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LAPOP: Politically tolerant people use social media

by Jim Patterson (<http://news.vanderbilt.edu/author/patterjm/>) | Posted on Monday, Jul. 15, 2013 — 11:52 AM



(iStock)

People who talk politics on social media in Latin America and the [Caribbean \(#\)](#) fit a very particular profile, according to research from Vanderbilt University's [Latin American Public Opinion Project \(LAPOP\)](#) (<http://www.vanderbilt.edu/lapop/>).

Social media use is "more likely among those who are younger, wealthier and more educated," according to the [Political Social Media Users in the Americas](#) (<http://www.vanderbilt.edu/lapop/insights/10892en.pdf>) study posted on the LAPOP website. "It is also more likely to be found among urban (versus rural) residents."

Other traits common among people active politically on social media outlets are ideological polarization – both conservative and liberal – and being supportive of democracy in the abstract.

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