



Television News Trust Shapes Political Participative Behavior of Citizens: An Empirical Investigation in a Collectivist Cultural Context

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Abstract

Pervasive nature of mass media communications and its effects on citizens' political participation behavior need deep understanding to general public. This study investigates empirically Theory of Reasoned Action in collectivist cultural context of Pakistan in mass media settings to testify TV News Trust. It presents a profound predictor of political participation behavior of citizens along with behavioral intentions' traditional predictors. TRA framework was employed to develop questionnaire, data obtained through online survey from 122 political active Pakistani citizens. Data encoded in SPSS and performed numerous data analysis tools to serve study purpose. Results of this study reveal that TV News Trust is a significant predictor of political participation behavioral intentions. Motivation to Comply does not have influence on Subjective Norms while Normative Beliefs and TV News Trust strong predictors of Subjective Norms. Additionally, Trust is value added predictor to traditional TRA framework, presenting direct link with Subjective Norms, Attitude and Behavioral Intentions. Results of this study indicate an appeal for future researches to conceptualize citizens' political participation behavior in variety of cultures. Current study contributes in understanding media role communications in general and TV News in particular to predict citizens' behavior. The study provides specific set of suggestions for Political Parties and TV News managers to improve prospective impact of media communications of citizens' political participative behavior.

Keywords: Theory of Reasoned Action rather than Theory, Reasoned action

Introduction

In current era of technological advancement, mass media disseminate information faster than ever before. Electronic media evolution made information easier to systemize and disseminate at large since decades. Media has potential to shape as well as guide behavior of audiences through forming social, cultural, religious and political foundations. Numerous research efforts shed light on media influence on citizen social behavior. The prevalence of media development, like every social institution, media got great technological and social shift in shaping social behaviors. Ideological aspect of mass media implies limited familiarity of social encounters with their own social life circle.

Alternatively, mass media simulates social national as well as international information which converts those sources more reliable for viewers¹. Symbolic interactionism paradigm implies the social learning through interaction; citizens are interacting through mass media sources which impact learning. Television (TV) is one of mass media sources which offer numerous services in general and news is most important from them². Although all sources of media communication, including, electronic and print media; from electronic media, TV is taking more attention as a socializing agent. Socialization is significant need of human society³ which foster social value based trust. Moreover, TV is still a primary source of mass media culture⁴.

TV has an ability to influence and shape citizen opinions about multiple social national and international issues which move further to another step for setting a general perception of specific country, society, religion and race. Social responses on media instincts need more understanding of the phenomenon of behavioral intentions. Since decades, theory of reasoned action is one of evolving theory which social researchers utilized to understand behavioral intentions in various settings⁵⁻⁹. Perhaps, TV news impact individual thoughts about mass media which ultimately foster viewer behavioral intentions. It is significant study to evaluate the role of TV news and their role to influence citizen behavior. Recently, it has been empirically investigated youth protest behavior with underpinning effect of political grievance^{10,11}. Generally we are relying on media sources to seek reality of society around us. Every citizen the society watch television and almost every family have the at least one TV set. Evolution and advancement in technology makes electronic media (social media and TV) faster than print media (newspapers and magazines) as information through TV catching quick attention of masses. Hence, it is the quickest and larger component of media in fostering citizens' behavior. Youth involvement in social as well as political issues through a personal quest of individuality in a collectivist culture is merely unknown. Hence, current study designed to uncover youth political participation empirically through employing extended version of TRA by TV news trust.

In sum, the purpose of our research study is to touch sociological and behavioral significance in formulation opinions and perceptions through magnifying TV news with dual conceptualization along with TV news trust. Additionally, we focused TV news and citizen behavioral development.

Research Questions: After synthesis of literature, we proposed below research questions: What are the factors affecting citizen's political participative behavioral intentions?

Research Objectives: We proposed below research objectives to answer above research questions: To test empirically attitudinal and subjective norms in shaping citizen's political participative behavior. To test empirically the relationship between television news trust, attitudinal, subjective norms and citizen's political participative behavior.

In current research paper present literature review followed by methodological considers, analysis, results and discussion part along with specific implications.

Literature Review: TV News and Trust: Media credibility ascertains the reliability of the information disseminated through mass communication sources in general and particular through TV News. The objective of public TV service was to inform masses public affairs. Gradual technological growth of mass media enhances our expectations to have more television stations¹². Given the on-air and online media sources, belief along with succeeding TV news trust agitates citizens' political involvement¹³. Evaluation of TV News credibility is more significant due to citizens tilt towards TV News rather than newspapers, considering substantial TV news channel producers¹⁴. Asserting TV News credibility contribution towards citizens' political participative in top US news channels was an initiative of current study that strongly emphasized TRA framework to foster TV news credibility in collectivist cultural context¹⁵. It has been confirmed through study that watching TV news positively linked with information¹⁶. TV has been recognized as a primary source of information regarding news¹⁷. News through TV is considered as an objective source of information¹⁸. Globally, people consider TV news as trusted information disseminator and it depends upon the news and its evaluation¹⁹. Inevitable competitions among different TV news motivate them to show infotainment while missing the both information and entertainment which focus on different celebrity shows²⁰. TV news style of presenting news has been transformed which is also transforming the social change²¹. TV news provides social interaction with significant motivation to watch TV news²². Additionally, when we see the policy making process then we must consider the importance of TV news as it guides the behavior of policy makers²³. Global competition and highly intensive broadcasting technology improves the news paradigms²⁴. TV news extensively used in "agenda building" and it influences the individual behavioral intentions to perform certain behaviors in a particular situation²⁵. TV news is communicating individual predispositions and significant source

of political information²⁶. TV news enhances political participation among citizens which ultimately impacts social as well political behaviors of citizens²⁷. Technological advancement and youth interaction with fast moving information sources makes stringent impact on youth behavior. TV news got a seductive appeal for youth when there are elections, political events and campaigns²⁸. In the era of technological advancement, it is quite clear that digital media contributing significantly in young citizens' behaviors²⁹. Youth raising their standards symbolically³⁰, Social media scholars embedded great level of efforts to delineate the importance of youth in a culture³¹ more specifically to political participation and opinion formation through TV news. Mass communication is integral information source and credibility is significant characteristic to validate mass communication information³². Trust in media news and lack of theoretical advancement in the same field is limited. Trust-worthiness in TV news is significant instinct for viewers as what media news explore and what it impacts on citizen's social and political participative behavior. Trust in TV news significantly influences TV news channel selectivity³³. TV news enhances and updates daily events and happenings on national and international issues and dilemmas to viewers. People select information which appeals credibility within it; more a media source is credible more attention that media TV news channel attracts³⁴. Media consumption of TV news through different channels affects news credibility perceptions³⁵. Given the significance of news credibility, it has been examined the key factors influencing online news credibility³⁶.

Theoretical Conceptualization: Since decades, psychologists focused on attitude as individual mental process which derives individual's actual and potential responses. TRA provides a framework to study and understand attitudes toward behaviors. Behavior intent is a combination of attitude and subjective norms. More specifically, attitudes (A) constructed through outcome evaluations (OE) and behavioral beliefs (BB) while subjective norms (SN) predicted by motivation to comply (MC) and normative beliefs (NB). Comprehensively, attitude predicts behavioral intention while predicted through individual's beliefs about happenings to perform a specific behavior (behavioral beliefs) and evaluation of those consequences. Intentions are leading towards a specific behavioral outcome through set of beliefs and values. TRA predicts the behavioral outcomes through behavioral intentions^{37,38}. It observes all dimensions of individual's perspective which can be utilized in making strategic planning³⁹. Behavioral beliefs are influencers of behavior through attitude while normative beliefs stimuli to perform a behavior through subjective norms⁴⁰. TRA has two supportive assumptions, including, human beings are rational in decision making and behavioral intention is an immediate determinant of any action. Ajzen and Fishbein identified three conditions among the relationship of intentions and behavior: i. how measures of intentions and behavioral criterion corresponds each other, ii. time of intention measurement and behavioral performance, iii. how intention is under volitional control.

Beliefs can be defined as specific proved statements about certain attributes of objects⁴¹. Behavioral beliefs are outcomes of attitude which represents as behaviors⁴². Normative beliefs refers specific individual or group of people which a person thinks that one should or should not perform a certain act. Normative beliefs are about what referents would advise in certain situations. Considering limitations of TRA several limitations, trust was not considered in this theory. We extended TRA through employing TV news trust which is not yet explored considering behavioral foundations.

Hypothesis: H₁: Citizen “behavioral beliefs” about TV news positively influence citizen’s “attitude”. H₂: Citizen’s “outcome evaluation” from TV news positively influence citizen’s “attitude”. H₃: Citizen’s “normative beliefs” about TV news positively influence citizen’s “subjective norms”. H₄: Citizen’s “motivation to comply” about TV news positively influence citizen’s “subjective norms”. H₅: Citizen’s “attitude” towards TV news positively influences citizen’s “behavioral intentions”. H₆: Citizen’s “subjective norms” towards TV news positively influences citizen’s “behavioral intentions”. H₇: Citizen’s “TV news trust” towards TV news positively influences citizen’s “attitude”. H₈: Citizen’s “TV news trust” towards TV news positively influences citizen’s “subjective norms”. H₉: Citizen’s “TV news trust” towards TV news positively influences citizen’s “behavioral intentions”.

Methodology

Sample and Context: Current study focuses creation and understanding of knowledge about the social world through empirical testing, authentic verification and falsification to extend theory in mass media context. In this study, we test empirically the influence of TV news trust on Pakistani citizen’s political participative behavior. After synthesizing the existing attempts in behavioral intentions, we consider and extend “Theory of Reasoned Action”. Respondents were realized that their answers to the questions are significant which can contribute in understanding and quality of analysis. Data were collected using purposive sampling from Pakistani nationals who are actively participating in political campaign/movement/party.

Development of Measurement Scale: Behavioral outcome situation was given to respondents in form of below scenario which developed to enhance the understanding with TV news and citizen’s behavior and respondents were asked to put themselves in the situation and utilize the experience while responding to each item, questioned in the questionnaire:

You are living in the interactive and collaborative environment of TV news. These channels are disseminating the crucial information about the national and international issues. Often, information provided through these news channels create a lot of confusions about the institutions, personalities and systems, hence, citizen perceives whether systems are weak or strong, institutions are corrupt or for welfare and people are good or bad. The TV news are propagating about government body which is considered as an predictor of citizen behavior and you are experiencing the same as a common citizen is experiencing from these channels. Considering the "Trust", now you have a choice to proceed with supporting behavior or not supporting behavior towards a political campaign/movement/party.

Bucy also used this kind of situation in his research to consider media credibility through public opinion and that study also focused TV news at United States of America after 9/11 incident. Refer to Appendix 1, 29 items adapted to measure 8 variables presented in above theoretical framework devised by Ajzen and Fishbein.

Data Collection Procedure: Online survey method was used to collect data by utilizing Google Documents. Questionnaire link was disseminated through social media, instant messages and direct email to potential respondents to save research cost; 122 out of 150 responded which presents 81.33 per cent response rate. Data were collected between December 2015 and January 2016. After data collection, we coded and scored data in SPSS.

Data Analysis: Data analysis was executed using SPSS. Demographic details followed by reliability test for internal-item consistency. Hypothesis postulated in the current study tested through regression analysis.

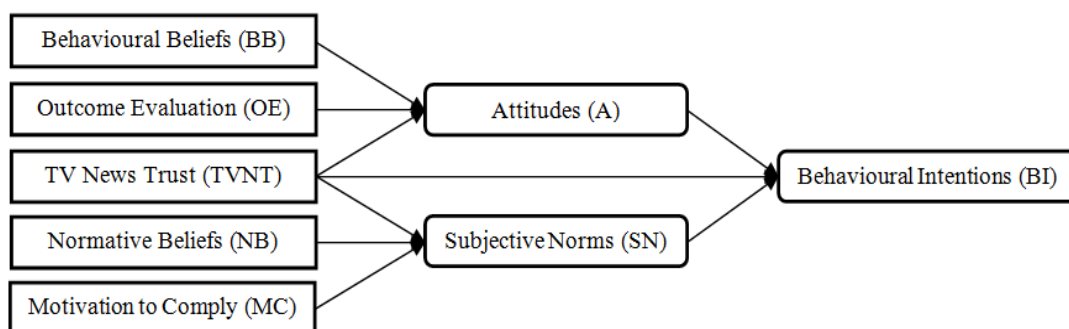


Figure-1
Theoretical Framework

Results and Discussion

Table-1 sum up demographic profile of respondents. Male respondents (65.6 per cent) were more than female respondents (34.4 per cent). 70.5 per cent respondents were in age bracket of 22-27 years, 18 per cent were in 28-35, 5.7 per cent only were below 20 and above 36 years each. About 49 per cent were students, 27.9 per cent were private sector employees while 13.1 per cent were public sector employees, 4.9 per cent were entrepreneur and business partner each. Daily TV news watching habits were found differently with time span. 70.5 per cent respondents identified that they are watching TV news for less than 2 hours daily, 17.2 per cent are watching TV news for 2 to 3 hours, 7.4 per cent are watching TV news for 3 to 4 hours daily while 4.9 per cent only are watching TV news for more than 4 hours.

Table-1
Demographic Profile

Demographic Attribute	(F) ^a	(P) ^b
<i>Gender</i>		
Male	80	65.6
Female	42	34.4
Total	122	100
<i>Age</i>		
Below 20	7	5.7
22-27	86	70.5
28-35	22	18
Above 36	7	5.7
Total	122	100
<i>Occupation</i>		
Student	60	49.2
Employee Public Sector	16	13.1
Employee Private Sector	34	27.9
Entrepreneur	6	4.9
Business Partner	6	4.9
Total	122	100
<i>Daily TV News watching habit</i>		
Less than 2 hours	86	70.5
2 to 3 hours	21	17.2
3 to 4 hours	9	7.4
More than 4 hours	6	4.9
Total	122	100

Notes: n = 122; ^aF – frequency; ^bP – frequency

Table-2 illustrates Cronbach’s alpha, mean and standard deviation for all respective items of variables which are studied in this research study. The Cronbach’s alpha value for motivation to comply (MC) is .79 which implies that three items of MC, measure adequate internal consistent scores. Alpha of behavioral intentions (BI) is .76, behavioral beliefs (BB) with .73, outcome evaluation (OE) presents .70, subjective norms (SN) with .71 while 3 items of attitude (A) imply .94 Cronbach’s alpha score, additionally, normative beliefs (NB) presents .84 Cronbach’s alpha score with 3 NB items. Finally, alpha value for TV news trust (TVNT) is .93 with 16 dimensions which internally consistent to measure TVNT.

Table-2 indicates that respondents marked highest value to following statements: “proceeding with supporting behavior would be very good for me” (4.34), “proceeding with supporting behavior would mean that I would feel valued (satisfied)” (4.34), and “my mother thinks that I should proceed with supporting behavior”, (4.27).

Table-3 indicated correlation matrix, motivation to comply and subjective norms has weak positive relationship which implies that if MC will increase by 1 value then SN will increase with .4 only; consequently, normative beliefs has moderate positive relationship with SN. Behavioral beliefs positively correlated with attitude (.81) while outcome evaluation has strong positive relationship with attitude (.84). Attitude and subjective norms have positively relationship with behavioral intentions .54, .53 respectively. Moreover, TVNT presents consistent and same positive relationship with subjective norms and attitude (.54) while TVNT imply moderate positive relationship with behavioral intentions (.57).

Table-4 collectively designed to check hypothesis which we proposed in the beginning of this research study. Table-4(A), implies that behavioral beliefs and outcome evaluation enhances attitudes. Results supported H₁ “Citizen’s behavioral beliefs about TV news positively influence citizen’s attitude” ($\beta = 0.55$, p-value < 0.01) and H₂ “Citizen’s outcome evaluation from TV news positively influence citizen’s attitude” ($\beta = 0.33$, p-value < 0.01). Table 4 (B), supported H₃ “Citizen’s normative beliefs about TV news positively influence citizen’s subjective norms” ($\beta = 0.87$, p-value < 0.01) while rejected H₄ “Citizen’s motivation to comply about TV news positively influences citizen’s subjective norms” ($\beta = -0.09$, p-value > 0.01). Results from table 4 (C) supported fifth hypotheses; “Citizen’s attitude towards TV news positively influences citizen’s behavioral intentions” ($\beta = 0.53$, p-value > 0.01). Sixth hypotheses also supported by results shown in Table 4 (D), “Citizen’s subjective norms towards TV news positively influence citizen’s behavioral intentions” ($\beta = 0.54$, p-value > 0.01). Table 4 (E) supported H₇: Citizen’s TV news trust towards TV news positively influences citizen’s attitude ($\beta = 0.54$, p-value > 0.01). Table 4 (F) H₈: Citizen’s TV news trust towards TV news positively influences citizen’s subjective norms ($\beta = 0.54$, p-value > 0.01).

Table-2
Descriptive Statistics of Variables

Variables	Cronbach's alpha	Mean	SD
Motivation to Comply	0.79	3.53	1.60
I want to do what my father thinks I should do.		3.61	2.06
I want to do what my mother thinks I should do.		3.80	2.01
I want to do what my friends think I should do.		3.19	1.63
Normative Beliefs	0.84	4.10	1.65
My father thinks that I should proceed with supporting behavior.		4.14	1.95
My mother thinks that I should proceed with supporting behavior.		4.27	1.96
My friends think that I should proceed with supporting behavior.		3.89	1.74
Subjective Norms	0.71	4.07	1.88
Most people who are important to me think that I should proceed with supporting behavior.		4.07	1.88
Outcome Evaluation	0.70	4.34	1.94
Proceeding with supporting behavior would be for me.		4.34	1.94
Behavioral Beliefs	0.73	4.34	1.89
Proceeding with supporting behavior would mean that I would feel valued (satisfied).		4.34	1.89
Attitude	0.94	4.25	1.69
Proceeding with supporting behavior would be for me.		4.24	1.86
Proceeding with supporting behavior would be for me.		4.30	1.72
Proceeding with supporting behavior would be for me.		4.20	1.75
Behavioral Intentions	0.76	3.52	1.78

Variables	Cronbach's alpha	Mean	SD
If I were influenced from TV News Channels, I would proceed with supporting behavior.		3.52	1.78
TV News Trust	0.93	3.50	1.24
Political issues receive the necessary attention.		3.83	2.02
Political issues assigned an adequate status.		3.60	1.72
The frequency with which political issues is covered is adequate.		3.66	1.76
The topic is covered on the necessary regular basis.		3.70	1.89
The essential points are included.		3.58	1.70
The focus is on important facts.		3.34	1.79
All important information regarding political issues is provided.		3.20	1.71
Reporting includes different points of view.		3.94	1.88
The information in a report would be verifiable if examined.		3.65	1.78
The reported information is true.		3.45	1.74
The reports recount the facts truthfully.		3.35	1.64
The facts that I receive regarding political issues are correct.		3.20	1.69
Criticism is expressed in an adequate manner.		3.24	1.64
The journalists' opinions are well-founded.		3.44	1.59
The commentary regarding political issues consists of well-reflected conclusions.		3.20	1.75
I feel that the journalistic assessments regarding the topic of are useful.		3.67	1.75

Notes: n = 122; SD = standard deviation

Table-3
Correlation Matrix

	MC	NB	SN	OE	BB	A	BI	TVNT
Motivation to Comply (MC)	-							
Normative Beliefs (NB)	.643**	-						
Subjective Norms (SN)	.462**	.807**	-					
Outcome Evaluation (OE)	.554**	.762**	.712**	-				
Behavioral Beliefs (BB)	.503**	.730**	.715**	.861**	-			
Attitudes (A)	.563**	.757**	.659**	.842**	.810**	-		
Behavioral Intensions (BI)	.283**	.560**	.544**	.439**	.409**	.535**	-	
TV News Trust (TVNT)	.423**	.576**	.546**	.501**	.484**	.545**	.571**	-

Table-4(A)
Regression Analysis

Variable	Beta	SE	T	Sig.	Hypothesis
(Constant)					
Outcome Evaluation (OE)	.556	.080	6.013	0.000*	Supported
Behavioral Beliefs (BB)	.331	.083	3.577	0.001*	Supported

Note: $R^2 = .73$, $F(2,120)$, $*p < .01$

Table-4(B)
Regression Analysis

Variable	Beta	SE	T	Sig.	Hypothesis
(Constant)					
Motivation to Comply (MC)	-.097	.082	-1.387	.168	Not Supported
Normative Beliefs (NB)	.870	.080	12.404	.000	Supported

Note: $R^2 = .65$, $F(2,120)$, $*p < .01$

Table-4(C)
Regression Analysis

Variable	Beta	SE	T	Sig.	Hypothesis
(Constant)					
Attitude (A)	.535	.081	6.93	.000*	Supported

Note: $R^2 = .28$, $F(1,121)$, $*p < .01$

Table-4(D)
Regression Analysis

Variable	Beta	SE	T	Sig.	Hypothesis
(Constant)					
Subjective Norms (SN)	.544	.072	7.10	.000*	Supported

Note: $R^2 = .29$, $F(1,121)$, $*p < .01$

Table-4(E)
Regression Analysis

Variable	Beta	SE	T	Sig.	Hypothesis
(Constant)					
TV News Trust (TVNT)	.545	.104	7.128	.000*	Supported

Note: R2 = .29, F (1,121), *p<.01

Table-4(F)
Regression Analysis

Variable	Beta	SE	T	Sig.	Hypothesis
(Constant)					
TV News Trust (TVNT)	.546	.116	7.139	.000*	Supported

Note: R2 = .29, F (1,121), *p<.01

Table-4(G)
Regression Analysis

Variable	Beta	SE	T	Sig.	Hypothesis
(Constant)					
TV News Trust (TVNT)	.571	.107	7.613	.000*	Supported

Note: R2 = .32, F (1,121), *p<.01

Finally, Table 4 (G) H₀: Citizen’s TV news trust towards TV news positively influences citizen’s behavioral intentions ($\beta = 0.57$, p-value > 0.01).

Current study contains collectivist cultural context to delineate citizen’s behavioral intentions towards political participative behavior through TV news. We implied Theory of Reasoned Action (TRA) to investigate behavioral intentions while extended traditional model of TRA through introduction of TV news trust. Results of current study indicate that TV news trust has influence on citizen political participative behavior. Fourth hypotheses, “citizen’s motivation to comply (MC) about TV news positively influence citizen’s subjective norms (SN)” rejected by results of current study. It implies that citizens of Pakistan are not complying to present association with subjective norms which provide limitation towards TRA. On the other hand, Pakistani citizens’ behavioral intentions towards political participation affected through TV news trust. TV news trust leads towards political participation.

Current study framed with TRA framework, we introduced TV news trust as an important predictor of behavioral intentions in political participative behavioral context.

TV news providers can get benefit from results of current study by understanding the role of TV news trust in shaping citizen’s behavior.

Current study carried out in limited time, data were collected

within 2 calendar months with sample of 122 politically active respondents. Future research can consider bigger sample size and different cultural context. On the other hand, current study framed with TRA, future research study can be framed with other behavioral theoretical supports to delineate variety of aspects associated with citizen political participative behavior. Understanding the role of media communication is enormously significant to translate, motivate, and mould citizens’ political participation which ultimately converts media and political parties supportive behavior. The ultimate citizens’ engagement plan contributes in well-being that articulates societal political structure.

Recent studies ignore TV News trust in collective cultural context of Pakistan to generalize the results through TRA framework. Current study identifies TV News Trust as a predictor of citizen’s political participative behavior. Results of current study suggest that Pakistani citizens are relying on TV News as a major source of information during any political and social campaigns. In the process of acquiring information from said source it is very crucial for citizens to have trust on source of information. TV News Trust presents an important predictor of Pakistani citizen’s political participative behavior.

Conclusion

Current study sums up Theory of Reasoned Action (TRA) framework as a profound resultant of political participation of behavioral intentions. Results of the study reveal about TV

News Trust and its influence on political participation behavior, how important the trust element in influencing behaviors. Trust adds up the value in traditional TRA framework, presenting direct link with Subjective Norms, Attitude and Behavioral Intentions. Media integrity evokes youth political participative behavior. It can be set as one of the most important factors that transform behaviors. Media should play a positive role in developing and shaping citizens' opinions in political participation. It will actualize the real focus of concern in a society through proper positioning of media integrity and transparency. TV news managers must equip their role in managing to present news with more integrity and credibility so that trust can be enhanced which will shape citizens' behavior.

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