IPS post-GE2020 survey

Online sites for local media saw surge during GE

Overall trust in Singapore mass media rose compared with GE2015

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<th>Sector Political Correspondent</th>
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Digital platforms, like local mass media websites, saw a surge in importance during the pre-general election period. Many have dubbed this an "online election," as the digital media was central to the campaign. PES senior researcher freelancers and independent journalists were interviewed during the post- GE2020 survey. An overall trend of trust in the Singapore mass media was noted in comparison with GE2015.

As a result, there was a significant increase in the proportion of voices captured in digital platforms, such as online news websites and social media, for information that was not only captured but also subjected to digital analysis. PES researchers have observed that during GE2020, PES researchers have noted that social media and digital platforms played a more significant role in the campaign.

In the lead-up to the election, the use of digital platforms increased among voters, with younger voters (those aged 18 to 29) and older voters (those aged 60 and above) more likely to use them. Overall, younger voters were more likely to use digital platforms, while older voters were more likely to rely on traditional media.

MATERIALIZED AFFAIRS

Local NEWS MEDIA

While trust in local mass media rose from 30.3% in 2018 to 31.7% in 2020, the gap between the two was not statistically significant. However, when compared with the post-GE2015 figures, the difference was more pronounced.

The increase in distrust was evident in the decrease of a majority of trust scores. This is particularly evident in the trust scores for social media platforms such as Facebook and Instagram.

Social networking sites, such as Facebook, Twitter, and Instagram, were among the two most popular modes of political engagement among the younger voters. The rising trust scores were in line with the findings of the survey on the GE2020 mass media in social media.

The survey had conducted similar polls after the 2011 and 2015 general elections. In 2015, the People’s Action Party (PAP) won a landslide victory, gaining 81.9% of the vote. This was the lowest percentage in its history, and a significant drop from the 2011 general election. The non-partisan People’s Action Party (PAP) Trust (NAP) had conducted surveys among voters and found a significant increase in the trust scores for social media platforms.

Learning about and interacting with political parties and candidates (as % of respondents)

Social networking sites

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