



# Contribution of Second Screening and Social Media Elaboration on Political Efficacy Learning of Students

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**Abstract.** The second screening enables users to participate in the TV show they are watching while obtaining additional information or communicating relevant expressions on social media. This study evaluates the role of second screening and elaboration of social media on political efficacy. This second screening study is urgently carried out to support the learning of democratic practices for Indonesian citizens, especially students, where Indonesia's democracy index has decreased. The study used survey methods, and data collection techniques were carried out by distributing online questionnaires through social media. The sample is college students who live in Jakarta with 289 people. The results showed that the second screening and elaboration of social media significantly affected the political efficacy of students. This finding can be utilized as a reference for students learning about democratic involvement in citizenship classes, where the practice of elaboration of social media and second screening might result in political efficacy learning.

**Keywords:** Learning, Elaboration, Second screening, Political Efficacy, Social media

## 1 Introduction

The media as a source of information is undeniable. With the rapid development of information technology, accessing information has been done differently. The growing use of mobile phones and their political applications has prompted studies into how mobile communication exercise commits to democratic engagement [1]. The interaction between social media is essential because it can be the primary source of political information [2]. Previous studies have shown the positive effects of using mobile phones, especially to access information, news, and discussion, impacting political participation.

Apart from using mobile phones as the "only screen" to find information and interact with others, mobile phones are increasingly being used as a second screen when watching television. Many scientists have studied this developing second screening practice

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to know whether this kind of media use can play an essential role in promoting public engagement. Currently, studies related to second screening have not been carried out in Indonesia; this research was conducted to fill in the gaps in studies related to the Indonesian context.

Political activities that are lively and displayed on social media increase citizens' political involvement, especially for social media users. Although the presidential election will still be held in 2024, social movements in preparing presidential candidates have started to be discussed.

Understanding what kind of second screening is considered; is currently interpreted differently in the relevant literature. A second screening is a practice of using a second electronic device or "screen" while watching television to access social networking sites or the internet to learn more about an event or the program they are viewing or to debate it in real time [3]. The second screening is an example of hybrid media. The second screening encapsulates a complex set of practices involving integrating and switching live broadcast media and mobile devices. The second screening allows users to participate in the TV show they are watching by researching more material on the internet or posting relevant opinions on social media. Aside from accepted narratives of political elites, The second screening gives viewers a more extraordinary ability to shape public discourse because the hybrid environment enables them to be more involved in information and political conversations with various sources [4].

Political efficacy is a person's belief that his political activities can influence the political process. Political efficacy consists of two interrelated components. First, internal efficacy describes the belief that one can understand political life and participate effectively. Second, external efficacy refers to the belief that politicians and political institutions are responsive to citizens' demands [5] [6]. A study in Hong Kong shows that a second screening affects political efficacy [7].

This research sheds light on second screening as a hybrid media practice that allows people to participate in politics in a process-oriented way. The widespread use of mobile phones in Indonesia provides a wealthy context for this research to conceive the second screening's impact. Scholars have outlined the advantages of second screening as an effective pro-democratic practice [8]. This second screening study is urgently carried out to support the learning of democratic practices for Indonesian citizens, especially students, where Indonesia's democracy index has decreased. The use of social media to practice democratic life with the belief that it can participate in politics requires understanding the emergence of a participatory attitude. Studies on the relation between the practice of second screening and the emergence of political efficacy on media users need attention.

The problems discussed in this research are; How the role of second screening and elaboration of social media contribute to being involved in politics. Focusing on social media users among students hopes that the study results can be used as a reference for second screening studies, which allow for a broader range of users.

Study results confirmed the role of second screening and elaboration of social media in increasing student political efficacy. Political learning through owned social networks can strengthen positive attitudes toward being involved in politics.

## 2 Literature Review

The second screening result from the diffusion and development of communication technology for portable devices, socialized digital media, and WiFi networks. Besides getting information, audiences also link consumption and comments while watching TV [9]. The second screening is an exercise to get information from TV, coupled with proximity to social media that makes TV viewers enlist in additional learning, orientation, and discussion over a "second" screen [10]. Second screening softens the discrepancy between information production and consumption, also active and passive information seeking and discussion practices.

It found that someone uses a second screening when watching TV programs to obtain information, share opinions, and influence users of social media and other media professionals [11]. They also discovered that a second screening positively affected users' political involvement. Previous research has found that second screening, directly and indirectly, impacts political engagement and attitudes [12][13].

Elaboration is an information clarification activity [14]. Individuals elaborate on newly acquired information to make mental connections with previously stored data in their memory. It has been found that transmission switching between television and social media made the audience engage in better incidental learning by using complementary media [15].

Beliefs regarding efficacy apply according to varying contexts and demands [16]. Political efficacy through social media is defined as individuals' perceived ability to effectively use this platform to accomplish their political goals [17]. Social media's unique characteristics can distinguish political efficacy from general media use [18].

The second screening mainly occurs on social media. A second screening can improve the user's consumption experience and increase efficacy. Elaboration has a robust empirical endorsement for its positive effect on political efficacy [19]. Cognitive elaborative processes enhance the impact of informal learning.

A review of the existing literature proposes the following research hypotheses:

H1. Second screening during the consumption of political information on TV positively affects political efficacy.

H2. Elaboration on social media has a positive effect on political efficacy.

H3. Elaboration on social media mediates the relationship between the second screening of political information on TV and political efficacy.

## 3 Method

This study uses quantitative research with an explanatory approach, which explains the relationship between the research variables [20].

### A. Participants

Participants in this study were students who lived in Jakarta, Indonesia, with 289 people (84 male and 205 female). The sampling technique used the purposive sampling method

with the criteria of students with experience in second screening activities related to political issues. Participants had aged with a mean = 20.95 (SD = 1.94), with an age distribution as shown in Figure 1. A significant percentage of students was 22 years old (23.2%), and the smallest percentage was 25 years old (3.8%). The data collection technique was carried out by distributing online questionnaires through social media in May 2022.

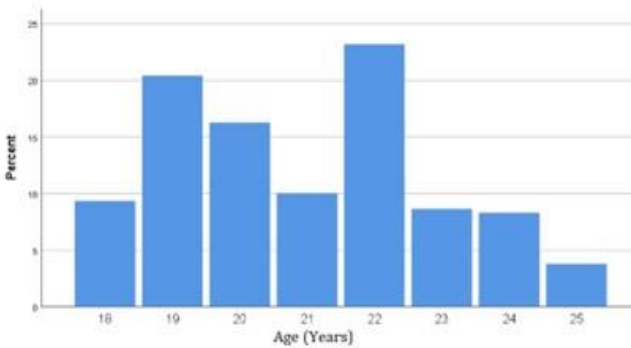


Fig. 1. Distribution of Age

## B. Measurement

The questions in the questionnaire confirmed the activities related to media use experienced by the participants in the last six months. Participants answered six questions in the second screening activity, the question of the frequency with which participants confirmed news or political discussions being watched on TV on social media. Answers were graded from 1 (never) to 5 (always), with mean = 3.27 and SD = 0.97 ( $\alpha = 0.797$ ).

The social media elaboration provides five questions regarding the frequency of use related to the role of social media; as a means of obtaining information, expressing opinions, influencing others, a place for voice, and political involvement. The answer choices were never (1) to always (5), with mean = 2.98 and SD = 0.97 ( $\alpha = 0.744$ ).

Political efficacy asks three questions related to the belief in engaging in politics through social media, including qualifications, understanding, and ability to influence. Answers with a choice of strongly disagree (1) to strongly agree (5), with mean = 2.88 and SD = 0.98 ( $\alpha = 0.880$ ).

## C. Data analysis

The study collected data using an instrument tested for validity and reliability and data analysis using multiple linear regression [21]. Political efficacy is the dependent variable, and there are independent variables, including the second screening and social media elaboration. The SPSS version 25 program package assisted in data analysis.

## 4 Results and Conclusion

### 4.1 Results

The study participants consisted of 29.1% men and 70.9% women (N=289). Figure 2 shows that the activity of students doing a second screening and elaboration of social media has the highest frequency on an occasional scale. Meanwhile, those who answered that they always did a second screening showed consistency and always elaborated on social media.

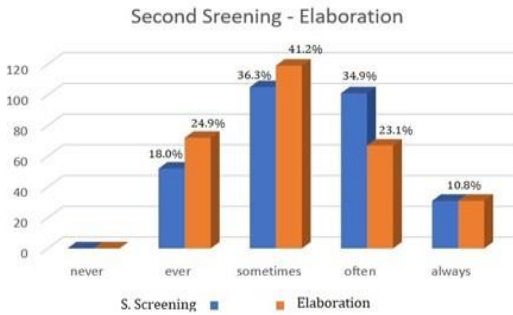


Fig. 2. Frequency of Second Screening and Elaboration

The regression analysis results in table 1 show that the second screening model has a significant effect on political efficacy with a value of  $B = 0.598$  (sig. 0.000). Model II displayed social media elaboration was added. The results showed that the second screening and social media elaboration significantly affected political efficacy, with  $B = 0.187$  (sig. 0.000) and  $B = 0.524$  (sig. 0.000). This finding accepted Hypothesis 1 (H1) and Hypothesis 2 (H2). Model III wants to confirm social media elaboration as a mediating variable in the relationship between second screening activities and political efficacy. The results showed that social media elaboration did not function as a mediating variable, indicated by the value of  $B = 0.054$ , which is not significant because the significance value is  $> 0.05$  (0.281). This finding is the basis for not accepting Hypothesis 3 (H3).

Table 1. Regression Analysis Coefficient

| Model         | Unstandardized Coefficient |            | Standardized Beta | t     | Sig   |
|---------------|----------------------------|------------|-------------------|-------|-------|
|               | B                          | Std. Error |                   |       |       |
| I. Constan    | 0.930                      | 0.164      |                   | 5.667 | 0.000 |
| S_Screening   | 0.598                      | 0.048      | 0.592             | 12.43 | 0.000 |
| $R^2 = 0.350$ |                            |            |                   |       |       |
| II. Constan   | 0.711                      | 0.154      |                   | 4.629 | 0.00  |
| S_Screening   | 0.187                      | 0.071      | 0.185             | 2.626 | 0.00  |

| Model                  | Unstandardized Coefficient |            | Standardized | t     | Sig.  |
|------------------------|----------------------------|------------|--------------|-------|-------|
|                        | B                          | Std. Error | Beta         |       |       |
| Elaboration            | 0.524                      | 0.071      | 0.518        | 7.332 | 0.00  |
| R <sup>2</sup> = 0.453 |                            |            |              |       |       |
| III. Constan           | 1.173                      | 0.454      |              | 2.585 | 0.010 |
| S_Screening            | 0.046                      | 0.149      | 0.045        | 0.305 | 0.761 |
| Elaboration            | 0.336                      | 0.188      | 0.332        | 1.788 | 0.075 |
| SScreening*Elaboration | 0.054                      | 0.050      | 0.312        | 1.081 | 0.281 |
| R <sup>2</sup> = 0.455 |                            |            |              |       |       |

Dependent Variable: Political Efficacy. N = 289

Model II shows that the effect of social media elaboration ( $\beta = 0.518$ ) on political efficacy is greater than the effect of second screening ( $\beta = 0.185$ ). The effect of social media elaboration and second screening together contributes 45.3% to political efficacy. This study confirms Cognitive Learning Theory, which describes the internal processing of information in memory. Student activities conducted a second screening in the last six months, namely watching television about political issues, plus internet access to get more information, which positively affects political efficacy. Besides, students elaborate on social media related to political news affects political efficacy. This study's results align with previous studies conducted in Hong Kong, which stated that a second screening with a political expression on social media affected political efficacy. The use of social media indirectly increases students' political knowledge [22]. The influence of social media elaboration on political efficacy also confirms previous studies, but in this study, the emphasis was on different types of platforms [23]. Previous studies have looked more at the effect of second screening on political participation. Besides, the second screening affects political efficacy, but it does not involve elaborating on social media activities. This study uses the elaboration of social media as a predictor of political efficacy because it is inevitable that the contribution of social media use outside the second screening activity also needs attention.

## 4.2 Conclusion

Based on the analysis of the study results, it can be concluded as follows:

With a sample of 289 Jakarta students, it is known that the use of media with second screening activities, where students watch TV related to news or political discussions and at the same time also access social media with related topics. The majority of students stated that they sometimes or often do second screening activities and the elaboration of social media.

The second screening and social media elaboration affect the political efficacy of students. The influence of social media elaboration has a more significant contribution. Social media elaboration was not a mediating variable. Second screening activities and social media elaboration have their respective roles in increasing students' political efficacy.

The second screening activity confirmed that political information was received from TV with related information through social media. It will obtain more valid and credible

sources of information. This finding can be utilized as a reference for students learning about democratic involvement in citizenship classes. The second screening and elaboration of social media activities can be disseminated to the broader community, not limited to students. For further research, the scope of the research can be expanded to geographic and demographic aspects.

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