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ΠΑΝΕΠΙΣΤΗΜΙΟ
ΘΕΣΣΑΛΟΝΙΚΗΣ

ΑΝΟΙΚΤΑ
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Θέματα Εφαρμοσμένης Πολιτικής Ανάλυσης

Ενότητα 10 : Who Is Affected And Who Affects : Family, Friends, Colleagues.

Θεόδωρος Χατζηπαντελής
Τμήμα Πολιτικών Επιστημών

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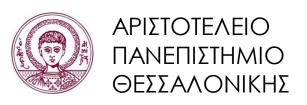
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- Το παρόν εκπαιδευτικό υλικό έχει αναπτυχθεί στα πλαίσια του εκπαιδευτικού έργου του διδάσκοντα.

- Το έργο «Ανοικτά Ακαδημαϊκά Μαθήματα στο Αριστοτέλειο Πανεπιστήμιο Θεσσαλονίκης» έχει χρηματοδοτήσει μόνο τη αναδιαμόρφωση του εκπαιδευτικού υλικού.

- Το έργο υλοποιείται στο πλαίσιο του Επιχειρησιακού Προγράμματος «Εκπαίδευση και Δια Βίου Μάθηση» και συγχρηματοδοτείται από την Ευρωπαϊκή Ένωση (Ευρωπαϊκό Κοινωνικό Ταμείο) και από εθνικούς πόρους.

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WHO IS AFFECTED AND WHO AFFECTS :
Family, Friends, Colleagues

Evangelia N. Markaki

Theodore Chadjipadelis

Presentation

T., Chandjipadelis & E., Markaki, Who Is Affected And Who Affects: Family, Friends, Colleagues (Presentation during the third meeting of the NGO "AENAO", the Environmental Movement of Thessaloniki and its European partners from Poland, Finland, Czech Republic European for project "Life Long Learning, action Grundtvig Partnership", titled "Lets make politics, female educational activities supporting women participation in public life". The topic of the meeting was political campaigns, UNESCO office of Thessaloniki, Greece, October 5th- 7th ,2011).

Περιεχόμενα ενότητας

1. Personal voting behavior.

2. Patronage and clientelism: networks of political personnel.

3. Political Parties: social institutions – contact and interaction with political personnel.

4. Political Structure - Parallel Structure.

5. Three main spheres of action (Family, Working environment, Social environment).

6. In each sphere political personnel.

Family Network 1

- Contact at home 3 times more influential that other types of contact (Huckfeldt and Sprague 1987).

- Influence more intense if parents have the same voting preference (Kavanagh 1991).

- At the age of 18 young people imitate their parents (Kavanagh 1991).

- People living at he same place often have the same political preferences (Zuckerman et al. 1994; Nickerson 2008).

- Influence is not defined but it exists (Liu et al. 1998).

- People more than 35years old trust their family environment for voting behavior issues (Apospori et al. 2006).

Family Network 2

- 60% of the voting intention passes from one family member to another (Nickerson 2008).

- People trust and ask their relatives about politics (Coffe et al. 2010).

- Political and voting behavior of the father are more influential than the preferences of the mother. (Coffe et al. 2010).

Professional Network

- In work contact with politics and political personnel via syndicalism (Martinez et al. 2009). A.With active participation. B. With conversation or "press" from colleagues.

- People till 35 years old trust their working environment for the formation of political preference (Markaki 2008).

- 10% trust a lot their colleagues for the formation of their political preference (Apospori 2006).

- Working environment's influence subtle (Hart Research Associates 2003).

- Working environment's influence based on personal interest (Hart Research Associates 2003).

Social network

- Influence: friends – relation with politics in network: (Putnam 1966) .

  - Friends who have involvement in politics :correlation .70.

  - Friends who have involvement in politics : correlation .40.

- Contacts there are flexible and the context fruitful (Huckfeldt 1979).

- Social's network influence based on (Weatherford 1982) :

  - **Politicization.**

  - **Political discussion.**

  - **Political synthesis of the network.**

  Social networks influence BUT we do not know how (Godard (2008) .

Basic Research Assumption

Research on the three spheres:

- Family network.

- Work network.

- Social network.

Investigate different levels of relationship and influence:

- gender (man/woman).

- relation (family/ colleague/ friend).

- Political engagement (political personnel, syndicalism,indifferent towards politics).

Methodology

- Quantitative research: 1.102 respondents.

- Sample from different regions in Greece.

- Period: January to May 2011.

- Questionnaires – personal interview.

  - 61 questions:

    - 2 questions with ranking.

    - 59 question with 5 likert scale.

- Use of SPSS Program for Statistical Analysis.

Methods of Analysis

- **Conjoint Analysis.**

  - a statistical tool that through a more complicated planning allows us to see with precision how a total of characteristics affects the choice or the decision-making.

- **Correlations.**

- **Statistics – frequencies.**

Creating Profiles

- **Creation of 9 profiles using three factors with the following levels:**

  - gender (man/woman).

  - relation (family/ colleague/ friend).

  - Political engagement (political personnel, syndicalism,indifferent towards politics).

  Two Main Questions:

  - Who is going to influence most another person who votes for another candidate?

  - Who is going to be influenced most by another person who votes for another candidate?

Sample's Demographics

Πίνακας 1: Gender.

GENDER	
MEN	48,3%
WOMEN	51,6%

Πίνακας 2: Age.

AGE	
18-24	20,5%
25-35	33,5%
36-45	18,4%
46-55	13,5%
56-66	9,5%
67+	4,6%

Results 1

Πίνακας 3: Utility Estimates.

Who is going to influence most another person who votes for another candidate?

Utilities		Utility Estimate	Std. Error
GENDER	WOMAN	-,489	,083
	MAN	**,489**	,083
RELATION	**FRIEND / KID**	**,045**	,110
	PARENT /SUPERVISOR	-,034	,110
	HUSBAND / COLLEGUE	-,011	,110
SPHERE	**WORK**	**,379**	,083
	FAMILY	-,379	,083
INVOLVEMENT WITH POLITICS	**POLITICAL PERSONNEL**	**,904**	,110
	NO INVOLVENT	-1,487	,110
	SYNDICALISM	,582	,110
	(Constant)	5,036	,087

Results 2

Πίνακας 4: Importance Values.

Gender	23,276
Relationship	1,528
Sphere of action	17,876
Involvement in politics	57,320

Πίνακας 5:Correlations.

Correlations[a]		
	Value	Sig.
Pearson's R	,996	,000
Kendall's tau	1,000	,000
a. Correlations between observed and estimated preferences		

Results 3

Πίνακας 6:Utilities.

Who is going to be influenced most by another person who votes for another candidate?

Utilities		Utility Estimate	Std. Error
GENDER	**WOMAN**	**,099**	,072
	MAN	-,099	,072
RELATION	**FRIEND / KID**	**,144**	,096
	PARENT /SUPERVISOR	-,182	,096
	HUSBAND / COLLEGUE	,038	,096
SPHERE	**WORK**	**,076**	,072
	FAMILY	-,076	,072
INVOLVEMENT WITH POLITICS	POLITICAL PERSONNEL	-1,251	,096
	NO INVOLVENT	**1,681**	,096
	SYNDICALISM	-,431	,096
	(Constant)	4,942	,076

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Results 4

Πίνακας 7: Importance Values.

Gender	5,495
Relationship	9,041
Sphere of action	4,189
Involvement in politics	81,275

Πίνακας 8:Correlations.

Correlations[a]		
	Value	Sig.
Pearson's R	,997	,000
Kendall's tau	.944	,000
a. Correlations between observed and estimated preferences		

Based on questionnaire

40% family does not and 36,7% family influence.61,4% friends network does not influence.

76,5% working environment does not influence. 48,6% personal interest does not influence and 34,0% it does.

67,9% contact with political personnel does not influence. 61,5% family political tradition influence.

59,3% is not annoyed when others talk about politics.16,7% politically affects others and 54% not.

17% have influenced others and 64% have not.80% do not believe that persuade the others and 8% do.

62% do not take into account others' opinion in order to decide.

Informative Discussion in networks and participative influence 1

Πίνακας 9:Correlations.

Correlations		Informative source: Discussion with friends	Informative source: Discussion with colleagues	Informative source: Discussion with family and relatives
Work for a politician	Pearson Correlation	,139**	,164**	,108**
	Sig. (2-tailed)	,000	,000	,000
	N	1095	1094	1096
Work for a political party	Pearson Correlation	,119**	,151**	,114**
	Sig. (2-tailed)	,000	,000	,000
	N	1094	1093	1095
Support financially a politician	Pearson Correlation	,076*	,151**	,009
	Sig. (2-tailed)	,012	,000	,768
	N	1091	1090	1092
Support financially a political party	Pearson Correlation	,057	,129**	-,025
	Sig. (2-tailed)	,061	,000	,402
	N	1092	1091	1093
Participation in a candidate's reunions	Pearson Correlation	,082**	,115**	,141**
	Sig. (2-tailed)	,007	,000	,000
	N	1094	1093	1095

Source of information

Πίνακας 10:Sourse of Information.

Discussion	with friends	with colleagues	with family/relatives
ABSOLUTELY	5.5%	2.3%	13.4%
A LOT	24.8%	13.2%	31.0%
SO AND SO	25.4%	25.6%	27.3%
A LITTLE	24.9%	28.6%	16.2%
NOT AT ALL	19.4%	30.2%	12.1%

Candidate

Πίνακας 11: Candidate.

	work for	financially support	attend meetings	watching TV	organize a meeting for	influence for
not at all	67.8%	86.7%	56.7%	19.2%	83.5%	54.4%
a little	11.7%	6.3%	19.3%	19.0%	7.4%	18.7%
so and so	10.2%	4.5%	11.9%	26.7%	5.4%	12.8%
a lot	6.6%	1.6%	8.0%	22.8%	2.4%	9.6%
absolutely	3.8%	.9%	4.1%	12.3%	1.4%	4.6%

Political party

Πίνακας 12:Political party.

	work for	financially support	attend meetings	watching TV	organize a meeting for	influence for
not at all	67.8%	86.7%	56.7%	19.2%	83.5%	54.4%
a little	11.7%	6.3%	19.3%	19.0%	7.4%	18.7%
so and so	10.2%	4.5%	11.9%	26.7%	5.4%	12.8%
a lot	6.6%	1.6%	8.0%	22.8%	2.4%	9.6%
absolutely	3.8%	.9%	4.1%	12.3%	1.4%	4.6%

Informative Discussion in networks and participative influence 2

Πίνακας 13:Correlations.

Correlations		Informative source: Discussion with friends	Informative source: Discussion with colleagues	Informative source: Discussion with family and relatives
Participation in a political party's reunion	Pearson Correlation	,062*	,111**	,151**
	Sig. (2-tailed)	,042	,000	,000
	N	1092	1091	1093
Organizing reunion for a political candidate	Pearson Correlation	,079**	,151**	,063*
	Sig. (2-tailed)	,009	,000	,036
	N	1095	1094	1096
Organizing reunion for a political party	Pearson Correlation	,077*	,128**	,049
	Sig. (2-tailed)	,011	,000	,108
	N	1095	1094	1096
Influence others about a candidate	Pearson Correlation	,123**	,125**	,152**
	Sig. (2-tailed)	,000	,000	,000
	N	1095	1094	1096
Influence others about a political party	Pearson Correlation	,102**	,102**	,146**
	Sig. (2-tailed)	,001	,001	,000
	N	1094	1093	1095

**. Correlation is significant at the 0.01 level (2-tailed).

Information Sources – tension to participate

Πίνακας 14:Correlations.

Correlation		Politics provoke tension to participate
Informative sources: discussion with friends	Pearson Correlation	,179**
	Sig. (2-tailed)	,000
	N	1095
Informative sources: discussion with colleagues	Pearson Correlation	,189**
	Sig. (2-tailed)	,000
	N	1094
Informative sources: discussion with family and relatives	Pearson Correlation	,134**
	Sig. (2-tailed)	,000
	N	1096

Discussion in Networks – Homogeneity in voting behavior

Πίνακας 15:Networks.

		Homogeneity in voting behavior in family	Homogeneity in voting in working environment	Homogeneity in voting with friends
Discussion with friends	Pearson Correlation	-,007	,103**	,169**
	Sig. (2-tailed)	,829	,001	,000
	N	1095	1089	1095
Discussion with colleagues	Pearson Correlation	-,008	,219**	,101**
	Sig. (2-tailed)	,801	,000	,001
	N	1094	1088	1094
Discussion with family and relatives	Pearson Correlation	,230**	,058	,073*
	Sig. (2-tailed)	,000	,055	,016
	N	1096	1090	1096

Influence in networks – Discussion in Networks

Πίνακας 16:Correlations.

Correlations		Informative source: Discussion with friends	Informative source: Discussion with colleagues	Informative source: Discussion with family and relatives
My opinion about politics counts a lot on the others	Pearson Correlation	,127**	,147**	,111**
	Sig. (2-tailed)	,000	,000	,000
	N	1094	1093	1095
Friends and people I know decide what to vote after having asked my opinion	Pearson Correlation	,112**	,180**	,123**
	Sig. (2-tailed)	,000	,000	,000
	N	1095	1094	1096
My opinion has influenced the voting behavior of friends	Pearson Correlation	,083**	,123**	,098**
	Sig. (2-tailed)	,006	,000	,001
	N	1094	1093	1095
Often I persuade people to vote the party I want	Pearson Correlation	,105**	,139**	,126**
	Sig. (2-tailed)	,000	,000	,000
	N	1095	1094	1096
Often I ask my friends about what to vote	Pearson Correlation	,197**	,152**	,172**
	Sig. (2-tailed)	,000	,000	,000
	N	1095	1094	1096

Conclusion 1

- Formation of political preferences : result of personal and individual reasons influenced by networks.

- Networks needs participants and function.

- People choose in which network want to belong .

- Networks influence is multivariable procedure.

- People form the political preference appraising and filtering information produced or transmitted in networks.

- Networks information management and diffusion more crucial than the personal characteristics of participants.

- Voting behavior: group process via interpersonal communication in networks.

Conclusion 2

- We are influenced by people we interact.

- Women are more influenced.

- Frequency, homogeneity, ideology, party identification, political interest influence the network's influential power.

- Demographic characteristics influence the network's influential power.

- The intensity of the connection influence the network's influential power.

- Influential powers results from everyday activities (marriage, dinner with friends).

- Same choices or preferences on everyday life activities conduct to same voting behavior.

Σημείωμα Χρήσης Έργων Τρίτων

- Το Έργο αυτό κάνει χρήση των ακόλουθων έργων:

- Πίνακες

- Πίνακας 1-16: Ανάλυση Δεδομένων.

Σημείωμα Αναφοράς

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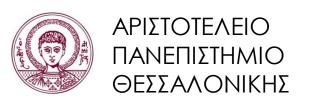

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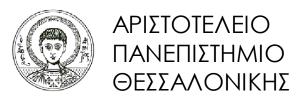[1] http://creativecommons.org/licenses/by-nc-nd/4.0/

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Θεσσαλονίκη, Χειμερινό Εξάμηνο 2014-2015

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- το Σημείωμα Αδειοδότησης
- τη δήλωση Διατήρησης Σημειωμάτων
- το Σημείωμα Χρήσης Έργων Τρίτων (εφόσον υπάρχει)

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