



# The Impact of Political Identity, Efficacy, and Selective Media Exposure on Political Participation:

A Comparative Study of Young Adults in the United States and Hong Kong

Michael Che-ming Chan  
and Jing Guo

**The Impact of Political Identity, Efficacy, and Selective Media Exposure on Political Participation: A Comparative Study of Young Adults in the United States and Hong Kong**

by Michael Che-ming Chan and Jing Guo

Published by C-Centre x jcMotion, School of Journalism and Communication, The Chinese University of Hong Kong

**Editor-in-Chief:** K. W. Ma

**Editor:** L. S. Chan

The C-Centre conducts frontline research on media in Greater China and communication with a comparative perspective. Aspiring to be a hub of global communication, the C-Centre organizes seminars, conferences, workshops, and study groups, publishes a wide range of academic reports, and provides the research community with datasets and other services.

(The C-Centre, the Centre for Chinese Media and Comparative Communication Research)

jcMotion, a digital platform run by the School of Journalism and Communication, publishes quality e-papers, e-books and e-lectures by the teaching faculty and the School's strong alumni network and affiliates in the media and communication industries. We produce academic and creative works in accessible formats. We aspire to inspire, bridging the School and the society at large, and opening up a lively space for dialogue among people from all walks of lives.

For more information and enquiry, please contact us via [jcmotion@cuhk.edu.hk](mailto:jcmotion@cuhk.edu.hk)

Copyright © 2013 Michael Che-ming Chan and Jing Guo. All rights reserved.

jcMotion e-publishes working papers and monographs. Authors reserve their right to publish these works through other channels such as academic journals and books in printed and electronic format.

To cite this publication:

Chan, M. C. M., & Guo, J. (2013). *The impact of political identity, efficacy, and selective media exposure on political participation: A comparative study of young adults in the United States and Hong Kong* [Electronic version]. K. W. Ma & L. S. Chan (Eds.). Hong Kong: jcMotion. Retrieved from <http://jcmotion.com.cuhk.edu.hk>

Cover image by Alex H. M. Tang @ 2013.

# Foreword

Winning an award at a peer-reviewed conference is an honor that most academics cherish. We like it because we enjoy being recognized by the research community. In addition, when rightly done, an award speaks to the quality of a paper. All this probably explains why the annual conventions of major communication associations of the world—ICA, NCA, AEJMC, WAPOR, IAMCR and the like—have set up awards for top student papers. While the authors will find the awards encouraging, the award-winning papers can be a source of inspiration to many others. Graduate students and budding scholars are particularly curious about these papers.

The graduate students in our School have been very active in joining all the aforesaid conferences. As teachers, we are happy to find that quite a few have won awards for their outstanding works. To meet the demand for easy access to these papers, the Centre for Chinese Media and Comparative Communication Research (the C-Centre) has launched this Award-winning Student Paper series as part of its e-publication plan. As the copyright owner, the authors are expected to revise and publish the e-papers in the more traditional venues of journals and books later. We publish the e-version as working monographs in order to speed up the dissemination of research ideas. We encourage you to share the e-papers with others. You are also invited to refer student award-winning papers to us for possible inclusion in the series.

**Joseph M. Chan, PhD**  
Director, the C-Centre  
Professor of Journalism and Communication  
The Chinese University of Hong Kong

**The Impact of Political Identity,  
Efficacy, and Selective Media Exposure on  
Political Participation:  
A Comparative Study of Young Adults in  
the United States and Hong Kong**

Michael Che-ming Chan and  
Jing Guo (University of Maryland)



# Abstract

This comparative study between an established democracy (US) and transitional democracy (Hong Kong) analyzed the interrelationships among political identification, political efficacy, collective efficacy and selective exposure; and subsequent effects on political participation among young adults. Regression analyses showed that political efficacy and selective exposure were significant predictors of political participation for both countries while collective efficacy was significant only for the Hong Kong sample. There were also significant interaction effects between efficacy and selective exposure in the US sample and between political identity and collective efficacy in the Hong Kong sample. The findings support the cross-contextual validity of political efficacy and selective exposure as general predictors applicable to democracies at different stages of development. Implications of the findings for youth participation in politics are discussed.

This paper was awarded the Best Research Paper Award in the Political Communication Interest Group of the Association for Education in Journalism and Mass Communication (AEJMC) annual conference 2011. It has also been accepted for publication in *Cyberpsychology, Behavior & Social Networking*.