Fall Colloquium
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Seitz 313

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Self-Reported vs. Digitally Recorded: Measuring Political Activity on Facebook

Digital media--and social media in particular--are credited with lowering barriers to political participation by creating new forms of activity and reducing costs of participation. However, such claims are usually based on users' self-reports of their political activity online. Using a novel dataset that combines survey responses and digital trace data from a pool of 800 American adults, this analysis explores whether individuals can correctly self-report their political activity on Facebook and whether their accuracy varies systematically based on demographic or related variables. Results show that individuals with high political interest are differentially self-aware of their political activity on Facebook.