

The Internet and the 2008 Election

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Table 1

Main Source of Election News by Age

Source	18-24	25-29	30-45	45+
Television	62%	56%	65%	73%
Newspaper	9%	7%	6%	13%
Radio	4%	16%	12%	5%
Internet	25%	20%	18%	7%
χ^2 sign. = .00				
n=2146				

Table 2
Sources of Online Campaign News and Information by Age

Source	18-24	25-29	30-45	46+	χ^2
Portal News I	49%	51%	39%	19%	.00
Network TV	54	55	48	23	.00
Major Newspapers	29	27	25	13	.00
Local News	32	38	35	18	.00
Issue Sites	32	38	35	18	.00
Government	21	22	17	10	.00
Alternative	17	18	17	11	.00
International News	8	6	8	4	.00
Radio News	21	26	17	8	.00
Satire	25	15	15	5	.00
Fact-checking	11	15	15	8	.00
Political Blogs	25	20	20	9	.00
Political Commentary	37	35	28	16	.00

Table 3
Visited Obama and McCain Campaign Websites by Age

Candidate	18-24	25-29	30-45	46+	χ^2
Obama	45%	30%	31%	23%	.00
McCain	28%	28%	34%	15%	.00
n	121	92	409	939	

Table 4
OLS Regression Analysis of Internet Information Seeking
(Standardized Coefficients)

Independent Variables	Online News	Online Sources	Candidate Websites
Age	-.133**	-.204**	-.177**
Sex	-.111**	-.071**	-.012
Education	.192**	.186**	.065**
Republican	.032	-.042	.047
Democrat	.096**	.053*	-.010
Internet Use	.348*	.308**	.199**
Adjusted R ²	.234	.214	.089
n	1549	1549	1549
*p≤.05 **p≤.01			

Table 5
Share Online Election Content by Age

Content	18-24	25-29	30-45	46+	χ^2
Campaign Photos, Video	21%	16%	17%	8%	.00
Other's Commentary	21%	30%	30%	17%	.00
Independent Audio, Video	16%	18%	19%	11%	.00

Table 6
Post Campaign Information or Comments by Age

Places Posted	18-24	25-29	30-45	46+	χ^2
Discussion Forum	14%	12%	7%	3%	.00
Blog	15%	11%	8%	3%	.00
Networking Site	31%	14%	8%	1%	.00
Website of Any Kind	14%	7%	7%	5%	.00

Table 7
Social Networking Activities by Age

Activity	18-24	25-29	30-45	46+	χ^2
Gotten Information	20%	13%	7%	1%	.00
Started/Joined Group	16%	5%	7%	<1%	.00
Revealed Your Vote	24%	17%	8%	<1%	.00
Discovered Friend's Vote	42%	26%	14%	1%	.00
"Friended" Candidate	11%	8%	4%	<1%	.00

Table 8
OLS Regression Analysis of Communication and Interaction
(Standardized Coefficients)

Independent Variables	Internet Communication	Candidate Email	Share Information	Post Information	Social Networking
Age	-.075*	-.151**	-.146**	-.204**	-.334**
Sex	-.008	-.019	-.031	-.033	.023
Education	.122**	-.132**	.173**	.037	.004
Republican	.071**	-.041	.066**	-.019	.031
Democrat	.121**	-.077**	.097**	.063*	.114**
Internet Use	.261**	-.035	.320**	.147**	.151**
Adjusted R ²	.119	.052	.195	.078	.156
n	1549	1527	1549	1549	1549
*p≤.05 **p≤.01					

Table 9
Offline Equivalent Campaign Activity by Age

Activity	18-24	25-29	30-45	46+	χ^2
Contribute	6%	7%	8%	6%	n.s.
Volunteer	11%	10%	4%	3%	.00
n	132	98	463	909	

Table 10
Internet-specific Campaign Activity by Age

Activity	18-24	25-29	30-45	46+	χ^2
Updates	18%	10%	10%	5%	.00
Alerts	8%	9%	8%	5%	.00
Customize	9%	7%	3%	2%	.00
Subscribe	8%	3%	3%	1%	.00
n	132	98	463	918	

Table 12
 OLS Regression Analysis of Campaign Activity
 (Standardized Coefficients)

Independent Variables	Campaign Activity
Age	-.067**
Sex	-.067**
Education	.077**
Republican	-.010
Democrat	.161**
Internet Use	.192**
Adjusted R ²	.084
n	1549
*p≤.05 **p≤.01	