

Electors are from Facebook, political geeks are from Twitter: Political information consumption in Argentina, Spain and Venezuela¹

KOME – An International Journal of Pure
Communication Inquiry
Volume 7 Issue 1, p. 42-62.
© The Author(s) 2019
Reprints and Permission:
kome@komejournal.com
Published by the Hungarian Communication
Studies Association
DOI: 10.17646/KOME.75698.62

Carmen Beatriz Fernández and Jordi Rodríguez-Virgili

University of Navarra, SPAIN

Abstract: This article compares the patterns of political information between general voters and the most interested audiences (journalists, academics, consultants and political leaders), focusing on the case studies of three critical elections held in 2015: the last general elections from Argentina, Spain, and Venezuela. The method used compared primary data for specialized audiences (also called “political geeks”) with secondary data for normal voters, taken from three different external sources. The research found that the habits and sources of political information of specialized audiences during the electoral campaign differ from those of the general voting public. Specialized publics rely more on social networks as source of political information than general voters, however the gap is bigger on Twitter and narrower for Facebook. Voters in general use Facebook and WhatsApp more than specialized audiences do. In addition, there is a shift of the center of gravity of the campaigns towards the digital world, both in the specialized publics and in the normal electoral population, but digital migration seems to be more accelerated among specialized audiences than among ordinary voters. It was also observed that political information tends to lead to media convergence and a consolidated or “hybrid” communication system. This research also suggests that despite the rapid acceptance of the digital in the information world, it is possible that little journalism, research, or campaigning is being done where the massive audiences really are .

Keywords: Infopolitics, Cyberpolitics, Social media, Political communication, Elections, Campaigns, Media use

¹ *Acknowledgements:* This article is an upgraded version, including substantial new findings, of our article “El consumo de información política de los públicos interesados comparado con el del electorado general. Los casos de las elecciones de Argentina, España y Venezuela de 2015”, *Revista de Comunicación*, 16 (2), pp. 60-87 <https://doi.org/10.26441/RC16.2-2017-A3>

Address for Correspondence: Jordi Rodríguez-Virgili [jrvirgili\[at\]unav.es](mailto:jrvirgili[at]unav.es)

Article received on the 13th February, 2019. *Article accepted* on the 12th May, 2019.

Conflict of Interest: The authors declare no conflicts of interest.