

The effect of attention to news on the political participation of young people in the Metropolitan Area of Monterrey, Mexico. A longitudinal study

El efecto de la atención a noticias en la participación política de los jóvenes en el Área Metropolitana de Monterrey, México. Un estudio longitudinal

O efeito da atenção à notícia sobre a participação política dos jovens na Área Metropolitana de Monterrey, no México. Um estudo longitudinal

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ABSTRACT

This study aims to determine the role of the media in the attention to news as a trigger for the political participation of young people, an essential factor for the development of democracy in the State of Nuevo León. With a longitudinal approach, it applies a quantitative cutoff methodology through two opinion surveys at different times. The most relevant results show that attention to news and policy programs does generate a positive interest in youth in this area, an interest that is expressed in the conventional political participation of young people, but not in the unconventional.

Keywords: attention to news and political TV shows, systemic approach, political participation, interest in politics.

RESUMEN

Este estudio tiene como propósito determinar el papel de los medios en la atención a noticias como desencadenantes de la participación política de los jóvenes, factor indispensable para el desarrollo de la democracia en el Estado de Nuevo León. Con un enfoque longitudinal, aplica una metodología de corte cuantitativo mediante dos encuestas de opinión en diferentes momentos. Sus resultados más relevantes muestran que la atención a noticias y programas de política sí genera en los jóvenes un interés positivo en ese ámbito, interés que se ve expresado en la participación política convencional de los jóvenes, pero no en la no convencional. Palabras clave: atención a noticias y programas de política, enfoque sistémico, participación política e interés en la política.

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RESUMO

Este estudo visa determinar o papel da atenção da mídia para a notícia como gatilhos de participação política dos jovens, indispensáveis para o desenvolvimento da democracia no estado do fator de Nuevo Leon. A abordagem longitudinal aplica uma metodologia quantitativa cortado por duas pesquisas de opinião em momentos diferentes. Seus resultados mais relevantes mostram que a atenção às notícias e programas políticos sobre a juventude gera um interesse positivo nesta área, você vê interesse manifestado na participação política convencional de jovens, mas não em na participação política não convencional.

Palavras-chave: atenção às notícias e programas políticos, abordagem sistêmica, participação política, interesse na política.

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INTRODUCTION

This study is framed in the state of Nuevo Leon, which represents—according to data from the National Institute of Statistics and Geography (INEGI)—4.3% of the total population of Mexico. A 87.4% of its population is located in the Metropolitan Area of Monterrey (AMM), capital municipality of the state. On the other hand, according to information from the National Electoral Institute (INE), at April 2017, 18 to 29-year-olds represent 28.3% of the voters' nominal voters list (citizens who have a valid voting credential). This reality indicates that the political partition of this sector of the population is indispensable for the democratic development of the entity.

Considering the relevance of the political participation of young people in the state, it is taken as an object of study, for which two opinion polls were applied at different times in the municipalities that comprise the Metropolitan Area of Monterrey, Nuevo Leon, financed by the Program for Professional Teacher Development, for high education (PRODEP).

In this regard, it is important to note that the political participation of young people in the public space in Mexico, according to the results of the National Survey of Political Culture of Youth (ENC PJ, 2012) is scarce. They show little interest in local, state or national problems, and pay little attention to print media. Their relationship with the media is practically reduced for entertainment purposes and follow up on the crime news. However, their credibility in the news delivered by television channels is relatively high.

The objectives of the study are twofold: to compare the results of the two applied opinion polls to determine if there is any change in the processes of youth participation between the two inquiries; and to verify the proposal of the study, according to which the news and policy programs are inputs to the political actor's system of action, and generate in him an interest that motivates him to participate politically in order to influence the authority's decision making.

This paper presents, firstly, the theoretical framework, which conceptualizes the attention to news and TV shows on politics as an element of political communication, the study approach, the different types of political participation (conventional and unconventional),

and interest in politics. A second stage explains the methodology used for the application of the quantitative instrument, to finally present the analysis of results in relation to the variables of the study, and the discussion and conclusions of the research.

THEORETICAL FRAMEWORK

THEORIES OF POLITICAL COMMUNICATION

One of the main points of this research focuses on political communication, which, according to Mazoleni (2010), can be defined as "the exchange and confrontation of content of public-political interest produced by the political system, the media system and the citizen-electoral" (p.36). In this sense, Ochoa (1999) argues that the process of political communication "consists essentially in the exchange of messages of a political order, between emitters and receivers. These roles can be played by either government or citizens in a framework of the social system" (p.19). The study of political communication has as one of its objectives to examine the effects of communication on politics; that is to say, the incidence of communication in the citizens for the maintenance of their political commitment as members of the State (García & Maurer, 2009).

For its part, Reyes (2007) states that political communication aims to inform citizens about decisions made by their rulers and how they can directly or indirectly affect them. From this perspective, political communication is the way by which citizens can meet their leaders and express their ideas. It states that communicating is an act of a political nature, and that "political communication in this context is the link that facilitates the information process in terms of its scope, meaning and possibilities, and is fundamental to the functioning of political systems" (p.144).

In relation to the above, Newton (2006) emphasizes that communication in a democratic system is determinant to know the work of the rulers and transmit that information to the population in general. In this way, political communication helps to promote in citizens certain patterns of behavior in relation to the performance of their government. At the same time, through the information they present, the media helps the formation of social cognitions of the public. This implies

that the information transmitted by the media can directly influence the population, generating different opinions (Abundis, 2007); therefore, "when reaching a large part of the population, the media can influence and determine the agendas of topics of that the public opinion debates and generate certain trends or modify ideologies" (Saldierna & Muñiz, 2015, p.39).

Likewise, the media influence the political attitudes of citizens. In this sense, two opposite theories interpret this relation. The first is that of the media malaise, according to which the media have a negative influence on the attitudes of citizens towards politics, generating disaffection, apathy and political cynicism; that is, they reduce political mobilization. In contrast to this perspective, theories of political mobilization indicate that the media produce positive effects on the political attitudes of citizens, that is, they promote political participation.

According to Norris (2001), it was Kurt Lang and Gladys Engel Lang, in their study *The mass media and voting*, published in 1966, the first to relate the disenchantment towards politics by the American public with the growth of the news channels. At the same time, he points out that it was Michael J. Robinson, in 1976, who promoted the term *videomalaise*, in his study *Public Affairs Television and the Growth of Political Malaise: The Case of the Selling of the Pentagon*, where he describes the lessening of credibility in public institutions.

Schreiber and García (2004) argue in these matters that theories of media malaise are based on two main propositions: that "political communication processes have a significant impact on citizens' civic behavior, and that this impact occurs in a negative direction" (p.134). In this regard, they point out that the political communication process creates a decrease in citizens' civic commitment, that is, the media negatively influence political participation.

In general, the theories of political mobilization focus on the positive and negative effects of the mass media on people. Thus, García and Vázquez (2007) argue that "the contemporary media have a significant impact on the public; this point is shared with media malaise, but, unlike it, in a positive direction, that is, maintaining and promoting democratic participation" (p.40). Theories of political mobilization show that

there is a relevant relationship between the media and the public, which is a positive correlation, that is, they promote civic engagement and citizen participation.

Among the theories of political mobilization, we find the "virtuous circle theory" proposed by Pippa Norris (2000), according to which people exposed to news in general, and electoral campaigns in specific, are more politically prepared, and at the same time they rely more on the government and the political system, so it can be said that they are the most participatory. Norris points out that "in the long run, through repeated exposure to information, as in the process of socializing in family or in the workplace, there can be a virtuous circle where the media and the parties' campaigns serve to activate the assets" (p.27).

In relation to the above, Norris (2000) states that consumers of news on television and regular readers of newspapers show a greater interest in continuing to be informed and committed to politics. From this perspective, Muñiz and Maldonado (2011) indicate that the most politically active people are those who have a greater exposure to informative content in political matters. These contents will generate greater political activism in areas such as interest, trust, and participation.

A study by Rojas (2006) examines the model of asymmetric reciprocal causality (communicative mediation), which is located within theories of political mobilization. In this model it is argued that there must be some reciprocal causality between communicative and political variables, where the former are expected to prevail over politics. "In other words, participating in politics is conducive to a person talking more about politics in the future, but the relationship between talking about politics today and future participation is much more robust" (p.115).

Taking as reference Markus and Zanjonc in their publication *The Cognitive Perspective in Social Psychology* (1985), Rojas (2006) represents the model of communicative mediation as an O-S-O-R scheme. In it, the first O describes the initial orientations; in this regard, the personal attributes and values relevant to people. The S symbolizes the stimulus and represents both mass and interpersonal communication. The second O refers to the following orientations, such as political efficacy, cognitive complexity and political knowledge,

which function as mediators between communication and participation, showing that some of the effects of communication on politics are obtained indirectly, that is, through increases in subsequent orientations, correlated with participation. Finally, R means the response, that is, the final behavior.

SYSTEMS THEORY APPLIED TO THE FIELD OF POLITICAL COMMUNICATION

The proposal of the present study is to apply the systemic approach as a way of relating political communication—specifically what corresponds to attention to news and TV shows on politics—with political participation. In this regard, attention to news and TV shows on politics will generate a political interest that will be reflected in an increase in the political participation of citizens. Therefore, the proposal of the research is close to what is expressed by theories of political mobilization.

It is important to note that it was Ludwig von Bertalanffy (1976) who proposed the *general theory of systems* in his book *General Theory of Systems*, originally published in 1969. The author considers that "there are general systems laws applicable to any system of a certain type, regardless of the particular properties of the system or of the participating elements" (p.37). On the other hand, Almond (1956) maintains that "the concept of system implies a totality of units of reference, in interdependence and interaction and a certain stability in the interaction of these units" (p.393). In turn, Vallés and Puig (2006) indicate that a system is any complex organization that has the capacity to receive, transmit information, process it and generate results.

A system is made up of different elements, which in turn are integrated as a whole forming a model; the interactions observed between its elements can be considered as its structure. For this investigation we used an open system model, as input and output processor, in which the inputs are the resources that enter the environment, necessary to start the cycle of activities of any system; in turn, the outputs serve as a function to a larger system or as feedback to the interior of the same system.

This study takes as reference the proposal of Talcott Parsons (1984) in relation to the system of action, "a process in the actor-situation system that has motivational

meaning for the individual actor or, in the case of a collective, for its individual components" (p.7). The indicated action originates in the processes and structures through which the individual proposes significant intentions, focused to specific situations, reason why the political actor is considered like a processor of the information. According to Giordano (2015) this system is formed by different elements: an actor who seeks an end towards a determined future; a situation not controlled by the actor, but, in turn, with adequate means of control; a normative or value orientation; and, finally, a time space during the process (p. 204).

From the perspective of the study, the political participation of young people is located as the action developed by the political actor influenced by the media (inputs) that are located within their environment; that is to say, the political actor is considered as an information processor in which expectations are produced, which generate in him an interest focused on political participation. In this regard, political participation constitutes the outputs of the actor in processing the information received, in this case through the media.

From another perspective, taking as a reference the proposal of Easton (2006), the political participation expressed by the citizens can be considered as the demands or supports that enter the political system. From this point of view, in a political system we find the inputs, which are supports or demands (quantitative or qualitative) expressed by citizens; and the outputs that are political decisions that enter a cycle of feedback with the environment, and serve as the basis for the authority to generate information to help regulate the tension within the system. According to Gómez (2015), "this model has been called a feedback loop, and allows authorities to probe the state of the system and correct errors and disturbances" (p.32).

POLITICAL PARTICIPATION

For this research, it is relevant to study the political participation of young people as an essential element for the advancement of a state as a democratic system. Torcal, Montero and Teorrell (2006) point out that "through participation, citizens express their demands and make their complaints heard to a wider audience;

they also make governments and politicians more responsible by feeling more controlled" (p.8). From this perspective, political participation is a social act, since it is expressed collectively, but is generated by an individual decision, whose intention is to influence society. Political participation is the action by which a citizen can intervene in the selection of its representatives and, in turn, influence directly or indirectly in decision making by the authority (Murga, 2009). In this regard, citizens have the right to elect their representatives, but also to influence or in some way to monitor or contain the acts of their authorities (Merino, 2012).

According to Sabucedo (1988), political participation can be conceptualized as "any type of action performed by an individual or group with the purpose of somehow influencing public affairs" (p.167). The mode most used to participate politically is the vote (Grossi, Herrero, Rodríguez & Fernández, 2000; Somuano, 2005); but political participation is not only expressed through the citizen's vote in the election of its representatives, but can be manifested through other actions that allow him to influence the authority's decision making. Regarding the above, political participation can be defined as the political action by which citizens manifest themselves to elect their representatives and demonstrate their support or demands to the political system. Political participation is, then, the action that externalizes the citizen facing the political system, either in the form of support or demands, representing the outputs of the political actor as an element of the system of political participation.

According to different actors, political participation can be deployed in different forms. For example, Mazzoleni (2010) classifies political participation in instrumental and expressive. In the first form, the motivation that gives rise to the political commitment is utilitarian, since it seeks to obtain concrete personal advantages. In the second, the motivation is idealistic/ideological; for example, the need to "feel involved", to identify with a party or a leader, to be visible or to express a "sense of efficacy" or trust (p.285). On the other hand, Ekman and Amnà (2012) consider a latent participation, where one has the potential will of the person in terms of participating politically; and the

manifest participation, that is, that in which the actor conducts the political action. For Durand (2004), there are also two types of political participation, albeit of a different nature than the previous ones: subjective participation, which he defines as "personal positioning against politics"; and practical participation, defined as an "action aimed at obtaining political ends" (p.223). Other authors, for example Brussino, Rabbia and Sorribas (2009), classify political participation in conventional and unconventional, leaving outside the first the electoral participation. They point out that "conventional political participation has a legitimizing function of the established order, whereas unconventional actions tend to mobilize discontent and expectations of social change" (p.280).

This research considers two types of political participation: conventional and unconventional. The first group includes traditional forms of participation, such as promoting a candidate, belonging to a political party, collaborating in a campaign. And among the unconventional are actions such as participating in marches, protests or boycotts. At a given moment, actions of this type may represent a social movement that, according to Tejada (2010), "dislocates the normal relationship of the individual with the system, institutions and collectivity, to incorporate a modality of action which acts on itself" (p.9), and whose objective would be the search for social and political change.

Political participation in young people, as already indicated, is promoted by the media, generating in them a political interest that, according to Galais (2012), can be defined as the equivalent of the degree to which a person would be willing to acquire and process information on political issues. That is, it corresponds to the attitude of interest that a person demonstrates about all those events or acts concerning politics. In turn, Brussino et al. (2009) conceptualize political participation as "the interest that a subject or group has over political affairs, or at least, about their results" (p.281). In this regard, it can be said that interest in politics is the positive intention on the part of the citizen to process information related to the dynamics of the political system and its actors. Different studies (Brussino et al., 2009; Galais, 2012; Delfino, Zubieta & Muratori,

2013; Sorribas & Brussino, (2017) relate interest in politics with political participation; in this regard, they indicate that those who have a high level of interest in political affairs have a greater political participation.

RESEARCH QUESTIONS HYPOTHESES

Based on the revised literature, the following research question and hypothesis are proposed:

- RQ1 When comparing the two opinion polls conducted at different times, what are the changes detected regarding the participation of young people, their attention to news and TV shows on politics and their interest in it, within the Metropolitan Area of Monterrey?
- RH1 Attention to news and TV shows on politics will generate greater interest in politics, which in turn will increase the levels of political participation of young people.

From this hypothesis, which was formulated as a general hypothesis, the following emerges in particular:

- RH1a Attention to news and TV shows on politics will promote greater interest in politics, which in turn will raise the conventional political participation of young people.
- RH1b Attention to news and TV shows on politics will increase interest in politics, which in turn will increase unconventional political participation of young people.

METHOD OF THE STUDY

STUDY PARTICIPANTS

For this study, two surveys were applied to young people aged 18 to 29 years in the municipalities that conform the Metropolitan Area of Monterrey Nuevo Leon. The first one was conducted in 2013, with a sample of 1120 young people, of whom 46.3% were women and 53.7% were men. In relation to their profile, 54.3% reported having an income greater than 6000 Mexican pesos, which is above the national average, according to data from the Ministry of Labor and Social Security.

Regarding education, 53.8% of young people indicated that they had a professional level; 56.2% were young people from 18 to 21 years of age and 43.8% from 22 to 29 years old. The second survey was conducted in 2015 after the federal elections, with a sample of 1715 young people, where 52.3% were women and 47.7% were men. According to the profile of the interviewees, 60.8% stated that they had a higher income than the national average, according to data from the Ministry of Labor and Social Security. Regarding education, 58.9% of young people indicated that they had a professional level; 57% were young people aged 18 to 21 years and 43%, aged 22 to 29 years.

To measure the level of confidence and the margin of error for both samples, the infinite population formula was used, being as follows:

$$n = \frac{(Z_{\alpha/2})^2 (p) (q)}{E^2}$$

clearing n, it results in:

$$E = \frac{(Z_{\alpha/2})^2 (p) (q)}{n}$$

For the sample of 1120 individuals, the confidence level is 95% and the sample error margin is 2%. For the sample of 1715 young people, the confidence level is 95% and the sample error margin is 1%.

INSTRUMENT (QUESTIONNAIRE)

For the creation of the questionnaire, in both cases, scales of previous research were considered, to which some modifications were made to suit the needs of the study.

VARIABLES

In creating the "attention to news and TV shows on politics" construct, young people were asked how much they used media such as print and television to learn about politics, and whether they saw satire programs on television. For this, we used Muñiz's proposal (2012) with a Likert scale, where (1) is nothing and (5) is quite. In the 2013 sample, a factor analysis was performed for the construction of the variable, which resulted in a KMO of .715; the sample adequacy measure (MSA) ranged above 0.6; the communalities were above 0.5; in turn, the cumulative variance in a single factor was 74.88%; in the reliability analysis, a Cronbach's alpha

(α) of .808 was reached. The survey applied in 2015 marked a KMO of .723; the sample adequacy measure (MSA) ranged above 0.6; the communalities were above 0.5; in turn, the cumulative variance in a single factor was 84.64%; The reliability analysis reached a Cronbach's alpha (α) of .898. The results of both surveys give validity and reliability to the items that made up the variable.

In the creation of the "interest in politics" construct, young citizens were asked about their interest in state, national and international policy, following the model used in the National Survey on Political Culture and Citizen Practices (ENCUP 2012). For the construction of the construct a factorial analysis was applied, which resulted, in the first survey (2013), in a KMO of .693; the measure of sample adequacy (MSA) ranged above 0.6, the communalities were above 0.5; the cumulative variance in a single factor was 83.64%; on the other hand, the reliability analysis showed a Cronbach's Alpha (α) of .893. In the survey applied in 2015, a KMO of .744 was obtained, the measure of sample adequacy (MSA) ranged above 0.6, the communalities were above 0.5; in turn, the cumulative variance in a single factor was 84.16%; the reliability analysis reached a Cronbach's alpha (α) of .899. These results, which are identified in both surveys, give validity and reliability to the items that made up the variable.

Regarding the variable political participation, the variable "conventional political participation" was considered first. We took as reference the ENCUP 2012, handling a Likert scale of 5 points where (1) is nothing and (5) is quite; the youngsters were asked if they had tried to convince their friends to vote or not for a candidate, attending political party meetings. The 2013

survey resulted in a factorial analysis of a KMO of .752; the sample adequacy measure (MSA) was above 0.6; communalities ranged above 0.5; the cumulative variance in a single factor was 83.91%; where appropriate, the reliability analysis yielded a Cronbach's alpha (α) of .902. On the other hand, in the survey that was applied in 2015, there was a KMO of .714; the sample adequacy measure (MSA) ranged above 0.6; the communalities were above 0.5; in turn, the cumulative variance in a single factor was 75.58%; the reliability analysis showed a Cronbach's alpha (α) of .827. These results indicate that in both surveys validity and reliability were observed in the items that made up the construct.

In the creation of the variable "unconventional political participation", ENCUP 2012 was considered as a reference, operating a 5-point Likert scale where (1) is nothing and (5) is quite; young people were asked about their participation in activities such as planting, blanket placement or blocking of streets and in marches or boycotts of public events. When the factorial analysis was conducted in the first survey (2013), there was a KMO of .753; the sample adequacy measure (MSA) ranged above 0.6; the communalities were above 0.5; the cumulative variance in a single factor was 83.53%; in the reliability analysis a Cronbach's alpha (α) of .901 was obtained; regarding the survey that was applied in 2015, a KMO of .693 was obtained; the sample adequacy measure (MSA) ranged above 0.6; communalities were above 0.5; on the other hand, the cumulative variance in a single factor was 67.69%; the reliability analysis showed a Cronbach's alpha (α) of .761. These results show that in both surveys the validity and reliability of the items that conformed the variable were obtained.

Variables or constructs	KMO		Cronbach's alpha α		Cumulative variance (%)	
	(2013)	(2015)	(2013)	(2015)	(2013)	(2015)
Attention to news and TV shows on politics	.715	.723	.808	.898	74.88	84.64
Interest in politics	.693	.744	.893	.899	83.64	84.16
Conventional political participation	.752	.714	.902	.827	83.91	75.58
Unconventional political participation	.753	.693	.901	.761	83.53	67.69

Table 1: Factor analysis and reliability

Source: Own elaboration.

ANALYSIS OF RESULTS

In terms of attention to news and TV shows on politics, the results of both surveys –2013 ($M=2.57$, $SD=.887$) and 2015 ($M=2.33$, $SD=.771$)– are below the average. The activity with the highest incidence in both studies by the respondents is watching news on television; the results of 2013 ($M=3.03$, $SD=1.18$) show that this activity is slightly above the arithmetic average; on the other hand, the results for 2015 ($M=2.81$, $SD=1.16$) are below the average. Regarding the activity reading news in newspapers, according to the surveys 2013 ($M=2.71$, $SD=1.16$) and 2015 ($M=2.29$, $SD=1.09$), the results are below the arithmetic average. Also, watching satire or political humor TV shows also score below the average in 2013 ($M=1.98$, $SD=1.19$) and 2015 ($M=1.89$, $SD=1.13$).

On the other hand, interest in politics as a variable in both surveys –2013 ($M=3.11$, $SD=.990$) and 2015 ($M=3.11$, $SD=.992$)– was above arithmetic average. The greatest interest of young people was observed in national politics, both in 2013 ($M=3.34$, $SD=1.17$) and in 2015 ($M=3.28$, $SD=1.16$), followed by State politics ($M=3.11$, $SD=1.04$) and in 2015 ($M=3.09$, $SD=1.12$). In turn, young people reported that their lowest interest rate in 2013 ($M=2.90$, $SD=1.28$) and 2015 ($M=2.98$, $SD=1.28$) was regarding international politics.

Regarding conventional political participation as a variable, it was quite low in 2013 ($M=1.88$, $SD=.958$) and still more in 2015 ($M=1.79$, $SD=.828$). The highest level of participation, both in 2013 ($M=2.14$, $SD=1.24$) and in 2015 ($M=1.93$, $SD=1.13$), occurred when attempting to persuade their friends to vote for the candidates they thought they had to win. On the other hand, the lowest participation that the young people reported was attendance at political party meetings, since both in

2013 ($M=1.68$, $SD=1.09$) and 2015 ($M=1.66$, $SD=.976$) was in values well below the arithmetic average.

In the same way, unconventional political participation as a construct, both in 2013 ($M=1.53$, $SD=.921$) and in 2015 ($M=1.46$, $SD=.760$), was still lower than the conventional. The highest level of participation, both in 2013 ($M=1.57$, $SD=1.07$) and in 2015 ($M=1.51$, $SD=.958$) occurred in attendance at demonstrations. On the other hand, the activity performed less frequently in 2013 ($M=1.47$, $SD=1$) and in 2015 ($M=1.44$, $SD=.874$) was participation in marches or boycotts of public events due to lack of agreement with a decision of the government. The descriptive results of the variables are presented in the following table.

At the end of the descriptive analyzes, the Pearson's R test was performed to identify the relationship or covariance between the variables attention to news and TV shows on politics, and interest in politics in both studies. The relationship of these variables in the surveys applied in 2013 ($r=.469$, $p<.01$) and 2015 ($r=.316$, $p<.01$) is relevant: they indicate that high levels of attention to news and TV shows on politics are positively related to a greater interest in politics.

On the other hand, when analyzing the relationship or covariance between the variables attention to news and TV shows on politics with the different types of participation, we obtained the results represented in table 3. Such results show that the relationship between attention to news and TV shows on politics with conventional political participation in 2013 ($r=.390$, $p<.01$) and 2015 ($r=.203$, $p<.01$) is positive, which indicates that high levels of attention to news and TV shows on politics are relevantly related to conventional political participation. In addition, regarding unconventional political participation, the 2013 ($r=.331$, $p<.01$) and

Variables or constructs	Average and standard deviation [2013]		Average and standard deviation [2015]	
	M	SD	M	SD
Attention to news and TV shows on politics	2.57	(.887)	2.33	(.771)
Interest in politics	3.11	(.990)	3.11	(.992)
Conventional political participation	1.88	(.958)	1.79	(.828)
Unconventional political participation	1.53	(.921)	1.46	(.760)

Table 2. Descriptive results

Source: Own elaboration.

2015 ($r=-.134, p<.01$) surveys indicate that an increase in attention to news and TV shows on politics is positively related to unconventional political participation.

At the same time, in the relationship or covariance between the variables of interest in politics and the different types of participation, the following results were identified: the relationship with conventional political participation in 2013 ($r=.289, p<.01$) and 2015 ($r=.215, p<.01$) was positive; that is, an increase in interest in politics is significantly related to conventional political participation. On the other hand, regarding unconventional political participation in 2013 ($r=.196, p<.01$) and 2015 ($r=.084, p<.01$), the results were also relevant, meaning that high levels of interest in politics are significantly related to unconventional political participation. These results are presented in the following table.

On the other hand, in order to demonstrate the research proposal, a simple regression was performed with both samples. The aim was to determine the explanatory level of attention to news and TV shows on politics on interest in politics. The result was that in the 2013 survey, the model explained 21.9% of the variance ($R^2=.219$), i.e., the explanatory level of attention to news and TV shows on politics (with a value of $\beta=0.469; p<.001$) was relevant. In 2015, the model that determines the explanatory level of attention to news and TV shows on politics on interest in politics explained 9.9% of the variance ($R^2=.099$). In this regard, the explanatory level of attention to news and TV shows on politics (with a value of $\beta=0.316; p<.001$)

was important; both results indicate that greater attention to news and TV shows on politics increases the interest of young people in politics.

Regarding the second model, conventional political participation was considered as the dependent variable; and attention to news and TV shows on politics as an independent variable. In the 2013 survey, attention to news and TV shows on politics explains 16% of the variance ($R^2=.160$). Thus, attention to news and TV shows on politics (with a value of $\beta=0.401; p<.001$) has an important explanatory level compared to conventional political participation; in 2015, it explains 4.1% of the variance ($R^2=.041$), that is, attention to news and TV shows on politics (with a value of $\beta=0.203; p<.001$), has an important explanatory level regarding to conventional political participation. Regarding the above, it can be indicated that a greater attention to news and TV shows on politics, will generate a greater conventional participation.

In the third model, unconventional political participation was considered as the dependent variable and, as an independent variable, attention to news and TV shows on politics, which in 2013 explains 11.1% of the variance ($R^2=.111$). As a result, attention to news and TV shows on politics (with a value of $\beta=0.334; p<.001$) has a positive explanatory level on unconventional political participation. In the 2015 survey, it explains 1.7% of the variance ($R^2=.017$), that is, attention to news and TV shows on politics (with a value of $\beta=0.134; p<.001$) does explain the unconventional political participation, but

Variables	1		2		3		4	
		(2013)	(2015)	(2013)	(2015)	(2013)	(2015)	
Conventional political participation	—	.606**	.421**	.289**	.215**	.390**	.203**	
Unconventional political participation		—	—	.196**	.084**	.331**	.134**	
Interest in politics				—	—	.469**	.316**	
Attention to news and TV shows on politics					—		—	

Table 3: Correlations between conventional political participation, unconventional political participation, interest in politics and attention to news and TV shows on politics.

Note: N1=1120. N2 = 1715 cases. The results were statistically significant at a confidence level of

* $p < .05$; ** $p < .01$; *** $p < .001$

Source: Own elaboration.

not in a relevant way. In this regard, it can be pointed out that, in the first survey, greater attention to news and TV shows on politics will increase unconventional participation; on the other hand, in the second survey, the explanatory level of attention to news and TV shows on politics—as already indicated—is not relevant. The previous models are represented in the following table.

Finally, we sought to verify the research proposal, that is, to identify the explanatory level of attention to news and TV shows on politics on the different types of political participation, when entering the variable interest in politics into the model. To this end, we worked in the first instance with the survey applied in 2013, where the independent variables explain 16.5% of the variance ($R^2=.165$) regarding conventional participation; i.e., attention to news and TV shows on politics (with a value of $\beta=0.327$, $p<0.001$) and interest in politics (with a value of $\beta=0.135$, $p<0.001$) have a positive explanatory level on the dependent variable. In the 2015 survey, it explains 6.5% of the variance ($R^2=.065$); attention to news and TV shows on politics

(with a value of $\beta=0.149$; $p<.001$) and interest in politics (with a value of $\beta=0.168$; $p<.001$) have a significant explanatory level on the dependent variable. In this regard, it can be affirmed that high levels of attention to news and TV shows on politics associated with greater interest in politics will generate greater conventional political participation.

In the second model, the dependent variable is unconventional political participation, and the independent are attention to news and TV shows on politics and interest in politics, which in 2013 explains 11.1% of the variance ($R^2=.111$). Attention to news and TV shows on politics (with a value of $\beta=0.308$; $p<.001$) is the variable that explains the unconventional political participation, since the interest in politics does not explain this type of participation. Similarly, in 2015 the model explains 1.9% of the variance ($R^2=.019$) and attention to news and TV shows on politics (with a value of $\beta=0.118$; $p<.001$) is the only variable that explains unconventional political participation. According to these results, more attention to news and TV shows

Variable	Model 1 β		Model 2 β		Model 3 β	
	Interest in politics		Conventional participation		Unconventional participation	
	(2013)	(2015)	(2013)	(2015)	(2013)	(2015)
Attention to news and TV shows on politics	.469***	.316***	.401***	.203***	.334***	.134***
R^2	.219	.099	.160	.041	.111	.017

Table 4: Explanatory level of attention to news and TV shows on politics on the variables interest in politics. conventional political participation and unconventional political participation

Source: Own elaboration.

Variable	Model 1 β		Model 2 β	
	Conventional participation		Unconventional participation	
	(2013)	(2015)	(2013)	(2015)
Attention to news and TV shows on politics	.327***	.149***	.111***	.118***
Interest in politics	.135***	.168***	.052	.052
R^2	.165	.065	.111	.019

Table 5: Explanatory level of attention to news and politics programs and interest in politics on the variables conventional political participation and unconventional political participation

Source: Own elaboration..

on politics will generate greater unconventional political participation. These results are reflected in the following table.

DISCUSSION AND CONCLUSIONS

In the State of Nuevo León, young people represent a significant percentage of the population that can participate politically. This work, where a systemic approach is applied, fulfills the objective of determining the role of the media in the attention to news as a trigger for the political participation of young people. To answer the research question, the descriptive interpretation of the study variables is presented first.

The results of both samples reveal that conventional political participation is very low; in turn, unconventional political participation scores even lower. In this regard, it can be pointed out that young citizens do not show an important level of involvement in the different types of political participation. This result may support the points made by some authors (Grossi, Herrera, Rodríguez & Fernández 2000; Sabucedo & Arce 1991; Somuano, 2005), who indicate that voting is the most used type of participation. In the same regard, ENCUP (2012) results show that 80% of citizens agree or strongly agree that the exercise of voting is the only mechanism they have to say whether the government does well or bad things.

On the other hand, regarding levels of attention to news and TV shows on politics, it can be observed that they are low in both samples. This suggests that young people do not spend a reasonable amount of time keeping themselves informed of political issues. On the other hand, it could be said that the majority of young people do not obtain the necessary information to project an interest in politics which, in turn, can motivate them to participate actively in this matter. Regarding the above, Buendía and Somuano (2003) indicate that political information is indispensable for the development of citizens' opinion capacity, generating actions and behaviors that promote their political participation.

As far as interest in politics is concerned, the results of both surveys show that interest is slightly above average. These results, when compared to studies such as Durand (2004), ENCUP 2012 and the *Encuesta Nacional de Valores en Juventud* [National Youth Values

Survey] (2012), are higher, although it should be noted that the first two studies were conducted to the whole of the population and the third was performed in young people from the age of 15, so the age of the sample of this research is different from that of the studies above mentioned. At the same time, the study conducted in the Metropolitan Area of Monterrey by Muñiz and Maldonado (2011) shows similar results, although it is opportune to mention that it was done in the same tenor, but with a population between 15 and 18 years old. Finally, it can be concluded that the studies cited may be useful as references, but not as points of comparison.

Regarding the first particular research hypothesis, it is confirmed in both surveys that attention to news and TV shows on politics does increase interest in politics; and that this interest motivates, but in a non-relevant way, young people to participate in conventional activities. On the other hand, regarding the second research hypothesis, it is shown that attention to news and TV shows on politics did show an important explanatory level in both instruments, but this interest in politics does not present a significant significance on unconventional participation.

When comparing the two samples, the results reveal that the explanatory level of attention to news and TV shows on politics on the interest in politics, conventional political participation and unconventional political participation has declined considerably between 2013 and 2015, which is reflected in the proposed research model.

Finally, it can be indicated that the systemic approach that was handled in the study gives a positive response regarding the conventional participation, but not so in relation to unconventional participation. In other words, it can be concluded that attention to news and TV shows on politics does generate an interest that is expressed positively in the conventional political participation of young people in the Metropolitan Area of Monterrey, Nuevo León.

It is important to note that both surveys were applied in a post-election scenario. To follow up the present study, we propose to replicate the (systemic) model by applying a survey months before the next federal election in Mexico, in order to observe if in a pre-electoral period the media generates greater interest in young people, which is reflected in their political participation.

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