



Is a new digital
political cleavage
rising?

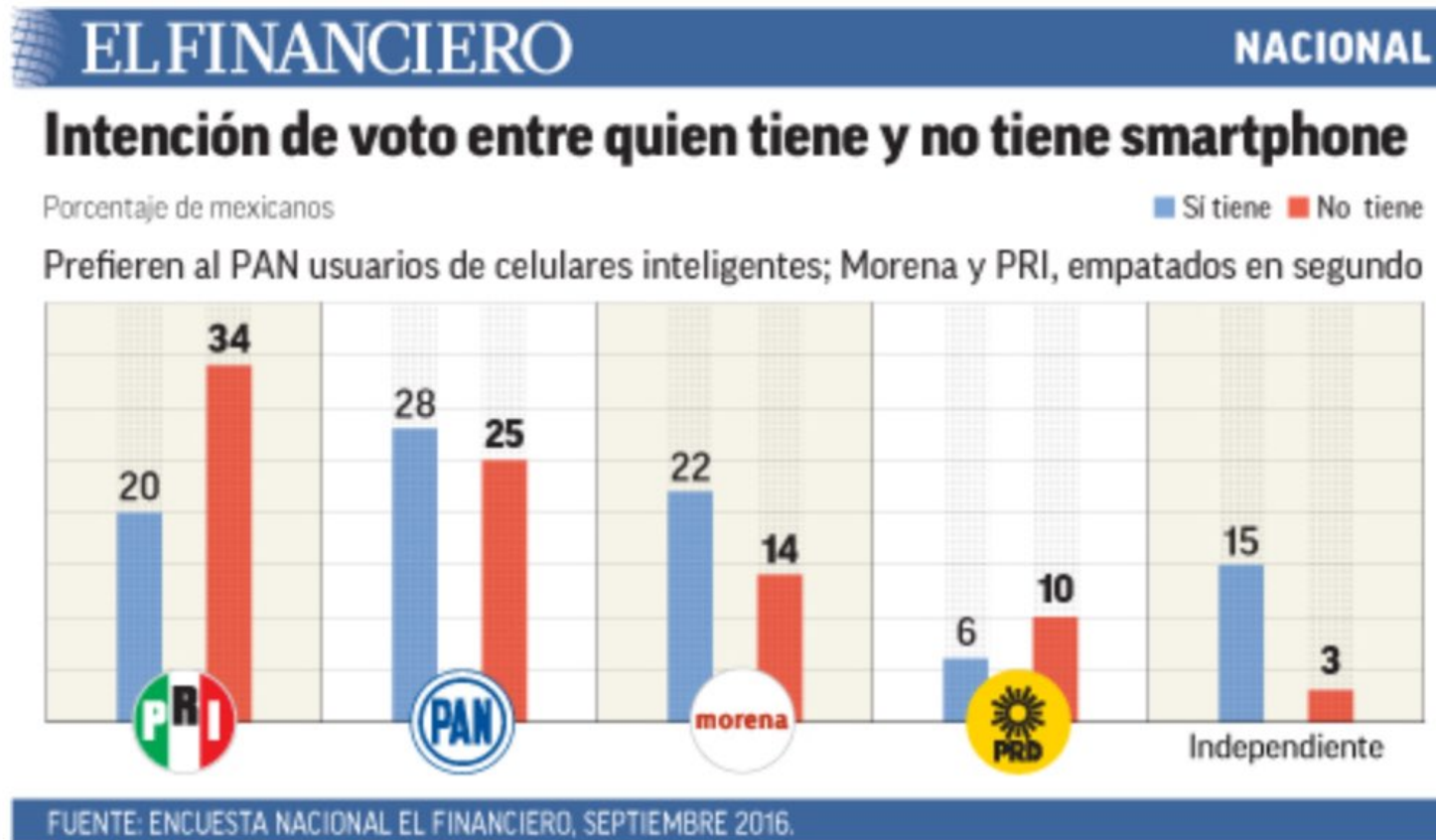
Smartphone
Voters in
Latin America

7th LCSR International
Workshop, HSE, Moscow,
April 12-14, 2017.

GIZMODO

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Where my research question comes from

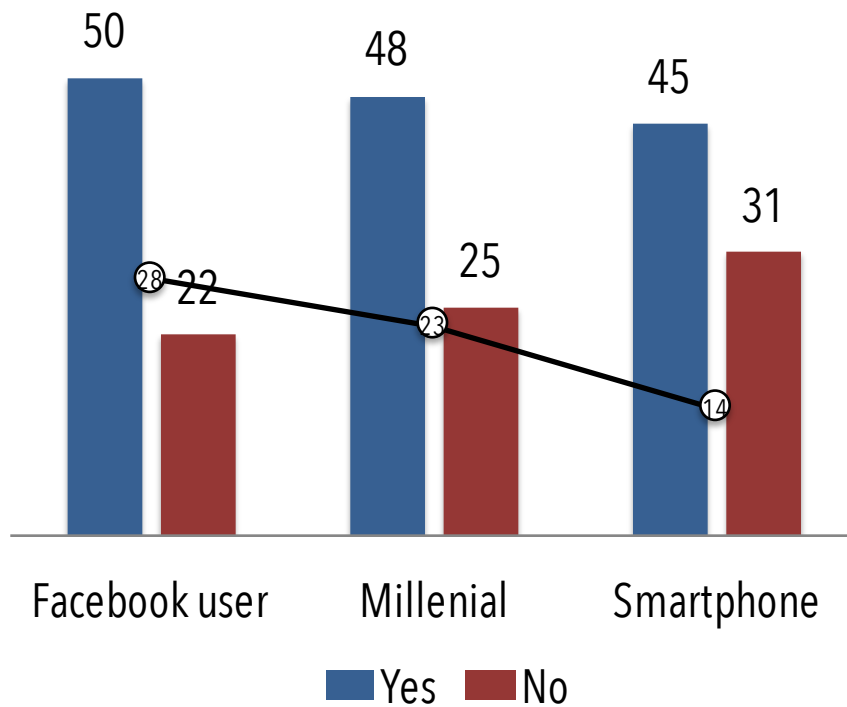


Smartphone Voters in Mexico:

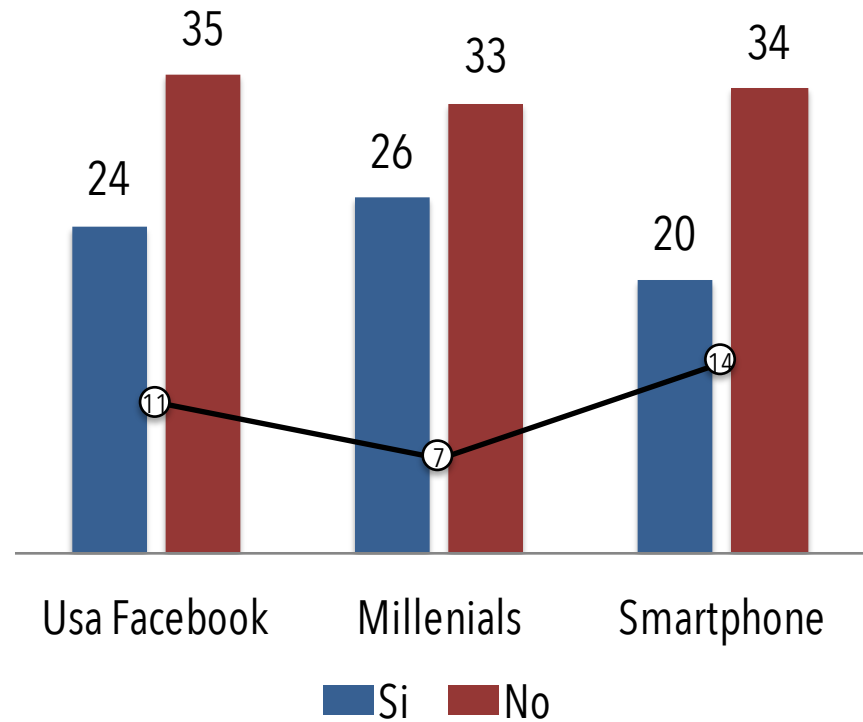
- Having (or not having) a Smartphone is a strong predictor of the vote choice.
- Its effect on voting is more significant than age or social media use (Facebook).
- It is not a **Millennial effect** or a **Facebook divide**. It seems to be a **Smartphone Cleavage**, comprehensive of age, social media use, connectivity and socioeconomic status..
- The strongest feature is to be connected (Does this mean better informed?)

A Millennial Gap? A Facebook Divide? Or a Smartphone Cleavage? México (EF Poll, SEP 2016)

Gay Marriage (% agree)

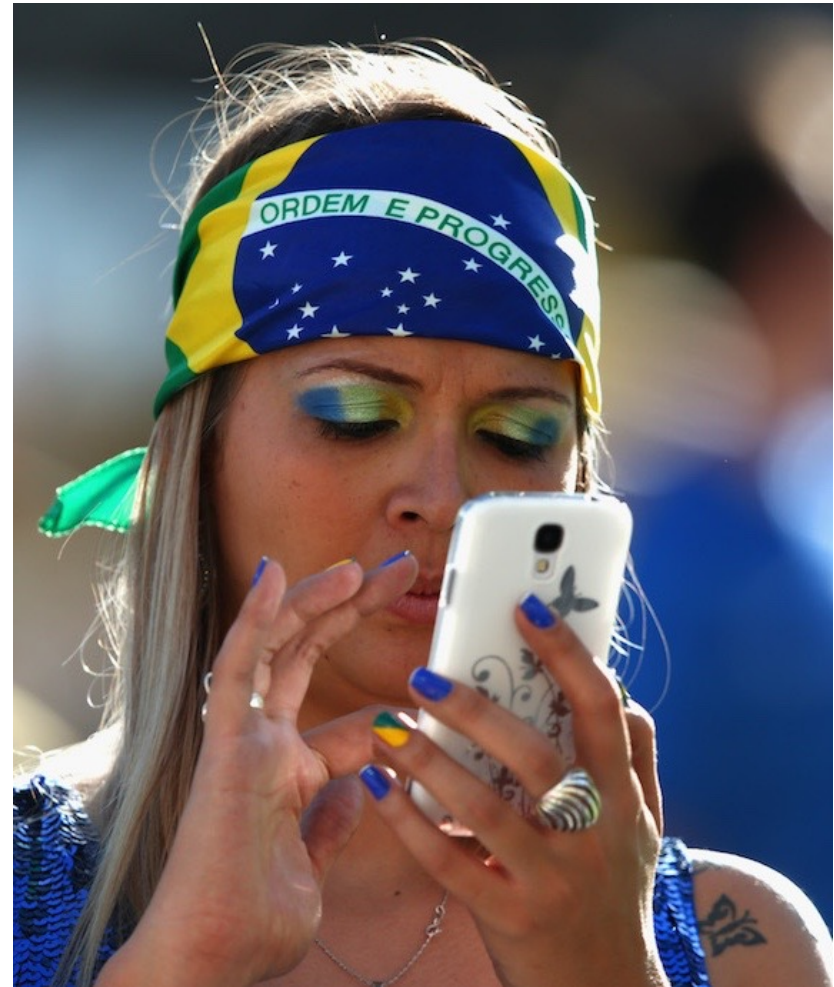


Support the Government Party (% yes)



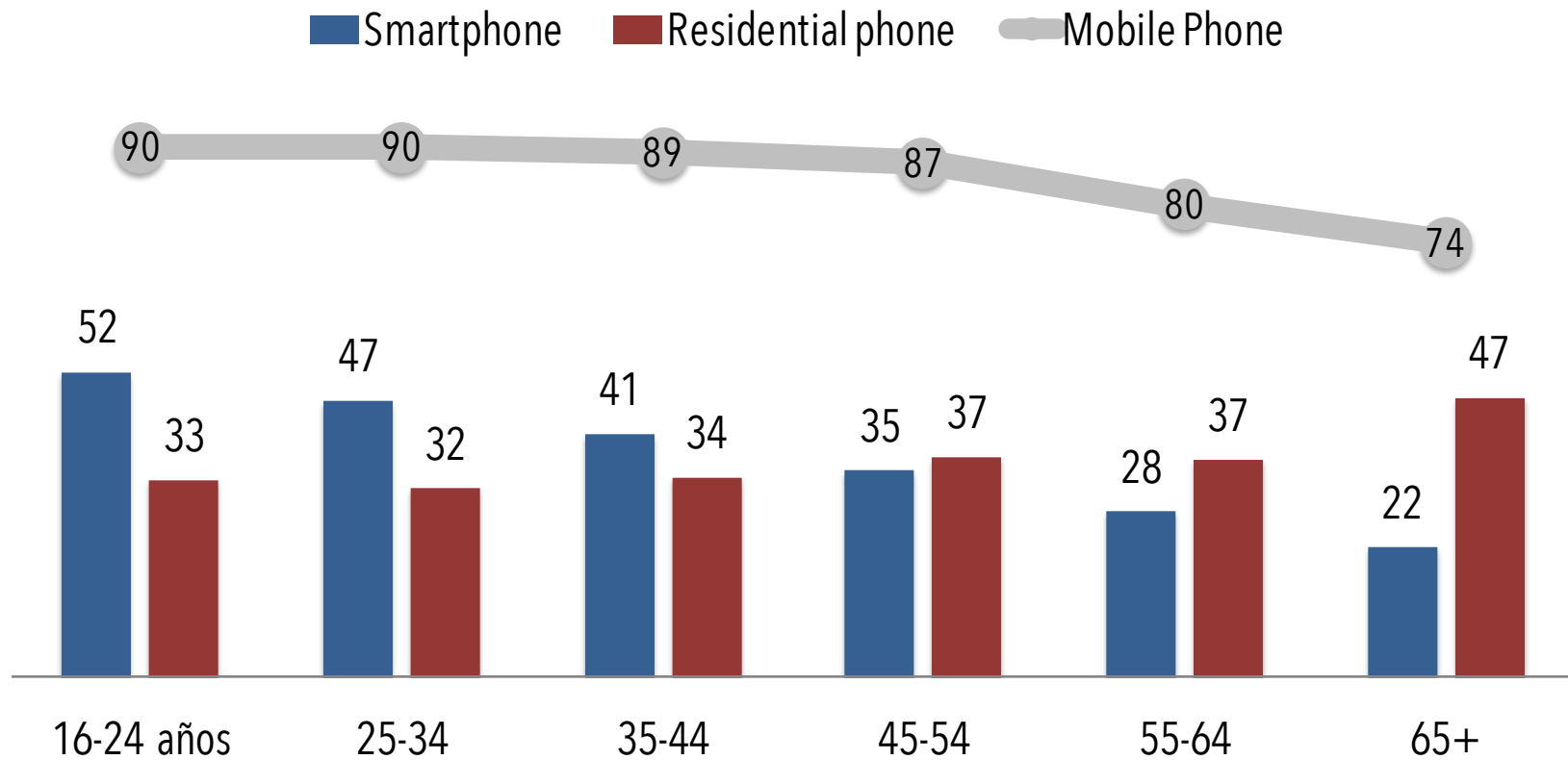
Smartphone Voters in other Latin American Countries

- Is Smartphone voting observable **in other countries** from the Latin American region?
- Are there Smartphone differences in **other political attitudes**?
- What is their **meaning**?



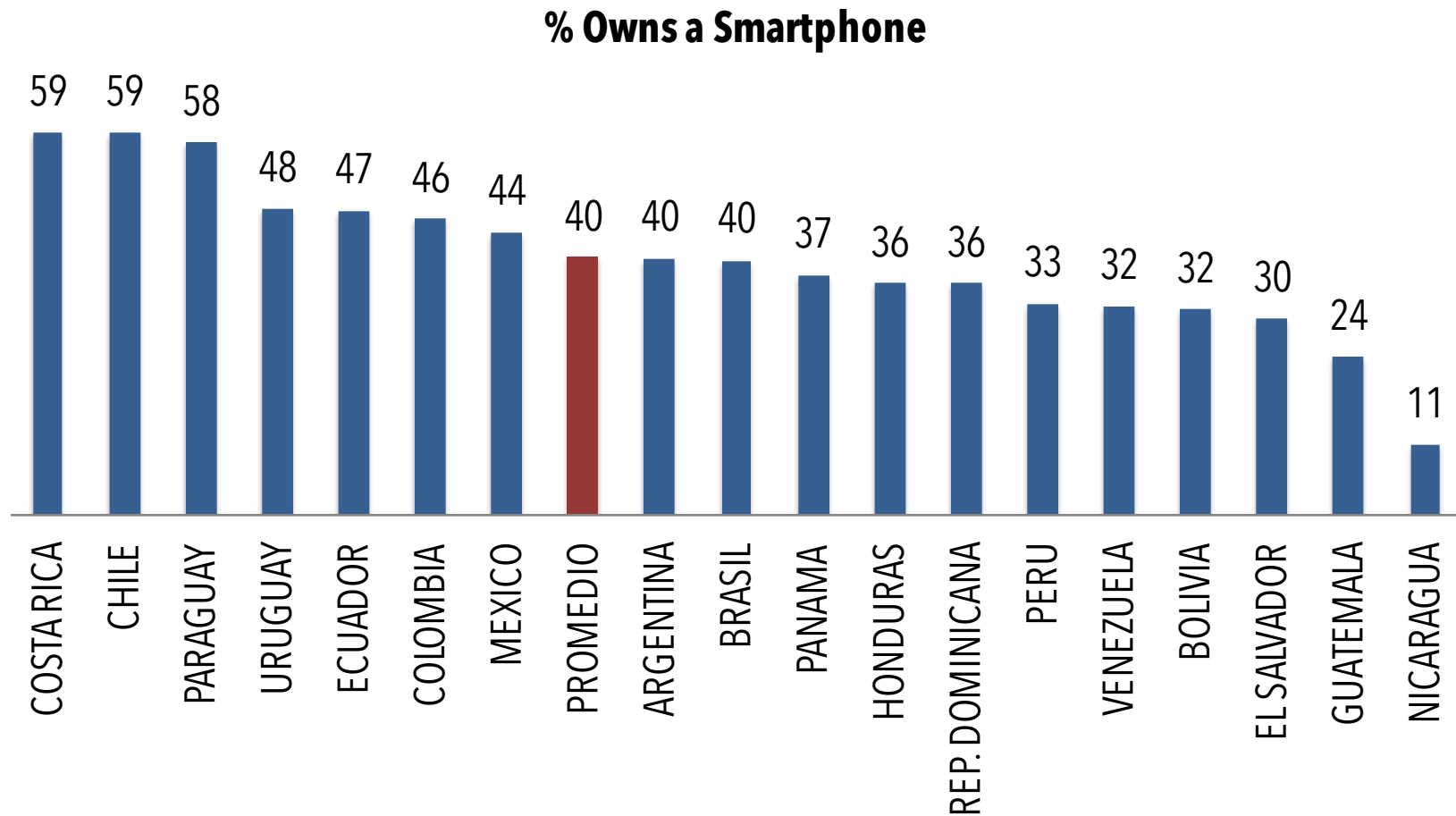
Who has a Smartphone in Latin America?

Telephone equipment in Latin America by age group



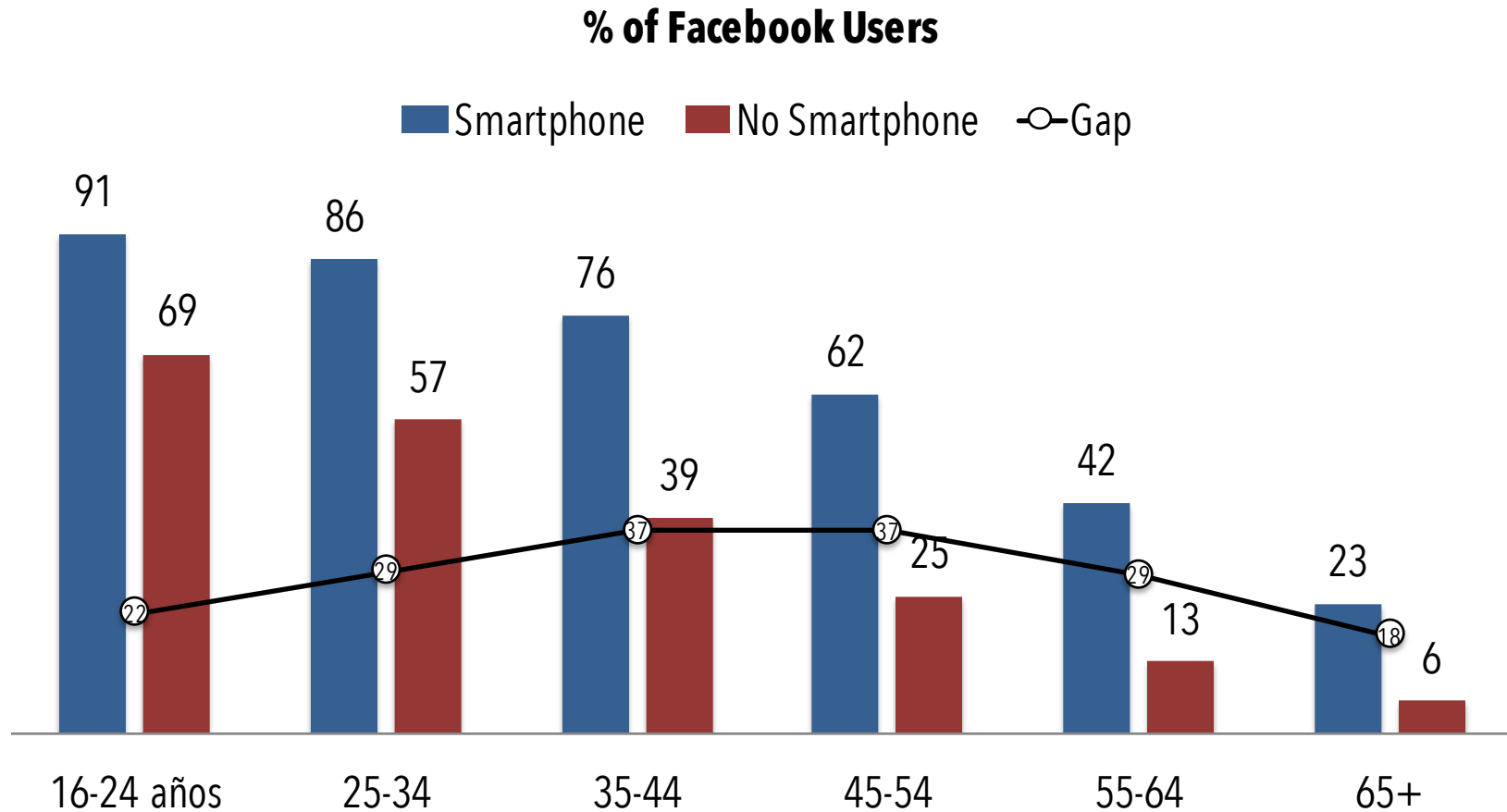
Latinobarómetro 2016, n=20,205. Regional averages: Smartphone 40%; residential phone 35%; mobile 86%.

Smartphones in Latin America



Latinobarómetro 2016, n=20,205.

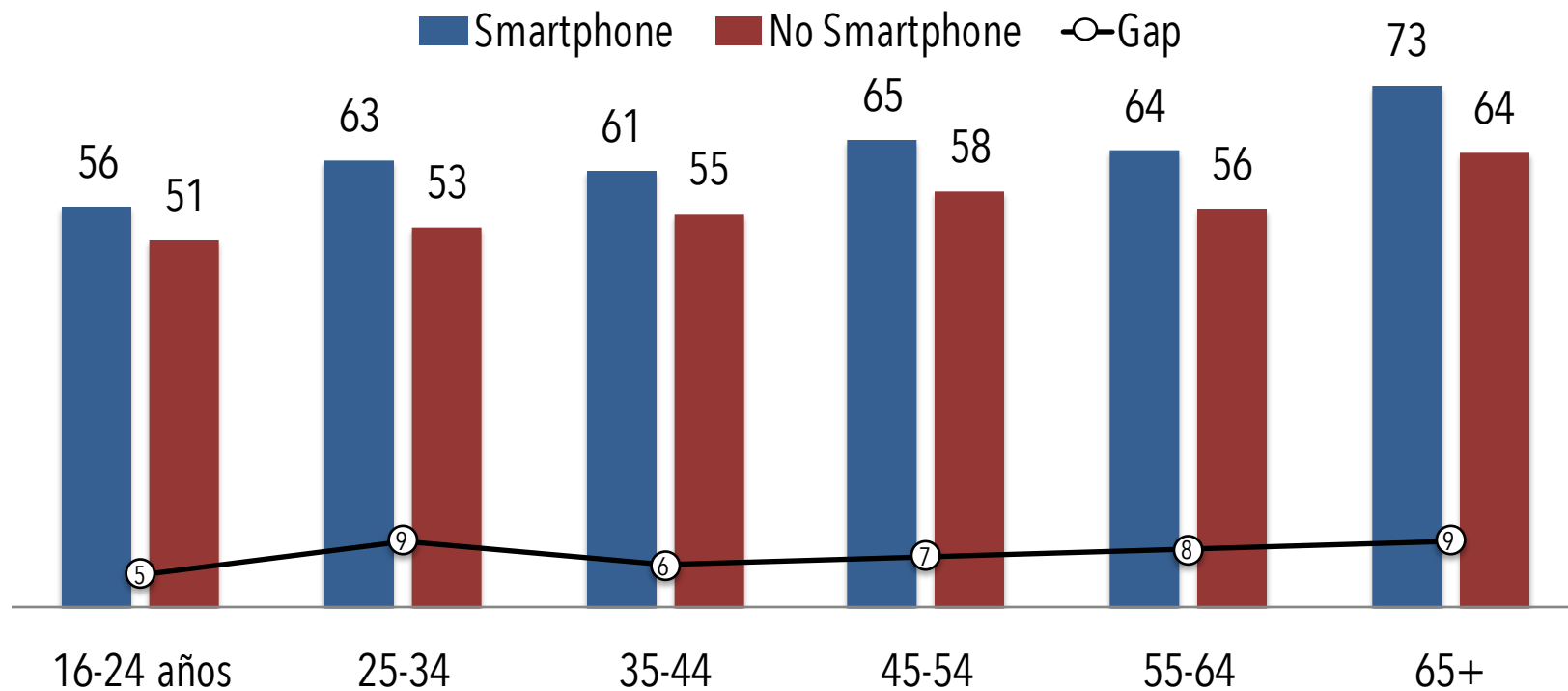
Smartphones and Social Media Use in Latin America



Latinobarómetro 2016, n=20,205.

Support for Democracy among Smartphone Users

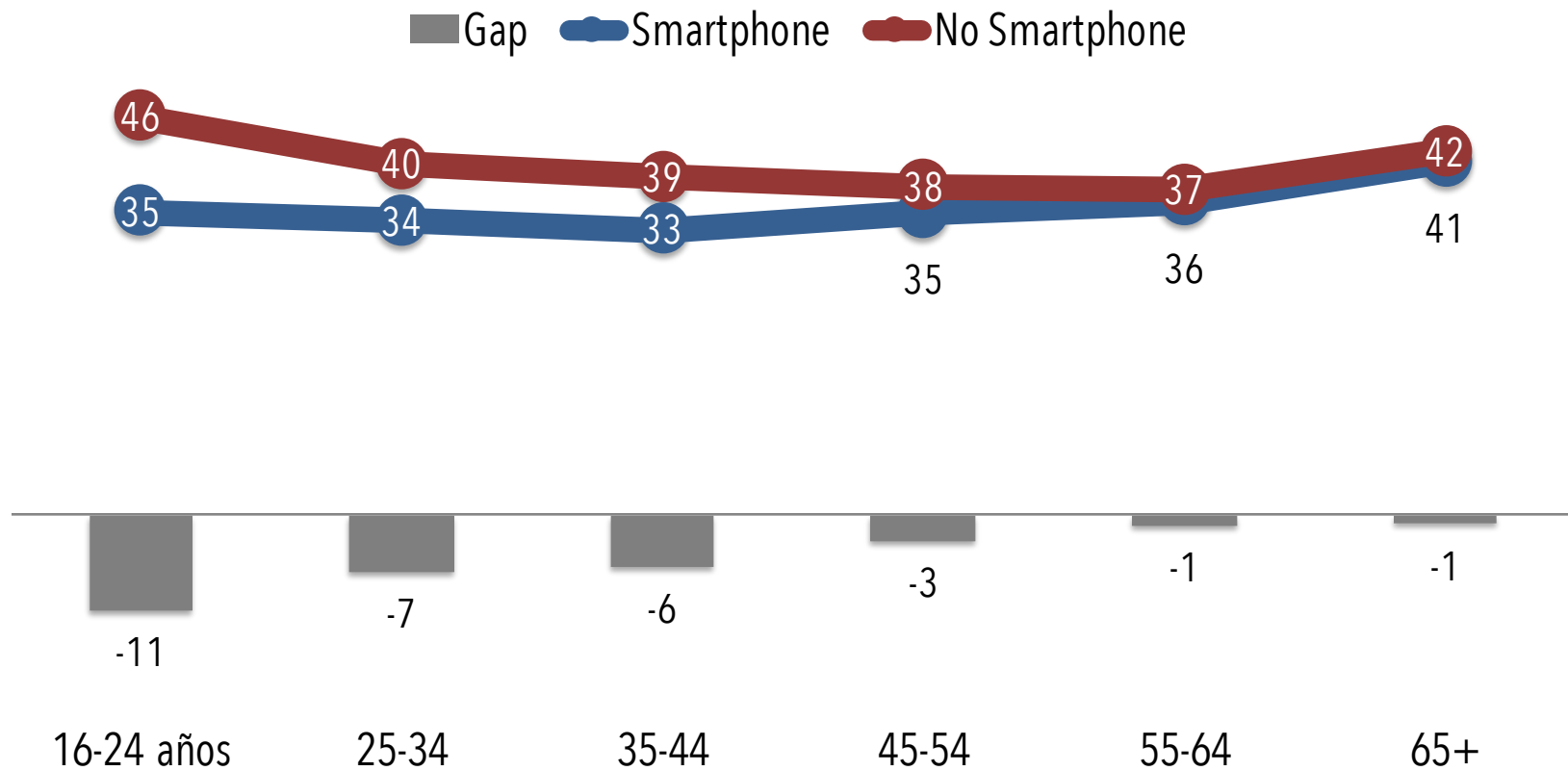
Democracy is preferable to any other form of government (% agree)



Latinobarómetro 2016, n=20,205.

Evaluating Government

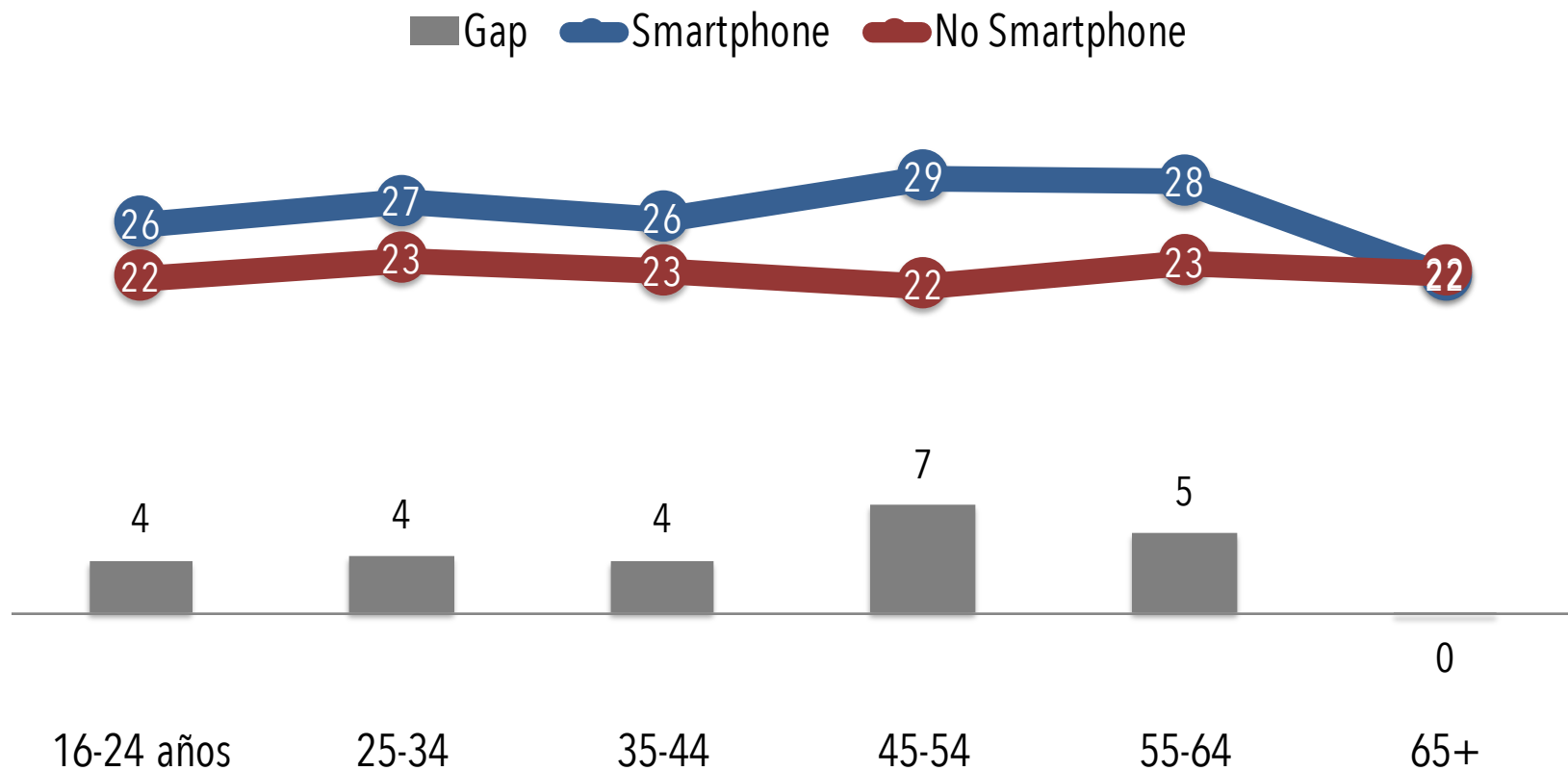
Presidential Approval



Latinobarómetro 2016, n=20,205.

Electoral Choice

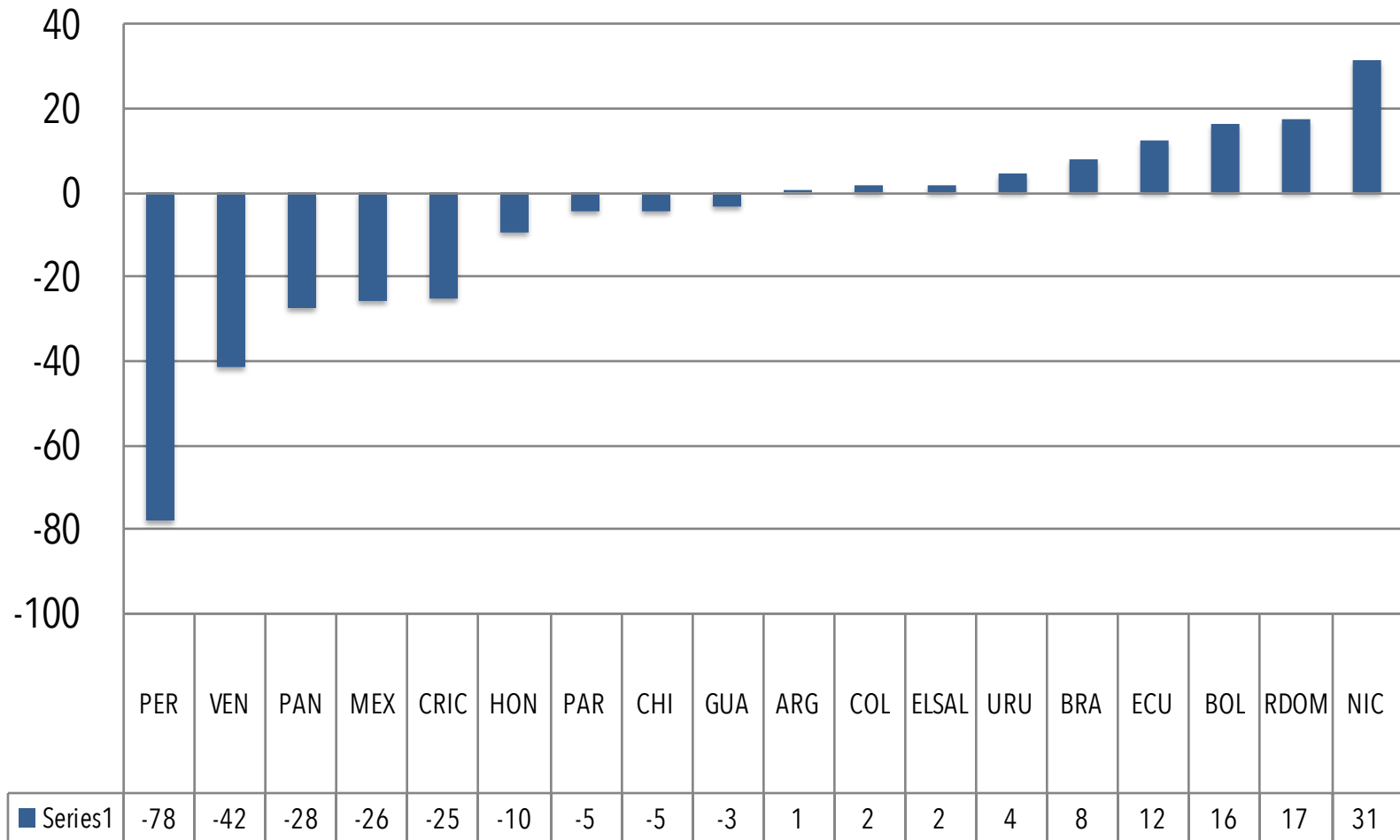
Votes for an Opposition Party



Latinobarómetro 2016, n=20,205.

Electoral Support

% Electoral Advantage for the Governing Party by Country



Preliminary Conclusions

- Analyzing the differences in political attitudes and behavior among citizens who have (or don't have) a Smartphone is an attempt to look at the younger political generations and the **new consumption patterns of political information** in Latin America.
- We are looking at three possible interrelated phenomena: a **Millennial gap, a Facebook divide and a Smartphone Cleavage**, with the latter being a stronger predicting factor of the vote choice.
- All these are new features to consider in our understanding of how Latin Americans think about politics and behave politically.