

# TV Consumption and Government Approval in Russia

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# Background and research question



# Hypothesis

1. Frequency of watching TV has different effect on the approval of political actors (the level of power)
2. People who watch state-owned TV channels are more likely to approve the President's policy
3. People who watch TV frequently are more likely to disapprove the Government's policy

# Data

Survey conducted by VCIOM (a Russian polling agency) from July 2018 to October 2019

Representative on the country level conducted in 80 Russian regions every day ( $\approx$  48000 respondents each month)

**Dependent variable:** approval of different political actors (the President, the Prime Minister, Russian State Duma (legislature), Governor (head of the region, republic), Head of the Municipal Administration (Mayor of the city or village))

**Independent variable:** frequency of watching TV

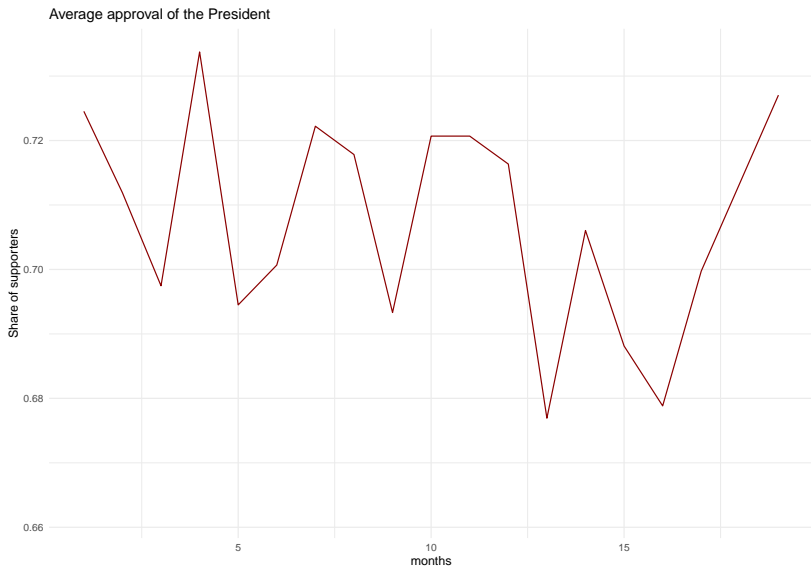
**Controls:** Socio-economic variables (gender, education, income)

# Descriptive statistics

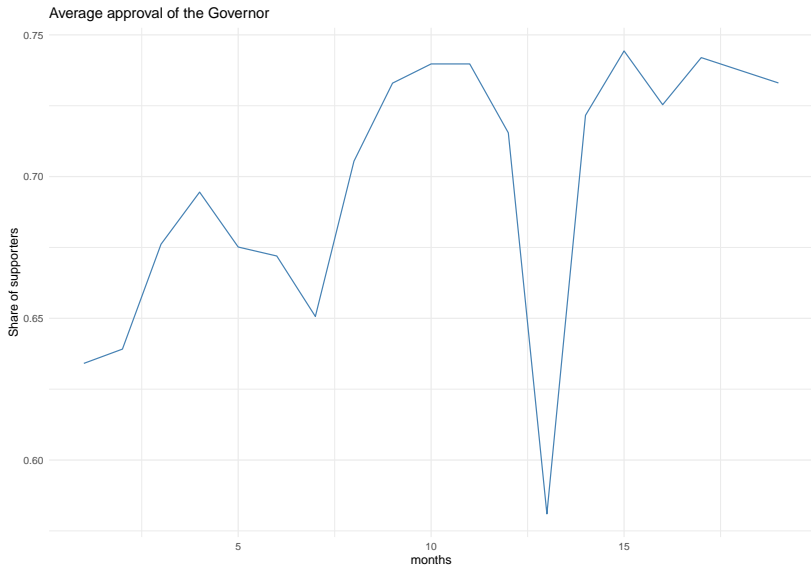
Table 1: Summary statistics

	Mean	SD	Min	Max
"President approval"	0.70	0.46	0.00	1.00
"Governor approval"	0.70	0.46	0.00	1.00
"Government approval"	0.51	0.50	0.00	1.00
"Mayor approval"	0.38	0.49	0.00	1.00
"TV watching frequency"	4.46	1.48	1.00	6.00
"Internet frequency"	4.28	1.78	1.00	6.00

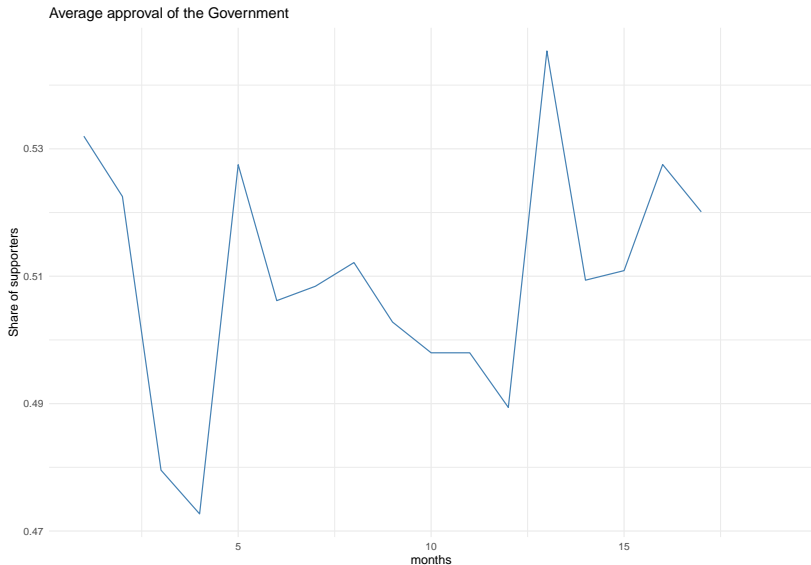
# Descriptive statistics



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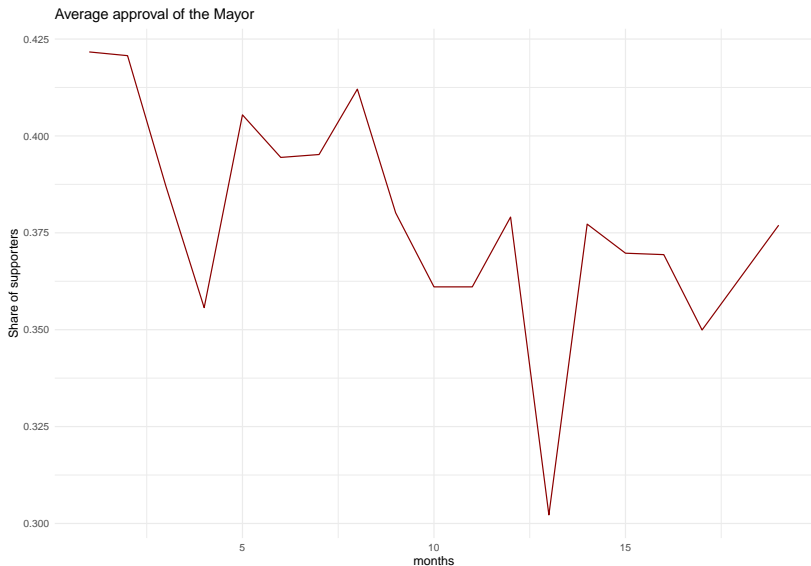


# Descriptive statistics





# Descriptive statistics



# Method

Logistic regressions for various political actors:

- ▶ appropriate for binary outcomes
- ▶ input variables have any measurement level
- ▶ predicted values are the probability of a particular level(s) of target variable at the given values of input variables

# Results

Table 2: Political actors approval associated with watching TV frequency

	<i>Dependent variable:</i>			
	President approval (1)	Governor approval (2)	Government approval (3)	Mayor approval (4)
TV very rarely	0.029 (0.212)	−0.032 (0.215)	0.000 (36,865.240)	0.000 (36,371.060)
Several times per month	0.446** (0.185)	0.111 (0.188)	−0.000 (31,785.470)	−0.000 (30,838.350)
Several times per week	0.636*** (0.146)	0.304** (0.149)	0.000 (25,074.940)	0.000 (24,476.150)
Every day less than 4hrs	0.886*** (0.143)	0.395*** (0.143)	−0.000 (24,021.310)	−0.000 (23,246.590)
Every day more than 4hrs	1.092*** (0.178)	0.537*** (0.172)	0.000 (28,034.280)	0.000 (27,230.440)
Age	0.504 (1.369)	17.524 (956.867)	−26.566 (202,168.100)	−26.566 (202,089.800)
Observations	2,816	2,816	2,462	2,554
Log Likelihood	−1,471.766	−1,523.380	−0.000	−0.000
Akaike Inf. Crit.	3,177.532	3,280.759	232.000	234.000

Note:

\* p<0.1; \*\* p<0.05; \*\*\* p<0.01

# Results

Table 3: Political actors approval associated with using the Internet

	<i>Dependent variable:</i>			
	President approval (1)	Governor approval (2)	Government approval (3)	Mayor approval (4)
Very rarely	−0.930** (0.407)	0.006 (0.417)	0.000 (61,670.390)	0.000 (59,065.910)
Several times per month	−0.913** (0.414)	−0.268 (0.401)	−0.000 (57,105.030)	−0.000 (56,602.830)
Several times per week	−0.839*** (0.258)	−0.893*** (0.222)	0.000 (33,468.610)	0.000 (33,013.300)
Every day less than 4hrs	−1.331*** (0.222)	−0.931*** (0.193)	0.000 (28,527.580)	0.000 (27,623.720)
Every day more than 4hrs	−1.397*** (0.235)	−1.086*** (0.208)	0.000 (30,808.510)	0.000 (30,155.260)
Age	0.504 (1.369)	17.524 (956.867)	−26.566 (202,168.100)	−26.566 (202,089.800)
Observations	2,816	2,816	2,462	2,554
Log Likelihood	−1,471.766	−1,523.380	−0.000	−0.000
Akaike Inf. Crit.	3,177.532	3,280.759	232.000	234.000

Note:

\*  $p < 0.1$ ; \*\*  $p < 0.05$ ; \*\*\*  $p < 0.01$

# Conclusion

- ▶ People who watch TV more often tend to love Putin :(
- ▶ The opposite is with the Internet usage :)
- ▶ The same situation is with governors
- ▶ Models with DV for Mayor and the Government do not converge :(