

Motivating and Influencing Factors on E-Participation – Who Participates Why? Gender Differences in Political Online-Participation

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Theoretical framework

- Women participate offline politically less than men (institutional and non-institutional)
- Equal participation is seen as an indicator for modern democracies
- Potential and challenges for political participation via the internet - opportunities for everyone to participate?
- Validity of offline theory approaches for online participation
- Impact of sociodemographic factors, socialization, political interest and political efficacy, gender stereotypes, Big 5 personality traits on e-participation
- ‚Doing Gender‘ as a possible explanatory approach

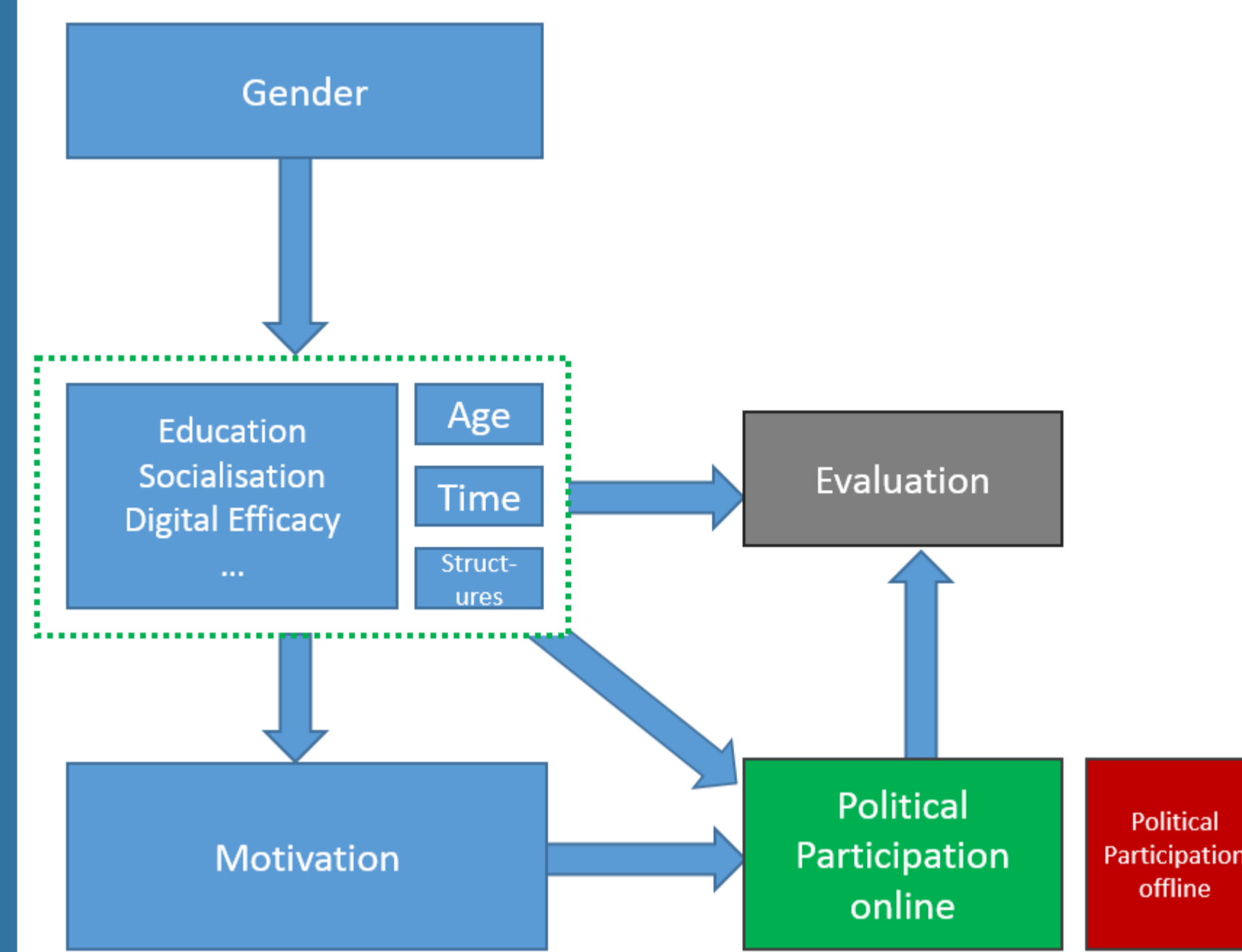


Figure 1: Own theoretical model.

Research questions



1. Where do we actually find differences between men and women for e-participation like for example in the use of platforms like ‚Participatory Budgeting‘, local ‚Defect Management‘ or local ‚Action Planning‘?
2. What are the differences in motivation for using political online participation between men and women?
3. What are the success factors for e-participation platforms, especially top-down organized ones on local levels like in various cities in North-Rhine Westphalia?
4. How do Participants and Non-Participants differ?
5. Can ‚Doing Gender‘ be a possible explanation for gender differences and if so, where does it come to an effect?

Method and implementation

Online-survey via the opinion research institute ‚Respondi‘

Basic population: Persons, age 18+, living in D with basic computer- and internet efficacy

Population selected: Persons who have registered on Respondi, age 18+, living in D
n=978, quotas: Participating / Non-Participating / m / w (25% each)

Questions about motivation for participation, use of different forms on the platform (commenting, making own suggestions, etc.), valuation of the different functions and sociodemographic factors like education, age, gender etc.

Empirical analyzes: descriptive and multivariate analyses: linear regression models as well as logistic regression models (binary and ordinal)

Hypothesis 1: There are differences between men and women in the likelihood of participation, the use, the motivation and the evaluation of e-participation.

Hypothesis 2: Sociodemographic factors like age, education or own children influence the likelihood of participation, the use, motivation and evaluation of e-participation.

Hypothesis 3: These sociodemographic factors should be complemented by factors, e.g. political interest (general/local), political efficacy intern/extern, internet efficacy.

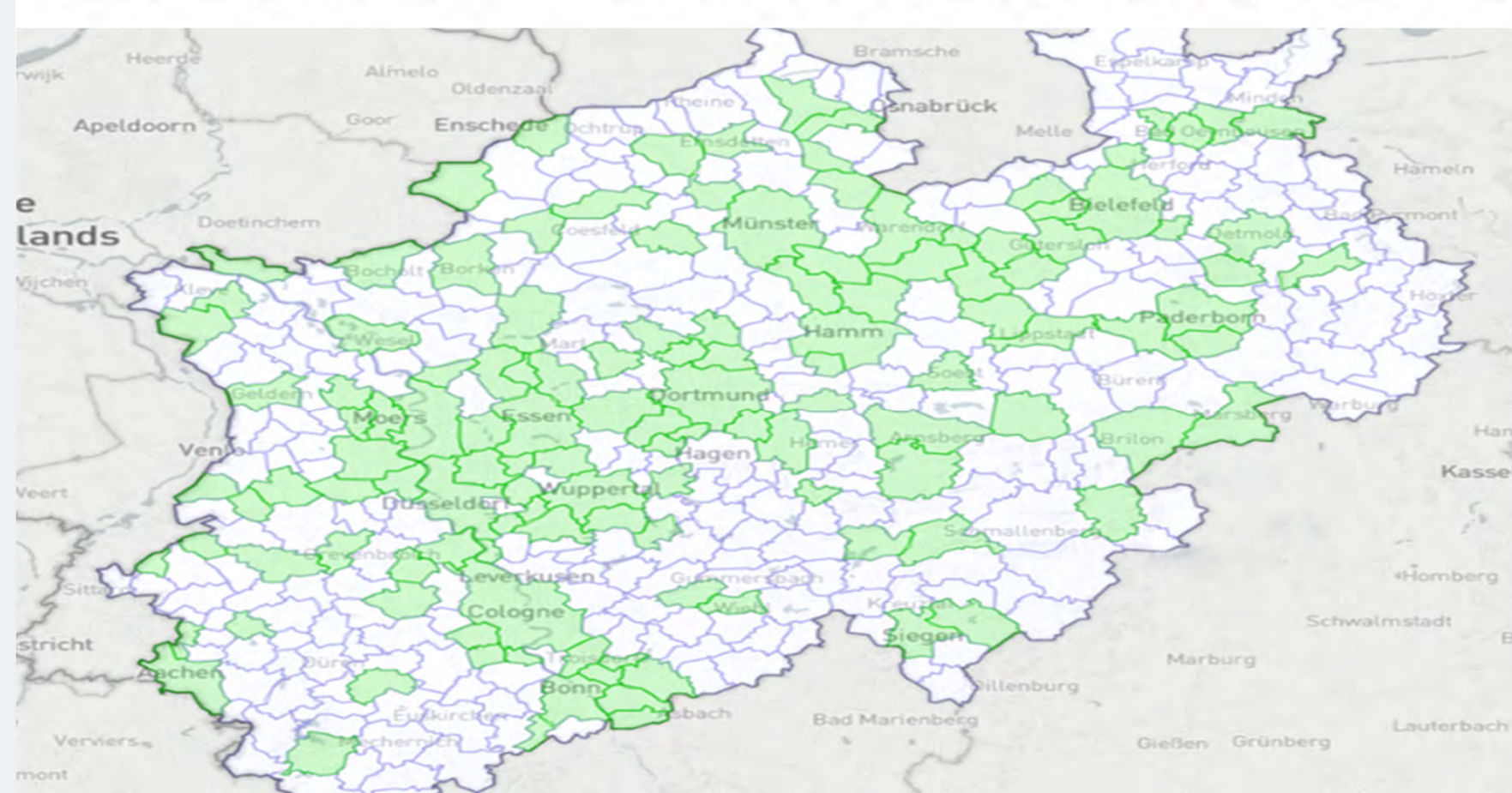
Hypothesis 4: Doing Gender has a negative effect for women and a positive effect for men on all aspects of participation.

Selected results

1. **Motivation** – Men tend to participate in order to influence, women to get informed. Men tend to be more interested in political topics, e.g. in economics. Gender differences in influencing factors: Full-time work, Big5, internal political efficacy, membership in organisations, Internet efficacy, political participation offline.
 2. **Use** – E-Participation is more likely when political interest (i.a. for ‚Urban Development Planning‘, ‚Energy‘) and interest in economics / political offline participation and -socialization is high, frequently internet is used and friends are political active ones. Men tend to participate more directly.
 3. **Evaluation** – No gender differences in evaluation of usability / options on platforms. Men demand additional participation opportunities more frequently.
- Gender influences e-participation (in)directly

Inter- and transdisciplinarity- DIID-Monitor ‚Online-Participation‘

DIID MONITOR ONLINE - PARTIZIPATION



All municipalities in NRW were surveyed to what extent they used the Internet to involve citizens in political and administrative decisions
Systematic overview of NRW for the first time
About one-third of all municipalities (status: March 2016) have already implemented at least one procedure for online citizen participation
The topics and fields of local e-participation are becoming more and more diversified
The phenomenon is not limited to large cities
The project was conducted together with Peter Gladitz, Malte Steinbach, Nadja Wilker, Theresa Witt.

Publications



Peter Gladitz, Sabrina Schöttle, Malte Steinbach, Nadja Wilker, Theresa Witt (2017): DIID Monitor Online-Partizipation - Zum Stand von Online-Bürgerbeteiligung in den Kommunen Nordrhein-Westfalens, KommunalPraxis Wahlen 8(1), pp. 30-34.

Sabrina Schöttle (2017): Motivating and Influencing Factors on E-Participation on Local Level - Who Participates why?, IPSA CICOM 33.

Sabrina Schöttle (2017) Influencing Factors on E-Participation on Local Level - Who Participates Why?, CeDEM17: Proceedings of the International Conference for E-Democracy and Open Government 2017, Peter Parycek, Noella Edelmann (Hrsg.), pp. 113-118.

Sabrina Schöttle (2016): The Gender Gap in Political Online-Participation – New Chances and New Challenges for Social Equality, International Journal of Digital and Data Law 2, pp. 119-128.

Sabrina Schöttle (2016): Role Models and Stereotypes in Germany from 1962 until today - Women, Household Chores and Employment. An Empirical Longitudinal Study, ISA International Forum of Sociology.

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