is reported below the arithmetic mean; in this regard, it was identified that the activity most frequently performed by young people on the Internet is following information about candidates ($M = 3.33$, $SD = 1.22$), reaching a mean above the average, since 48.6% of young people say they do it very frequently (a lot-quite a lot).

The result of the study regarding Interactive political conversation as a construct shows very low levels ($M = 1.94$, $SD = .887$); it is identified that sharing news, videos or posts about politics on the Internet is the activity that young people carry out most frequently ($M = 2.37$, $SD = 1.26$) (19% of the participants). The value of interest in politics as a construct is positive ($M = 3.31$, $SD = .945$), since it is above the arithmetic mean; likewise, it is relevant that the greatest interest of young people is shown in national politics ($M = 3.76$, $SD = 1.13$), where 65.9% comment that their interest is high (a lot-quite a lot). In the same sense, internal political efficacy as a variable is presented above the arithmetic mean ($M = 3.28$, $SD = 1.09$), specifically, the highest level is shown in the affirmation by young people that their vote makes the difference in an election ($M = 3.51$, $SD = 1.17$), 52.1% comment to be very much in agreement with this assertion (a lot-a lot).

It is observed that the variable of Political Cynicism is above the arithmetic mean ($M = 3.83$, $SD = 1.02$), in particular the highest level is observed in the statement that politicians tend to forget very quickly what they have promised during the electoral campaign ($M = 3.95$, $SD = 1.96$), 67.7% consider this statement to be true (a lot-quite a lot). On the other hand, regarding conventional political participation, the variable is very low ($M = 1.63$, $SD = .806$), the highest percentage of participation is in attendance to political party meetings ($M = 1.67$, $SD = .993$), where only 6.3% of the participants comment that they do it frequently (a lot-quite a lot).

The intention to vote in the 2018 federal elections was converted into a Likert scale³, which allowed us to contrast more clearly the difference with conventional

³ To make the conversion we multiplied by four and added one ($0*4+1=1$ and $1*4+1=5$).

political participation; in this sense, it can be indicated that as a construct it is well above the average mean ($M=4.59$, $SD=.994$), as 95% of young people reported that they would vote in the elections for President of the Republic ($M=4.80$, $SD=.886$).

At the end of the descriptive studies, and in order to review the explanatory level of the independent and dependent variables, a multiple linear regression analysis was performed. Regarding the first model or block, 27.1 % of the variance was explained ($R^2 = .271$); this statistical evidence indicates that both the consumption of political information in traditional media and Internet and the interactive political conversation have a positive effect on the generation of interest in politics, being the consumption of online political content the one that presents the highest explanatory level.

Regarding model 2, it is the variables Interactive political conversation and Consumption of online political content that report an explanatory level compared to the internal political efficacy variable: 8.2% of the variance ($R^2 = .082$). In this model, Consumption of online political content is repeated as the variable with the greatest impact, with the explanatory level of attention to news and political content being null. When observing model 3, the explanatory level of the independent variables is practically nonexistent, since only the variable Attention to news and political content in traditional media reports an ephemeral explanatory level of .08% of the variance ($R^2 = .008$), this being in a negative sense.

Model 4 was able to explain 7.7% ($R^2 = .077$) of the variance; Attention to news and political content in traditional media and Interactive political conversation are the variables that marked a positive explanatory level in relation to conventional political participation. On the other hand, model 5 explained 5.5 % of the variance ($R^2 = .055$); although it is important to highlight that only the Consumption of online political content impacts the intention to vote on the part of young people. The above can be reviewed in Table 2.

Discussion

Regarding the descriptive results that answered the first three research questions, we can comment that the consumption of political information is not very high in general; when contrasting the consumption of online political content with attention to news and political content, the Internet is the medium most used by young people to learn about politics. For this reason, it can be reported that the paradigm represented by the internet is beginning to gain ground over traditional media (Moya & Herrera 2015a, 2015b).

The levels of interactive political conversation were very low, i.e., young people infrequently engage in activities such as making and uploading videos, animations, audios and photos, or sharing news to express their political position or participate in political discussions through the network. Regarding political attitudes, interest in politics among young people was reported to be relatively high. These results are similar to those presented by Martínez and Maldonado (2017) in their comparative study conducted with young people aged 18 to 29 years in the Metropolitan area of Monterrey, Nuevo León, in the years 2013 and 2015. In turn, these results differ with those presented

by the National Survey of Values in Youth 2012⁴, where it is reported that the interest of young people is very low (Instituto Mexicano de la Juventud, 2012).

Table 2. Explanatory variables of political attitudes and political participation (conventional and intention to vote) of young people

Variables	Model 1. Interest in Politics	Model 2. Internal political effectiveness	Model 3. Political cynicism	Model 4. Conventional political participation	Model 5. Intention to vote.
Attention to news and political content	.113***	.021	-.088*	.115**	.058
Interactive political conversation	.101**	.094**	-.028	.171***	.021
Consumption of <i>online</i> political content	.406***	.218***	.052	.063	.193***
R ²	.271	.082	.008	.077	.055
Durbin Watson	1.86	1.70	1.83	1.80	1.77

Note: N = 1018 cases. Results were statistically significant at a confidence level of *p < .05; **p < .01; ***p < .001.

Source: Developed by the author.

The feeling of internal political efficacy reported by young people is at partially high levels, which could be associated with high levels of participation, as indicated by Mazzoleni (2010): "one of the psychological determinants of participation is the feeling of efficacy that the citizen may or may not have, which in turn depends on the degree of

⁴ It is important to take into consideration that the population contemplated in this survey is between 12 and 29 years of age.

openness he/she perceives in the political system, on the responsiveness of the system to his/her participatory impulses" (p. 286).

Similarly, there was a high level of political cynicism as a negative attitude towards politics; this could be a consequence of the political discourses and the way in which the 2018 electoral campaigns were carried out, where attack and negative content prevailed. As Mutz and Reeves (2005) indicate, these factors directly influence the way in which citizens perceive politics and affect their trust in the political system; therefore, if aggressions and political confrontations are exposed, trust decreases, increasing the level of political cynicism.

On the other hand, the conventional political participation of young people is very low, which contrasts significantly with the intention to vote, which is quite high. About this it could be argued that voting is the most used way to participate in politics, as indicated by different authors (Sabucedo and Arce, 1991; Somuano, 2005; Grossi *et al.*, 2000; Delfino *et al.*, 2013), data that confirms what was expressed in the ENCUP (2012), where eight out of ten citizens in Mexico consider that voting is the only action to manifest whether or not the government is doing things in the right way. Therefore, actions such as participating in political party meetings, or working for a candidate or political party in electoral campaigns are practically left out of the activities that young people frequently perform.

The results to the fourth research question were positive: an increase in the exposure to political information in traditional media and internet and high levels of interactive political conversation were observed, which generated in young people a greater interest in politics. Additionally, regarding the effect of the consumption of political information in traditional media and internet and of interactive political conversation on the feeling of internal political efficacy, it can be indicated that the variable attention to news and political content in traditional media did not present any explanatory level on the dependent variable, but the impact of the consumption of online political content and of interactive political conversation through digital media on the feeling of political efficacy is confirmed.

In accordance with the above, it could be indicated that the ease of access to online political information consumption and the interaction that the *Internet* allows generated in young people a greater sense of openness on the part of the political system, to the point of suggesting that they can influence the political system. When observing the impact of the independent variables on the political cynicism of young people, the following results were obtained: precariously and in a negative sense, only attention to news and political content in traditional media explain political cynicism, considering that the less attention to news and political content the greater the political cynicism. It is important to clarify that the effect presented in this case is very limited and does not allow us to generate a position on the theories (media malaise, mobilization) that explain the effect of the media on the political attitudes of citizens.

Regarding conventional political participation, only the variables attention to news and political content in traditional media and interactive political conversation have a positive impact on it; greater consumption of political information in traditional

media and high levels of interactive political conversation will lead to greater involvement of young people in partisan activities or electoral campaigns. In turn, when observing the explanatory level of the independent variables on electoral political participation, which for the study was represented by the intention to vote, only the consumption of online political content had a positive impact: greater consumption of political information via the Internet increased young people's intention to vote.

With all this in consideration, it is possible to indicate that the first hypothesis is validated according to the three independent variables that explain the political interest of young people, making the clarification that it is the consumption of online political content that shows a higher explanatory level. It is important to comment that the theories of political mobilization have their origin in the predominance of traditional media, particularly television, so the validation of this hypothesis could indicate that the consumption of political information on the Internet and the interaction represented by interactive political conversation are also precursors of interest in politics. These results place us within the theories of political mobilization, since, as reported by several authors, the media diet helps or predisposes the realization of activities related to political mobilization, such as political participation and interest in politics (Norris, 2000; Rojas, 2006; Anduiza *et al.*, 2010).

Regarding the second research hypothesis, we found evidence that allows us to indicate that this is partially fulfilled, since the consumption of online political content does not have any explanatory level on the conventional political participation variable, only attention to news and political content in traditional media and interactive political conversation present it, the latter being the one with the highest explanatory level. On this line, it can be observed that only the consumption of online political content marks a positive explanatory level in relation to the intention to vote, hence the relevance of the web and social networks that "constituted a fundamental source of political information to define the campaign strategies that sought to attract the vote of the undecided and young people aged 18 to 29 years" in the 2018 election campaign (Hernández, 2019).

Conclusions

In conclusion, the results obtained allow us to approach the theories of political mobilization (Norris, 2000; Delli Carpini 2000; Rojas, 2006 and Anduiza *et al.* 2010) that reveal that there is a positive correlation between media consumption, political attitudes and political participation; however, it is important to clarify, as already mentioned, that these theories arise in a historical context in which the use of traditional media, specifically television, prevails, so the results of online political content consumption help us to provide empirical evidence indicating that this medium could generate greater civic engagement among young people, so that we would have an approach to the theories of political mobilization. On the other hand, in this study no evidence was reported that allows us to approach the theories of media discomfort.

Studies conducted in Mexico, such as those of Aruguete and Muñiz (2012) to the general population, and that of Díaz and Muñiz (2017) to the youth population, obtain results similar to the present research: it is reported that the media, the internet

and social networks show a positive influence on the political engagement of Mexicans. Finally, it was observed that the levels of internet use by young people to access political information are higher than the consumption of political information in traditional media, so it could be said, as already indicated, that there is a greater preference on the part of respondents in the use of digital media. For the study, interactive political conversation was considered, one of the advantages of this horizontal communication model that not only allows the consumption of information but also interaction among its users.

With regard to the political attitudes of those surveyed, there is a contradiction between them, since on the one hand there is a relatively high interest in politics and a feeling of internal political efficacy, and on the other hand, in a negative sense, the levels of political cynicism are high, that is, the young people have the manifest intention of taking political information for themselves and observe an openness of the political system to influence decision-making, in addition to the fact that their levels of distrust of the political system are high.

With respect to institutionalized political participation, a contrast was observed between the rather low levels of young people's involvement in political party and electoral activities, and their clear intention to participate by voting in the upcoming elections. In this sense, it could be postulated that the interest and the feeling of openness of the political system motivates them to present a clear intention to vote in an election. On the other hand, the distrust reflected in political cynicism limits them to carry out activities within political parties or in political campaigns. It is important to indicate that in order to confirm with certainty the aforementioned, it is necessary to carry out the corresponding analyses, which are not part of this study, but will be considered for future research.

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