

# Advice, test or toy?

*Images of Stenwijzer/ WoM*

Marcel Boogers

*Tilburg School of Politics and Public Administration*



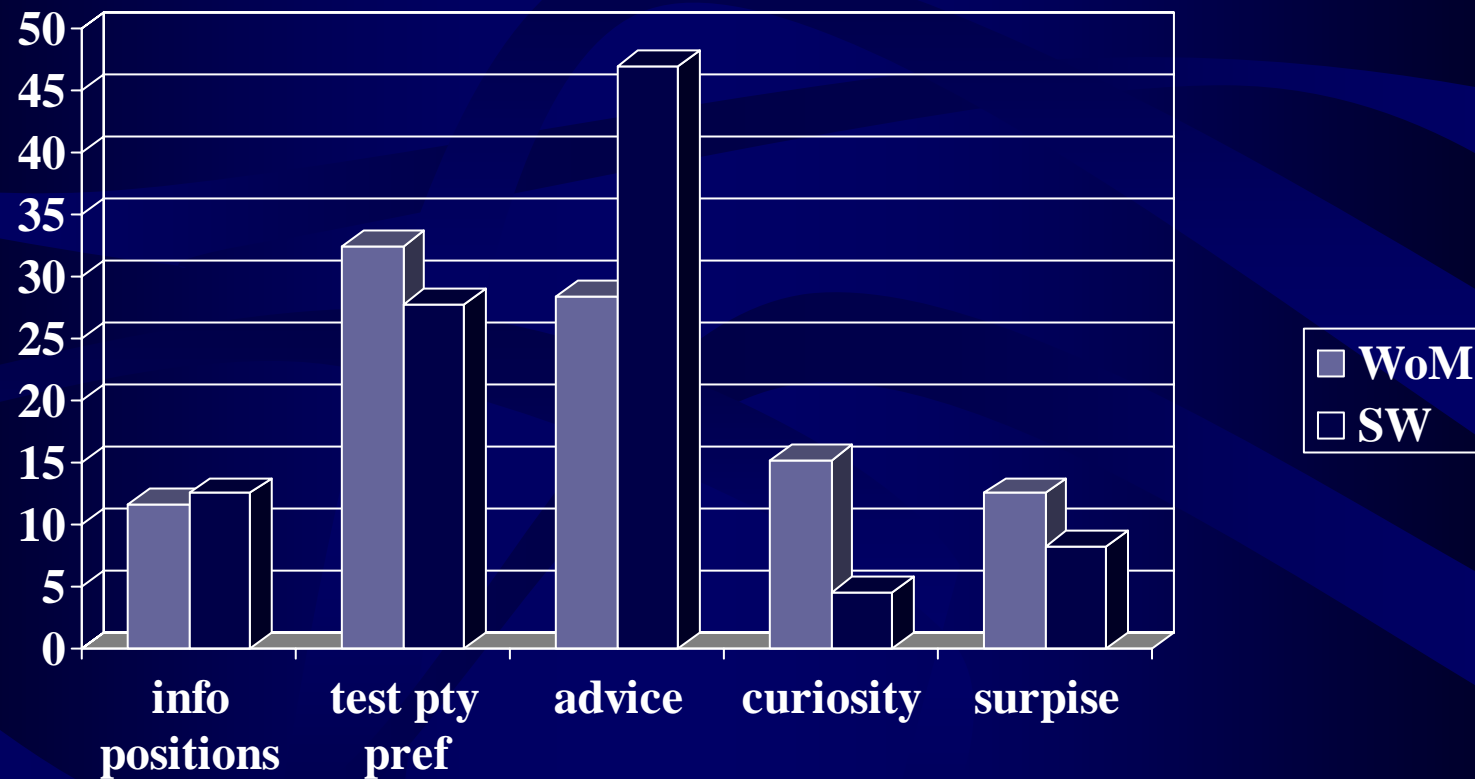
# Online survey

- Reasons for using the SW/ WoM
- Perceived impact of the SW/WoM
- Political knowledge, political interest
- Electoral preferences
- Socio-demographic characteristics users
- 12000 completed surveys from WoM-users;  
14000 from SW-users

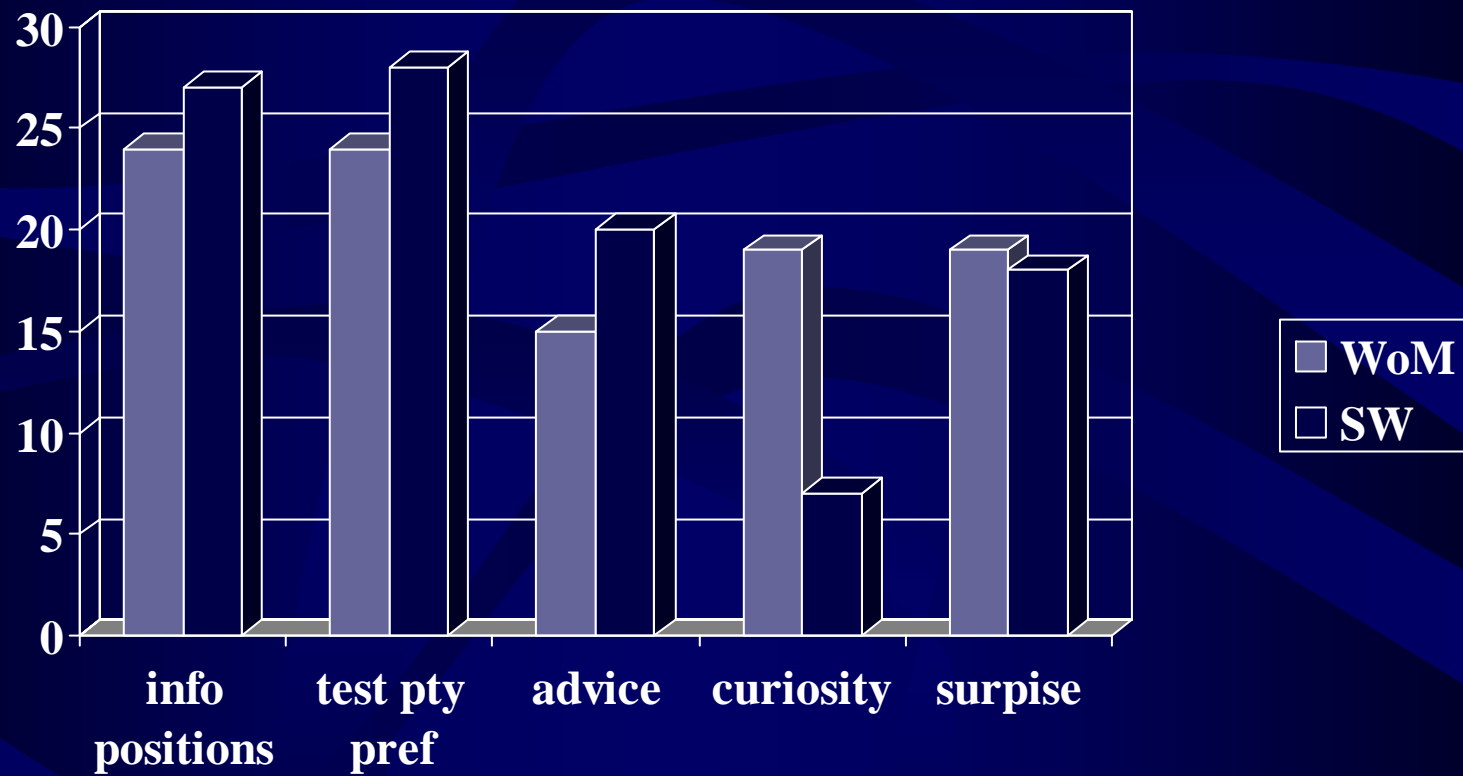
# Presentation

- Reasons for using SW/ WoM
- Typology of users
- Perceived significance

# Motives for using SW/ WoM



# 2<sup>nd</sup> Motive



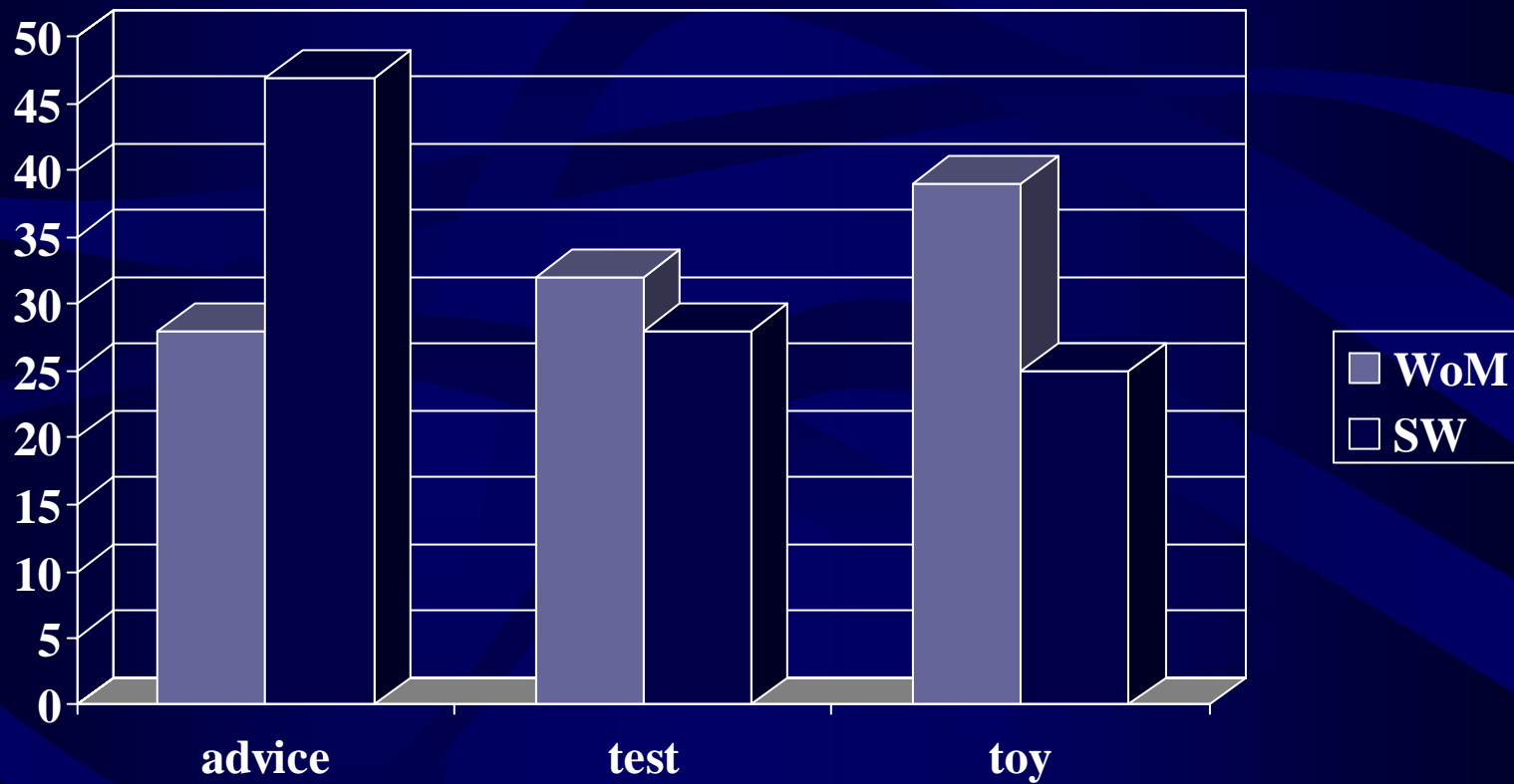
# SW national and european elections



# Typology

- Two-step cluster analysis on 1<sup>st</sup> and 2<sup>nd</sup> reason for using SW/WoM
- 3 types of users who have different images of SW/ WoM
  - ADVISE: getting voting advise
  - TOY: trying out and being surprised
  - TEST: check on initial party preference

# Typology of users





# Typology of users

- ADVISE: Female, low interest in politics and political knowledge
- TEST: Male, high interest in politics
- TOY: Male, young, high interest in politics

# Evaluation SW/ WoM

- Clarified European issues and party positions
- Helped with making party choice
- Encouraged to look for more info
- Stimulated debate with peers
- Motivated to cast a vote for the EU-elections
- Changed party preference
- Was fun

# Factor analysis

- 3 different aspects of the SW/ WoM significance
  - A) Impact on political knowlegde
  - B) Impact on political engagement
  - C) Impact on voting behaviour

# Impact

- **A) Impact on political knowlegde (58%)**
  - Female, high interest, low knowlegde
- **B) Impact on political engagement (38%)**
  - Female, high interest, low knowledge
- **C) Impact on voting behaviour (4%)**
  - D66, LPF/ SPD, FDP, high interest, low knowlegde

# Impact SW/ WoM

