

The Mediating Effect of Interpersonal Influence between Mass Media Influence and University Student's Voting Intention

Saodah Wok (wsaodah@iium.edu.my; 016-6524383),

Syed Arabi Idid (sarabdid@iium.edu.my; 019-3762430), and

Rashid Moten (rashidm@iium.edu.my; 012-6895462)

The Electoral Studies Unit

International Islamic University Malaysia (IIUM)

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Saodah Wok, Syed Arabi Idid & Rashid Moten

Abstract

The role of media and the mediating influence of interpersonal communication has been a major concern in election studies; especially with regard to the voting intention of youth. The audience derives their knowledge of current news and information from the mass media, which could be the starting point for interpersonal discussion. If we divert to the use of media among university students, the objectives of this study would be to investigate the factors influencing voting intention among them. Adding on, we would pose the question whether university students are keen in election participation? The study would investigate the relationships between media use, attention, trust and the mediating effect of the interpersonal influence on the voting status and habit of the university students.

Data were collected from 9036 respondents from 20 IPTA and 8 IPTS; using questionnaire as the research instrument from March through May 2011. Data were analyzed using SPSS Win 16 for both descriptive and inferential statistics. The respondents were 61% female, 61% Malays, from all states. Only 51% were registered voters.

Keywords: Mass media influence, interpersonal influence, limited effects theory, university students, voting

INTRODUCTION

The limited effect theory (Lazarsfeld & Katz, 1954) of the mass media still holds true when comes to election; while the interpersonal influence relates to the persuasion, decision-making procession and voting behavior. The main role of the mass media is to create awareness of current news and information, the starting point for the interpersonal discussion. As such, the agenda setting of the media is normally followed by the discussion and in turn the interpersonal influence on the voting behavior.

The Objectives of the Study

The objectives of the paper are:

- (1) To find out the level of use, attention to, trust on, and influence of the mass media and the interpersonal sources by university students;
- (2) To determine the types of sources used of getting political information and current information;
- (3) To ascertain the voting status and habit of the university students;
- (4) To test the relationships between media use, attention, trust and influence with the party voting intention; and
- (5) To test the mediating effect of the interpersonal influence on the voting intention of the university students.

LITERATURE REVIEW

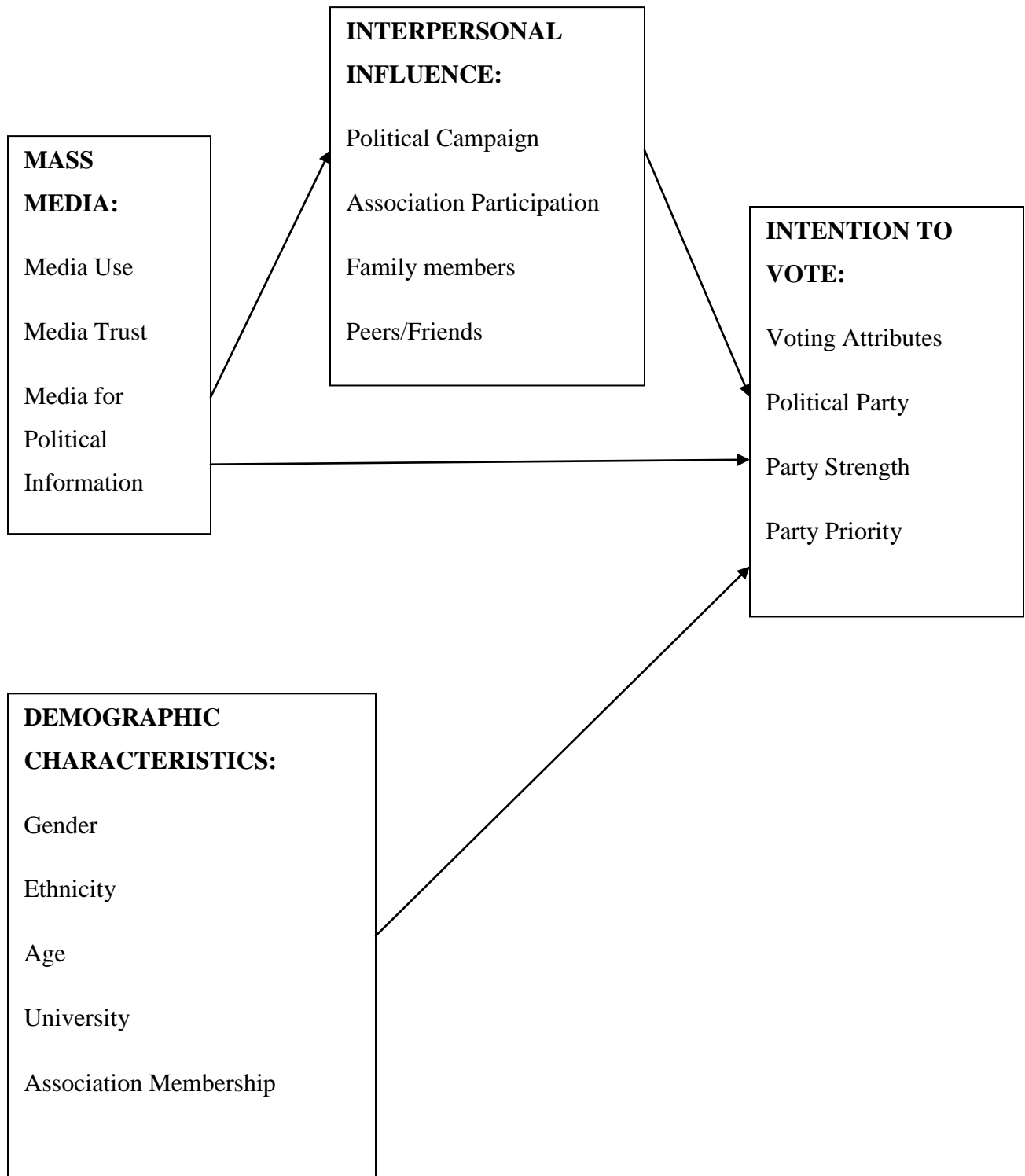


Figure 1: Conceptual Framework

METHODOLOGY

Research Design

The study used quantitative research design. It specifically used the cross-sectional survey to tap

Sampling Procedure

Research Instrument

Measurement

Validity and Reliability

Pilot Study

Data Collection

Data were collected from 20 IPTA and 8 IPTS students, giving a total of 9036 respondents; using questionnaire as the research instrument in collecting data from March through May 2011. Data will be analyzed using SPSS Win 16 for both descriptive and inferential statistics. The

respondents of the students are 61.3% female, 60.9% Malays, from all states with more coming from Terengganu (18.1%) and Johor (13.0%), were involved in society, and only 50.9% were registered voters.

Data Analysis

FINDINGS AND DISCUSSIONS

This section first describes the characteristics of the respondents prior to answering the research objectives and testing the research hypotheses.

Respondents of the Study

The respondents of the study consist of 61.5% female students compared to 38.5% male (Table 1). This composition reflects the population of the higher institutions of the nation. Another interesting feature of the respondents is its representativeness according to the Malaysian population racial distribution, that is, 60.9% Malay, 27.8% Chinese and 6.0% Indian. Since the respondents are university students, the age group of 21-25 years old bracket (66.9%) represents them. A total of 70.9% of the sample is from IPTA while the rest are from the IPTS (31.3%). Many of the respondents (63.9%) claimed that they are not a member of any association. However, those who were members of the association belong to sports and games clubs, art and culture and/or youth association.

Mass Media Influence Attributes

Table 2 presents the mass media attributes according to TV, newspaper, radio and the Internet. Surprisingly, many university students neither watch TV (36.6%) nor listen to radio (32.2%). However, many do read newspaper, but not on a regular basis as many read it two-three days in a week (38.1%). About two-thirds of the students believe in TV (76.1%), newspaper (65.2%), radio (68.9%) and the Internet (61.6%). The students admitted that they moderate-much extent get political and Federal Government information from TV (68.3%) and newspaper (68.5%). On the other hand, the students tended to moderately (35.9%) get such information from the radio

and some of them (34.1%) get much the information from the Internet. When asked the extent of media influence on supporting political party, 32.2% of the students said that they were moderately influenced by TV, newspaper (32.3%) and the Internet (31.0%). Radio, on the other hand, is not medium for political party (32.3%) at all.

Table 1: Respondent's attributes

| Respondent's Attributes | Frequency | Percentage |
|--|------------------|-------------------|
| Gender: | | |
| Male | 3463 | 38.5 |
| Female | 5539 | 61.5 |
| Total | 9003 | 100.0 |
| Ethnicity: | | |
| Malay | 5500 | 60.9 |
| Chinese | 2512 | 27.8 |
| Indian | 544 | 6.0 |
| Others (specify: | 480 | 5.3 |
| Total | 9036 | 100.0 |
| Age (years old): | | |
| 20 and less | 2812 | 31.3 |
| 21-25 | 6008 | 66.9 |
| 26 and above | 161 | 1.8 |
| Total | 8981 | 100.0 |
| University: | | |
| IPTA | 6408 | 70.9 |
| IPTS | 2628 | 29.1 |
| Total | 9036 | 100.0 |
| Association Membership: | | |
| Yes | 3230 | 36.1 |
| No | 5725 | 63.9 |
| Total | 8955 | 100.0 |
| Type of Association (N=3230)* : | | |
| Political Affiliation | 183 | 5.5 |
| Sports and Games | 943 | 28.3 |
| Cadet and Uniform | 663 | 19.9 |
| Arts and Culture | 841 | 25.2 |
| Volunteerism | 782 | 23.5 |
| Youth Association | 826 | 24.8 |
| School Debating Association | 136 | 4.1 |
| Martial Arts | 352 | 10.6 |
| Other club/society/association | 843 | 25.3 |
| * Multiple responses | * | * |

Table 2: Mass media influence attributes

| Mass Media Attributes | Television (%) | Newspaper (%) | Radio (%) | Internet (%) |
|--|-----------------------|----------------------|---------------------|---------------------|
| Media Use (Days): | | | | |
| 0 | 3180 (36.6) | 1318 (15.1) | 2798 (32.2) | 74 (0.8) |
| 1 | 1310 (15.1) | 1192 (13.6) | 992 (11.4) | 106 (1.2) |
| 2 | 1305 (15.0) | 1631 (18.7) | 1065 (12.3) | 188 (2.1) |
| 3 | 1064 (12.2) | 1698 (19.4) | 1093 (12.6) | 472 (5.3) |
| 4 | 520 (6.0) | 1056 (12.1) | 790 (9.1) | 584 (6.5) |
| 5 | 351 (4.0) | 695 (8.0) | 672 (7.7) | 948 (10.6) |
| 6 | 361 (4.2) | 508 (5.8) | 600 (6.9) | 2812 (31.4) |
| 7 | 597 (6.9) | 636 (7.3) | 670 (7.7) | 3781 (42.2) |
| Total | 8688 (100.0) | 8734 (100.0) | 8680 (100.0) | 8965 (100.0) |
| Mean (SD) | 1.99 (2.17) | 2.83 (2.05) | 2.44 (2.33) | 5.84 (1.47) |
| Media Trust: | | | | |
| 1 (Do not believe at all) | 523 (5.9) | 376 (4.2) | 365 (4.2) | 313 (3.5) |
| 2 (Do not believe) | 1382 (15.6) | 1346 (15.1) | 1681 (19.1) | 2060 (23.2) |
| 3 (Believed) | 5959 (67.1) | 5799 (65.2) | 6053 (68.9) | 5471 (61.6) |
| 4 (Believe very much) | 1013 (11.4) | 1368 (15.4) | 690 (7.9) | 1042 (11.7) |
| Total | 8877 (100.0) | 8889 (100.0) | 8789 (100.0) | 8886 (100.0) |
| Mean (SD) | 2.84 (0.69) | 2.92 (0.68) | 2.80 (0.63) | 2.81 (0.68) |
| Extent of Getting Political and Federal Government Information: | | | | |
| 1 (None) | 422 (4.8) | 420 (4.8) | 1432 (16.5) | 410 (4.7) |
| 2 (A little) | 1259 (14.3) | 996 (11.3) | 2300 (26.4) | 873 (10.0) |
| 3 (Moderate) | 3059 (34.7) | 277 (31.7) | 2128 (24.5) | 2151 (24.7) |
| 4 (Much) | 2957 (33.6) | 3231 (36.8) | 1472 (16.9) | 2966 (34.1) |
| 5 (Very much) | 1115 (12.7) | 1350 (15.4) | 369 (4.2) | 2303(26.5) |
| Total | 8812 (100.0) | 8776 (100.0) | 8701 (100.0) | 8703 (100.0) |
| Mean (SD) | 3.35 (1.03) | 3.47 (1.04) | 2.66 (1.07) | 3.68 (1.11) |
| Extent of Media Influence on Supporting Political Party: | | | | |
| 1 (No influence) | 1984 (22.4) | 1994 (22.6) | 2835 (32.3) | 1718 (19.7) |
| 2 (A little influence) | 2242 (25.3) | 2178 (24.7) | 2623 (29.9) | 1802 (20.7) |
| 3 (Moderate influence) | 2851 (32.2) | 2854 (32.3) | 2508 (28.5) | 2698 (31.0) |
| 4 (Much influence) | 1396 (15.8) | 1385 (15.7) | 699 (8.0) | 1697 (19.5) |
| 5 (Very much influence) | 386 (4.4) | 414 (4.7) | 120 (1.4) | 800 (9.2) |
| Total | 8859 (100.0) | 8825 (100.0) | 8785 (100.0) | 8715 (100.0) |
| Mean (SD) | 2.53 (1.14) | 2.54 (1.15) | 2.15 (1.02) | 2.76 (1.25) |

Interpersonal Influence Attributes

The interpersonal influence was also asked in the study. The interpersonal influence was tapped from campaign, association, family, and friends. Table 3 presents the results revealing a parallel trend between extent of getting political and Federal Government information and the extent of interpersonal influence on supporting political party. It is found that campaign (28.3%) and association (33.4%) are not the students' source for getting political and Federal Government information. In addition, campaign (32.1%) and association (36.6%), too, are not influencing the students in supporting any political party at all. On the other hand, family (34.6%) and friends (35.3%) are sought moderately for getting political and Federal Government information. Family (29.1%) and friends (30.2%), too, are two major interpersonal influencing sources on supporting political party.

Table 3: Interpersonal influence attributes

| Interpersonal Attributes | Campaign | Association | Family | Friends |
|---|---------------------|---------------------|---------------------|---------------------|
| Extent of Getting Political and Federal Government Information: | | | | |
| 1 (None) | 2448 (28.3) | 2888 (33.4) | 1019 (11.7) | 879 (10.0) |
| 2 (A little) | 1837 (21.2) | 2088 (24.1) | 1886 (21.6) | 1930 (22.0) |
| 3 (Moderate) | 2313 (26.7) | 2453 (28.4) | 3022 (34.6) | 3104 (35.3) |
| 4 (Much) | 1404(16.2) | 952 (11.0) | 1976 (22.6) | 2124 (24.2) |
| 5 (Very much) | 652(7.5) | 271 (3.1) | 840 (9.6) | 754 (8.6) |
| Total | 8654 (100.0) | 8652 (100.0) | 8743 (100.0) | 8791 (100.0) |
| Mean (SD) | 2.31 (1.16) | 2.15 (1.10) | 2.84 (1.24) | 2.59 (1.18) |
| Extent of Interpersonal Influence on Supporting Political Party: | | | | |
| 1 (No influence) | 2802 (32.1) | 3183 (36.6) | 1617 (18.4) | 2001 (22.8) |
| 2 (A little influence) | 2193 (25.1) | 2267 (26.1) | 1867 (21.2) | 2115 (24.1) |
| 3 (Moderate influence) | 2300 (26.3) | 2222 (25.5) | 22564 (29.1) | 2653 (30.2) |
| 4 (Much influence) | 1072 (12.3) | 802 (9.2) | 1854 (21.0) | 1484 (16.9) |
| 5 (Very much influence) | 368 (4.2) | 225 (2.6) | 906 (10.3) | 534 (6.1) |
| Total | 8735 (100.0) | 8699 (100.0) | 8808 (100.0) | 8787 (100.0) |
| Mean (SD) | 2.53 (1.26) | 2.26 (1.13) | 2.97 (1.14) | 2.99 (1.10) |

The students were also asked the extent of new attention given to current news and political news (Table 4). The students claimed that they pay attention to current news more than to political news. Specifically, 42.5% of the students indicated that they pay much attention to current news while for political news; they only moderately (36.4%) pay attention to it.

Table 4: Extent of news attention

| Extent of News Attention: | 1 | 2 | 3 | 4 | 5 | Mean | SD | % |
|----------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-----------|----------|
| Current news (N=8919) | 196 (2.2) | 384 (4.3) | 2197 (24.6) | 3790 (42.5) | 2352 (26.4) | 3.87 | 0.93 | 77.4 |
| Political news (N=8894) | 1330 (15.0) | 2346 (26.4) | 3240 (36.4) | 1301 (14.6) | 677 (7.6) | 2.74 | 1.12 | 54.8 |

*1=none (1-20%), 2=a little (21-40%), 3=moderate (41-60%), 4=much (61-80%), 5=very much (81-100)

Students' Voting Status and Voting Habits

The study also explores the voting status of the students (Table 5). It is found that only half of the students (50.9%) had already registered to vote for the coming election while many still have not done so (49.1%); probably because they are not qualified (38.5%) yet due to age requirement of 21 years old. Meaning that, there are 10.6% students who are qualified but have not registered as voters yet. Their sources of influence as a voter are many, but mainly self-decision (73.7%), family influence (26.8%), and friends influence (11.3%). The sources of influence students' interest in politics are friends (49.9%), parents (48.3%) and/or other family members (44.9%). Others, politicians (28.0%) and teacher/lecturer (24.4%) are minimal.

Table 5: Voting status

| Voting Attributes | Frequency | Percentage |
|---|------------------|-------------------|
| Registered Voter: | | |
| No | 4392 | 49.1 |
| Yes | 4546 | 50.9 |
| Total | 8938 | 100.0 |
| Sources Influencing as a Voter *(N=8938): | | |
| Self decision | 6589 | 73.7 |
| Family influence | 2398 | 26.8 |
| Friend influence | 1009 | 11.3 |
| Political party influence | 504 | 5.6 |
| Association influence | 194 | 2.2 |
| Mass media influence | 922 | 10.3 |
| Total | * | * |
| Sources Influencing Interest in Politic* (N=4546): | | |
| Parents | 2197 | 48.3 |
| Family | 2041 | 44.9 |
| Friend | 2228 | 49.0 |
| Teacher/Lecturer | 1111 | 24.4 |
| Politician | 1275 | 28.0 |
| Total | * | * |

Voting Intention

In terms of voting intention, a few questions were asked (Table 6). They are the most important matter for voting, potential party to vote for, and party characteristics that is given priority in voting. It is found that issues raised (21.9%) and political ideology (21.7%), followed by the candidate (14.5%) play important role in decision whom to vote for. However, the students are still not sure of voting in coming election (53.3%). Nonetheless, some have already decision based on party, that is, *Barisan National* (BN) with 22.5% and *Party Alternatif* (PA) with slight more responses of 24.2%. The reasons for selecting certain are based on “To maintain Islam as Malaysian national religion” (42.2%), “To give priority to moral development” (37.6%), “To fight for all ethnicity rights” (36.9%), and “To uphold democratic way of life” (34.5”).

Table 6a: Voting intention

| Most Important Matter for Voting: | Frequency | Percentage |
|--|------------------|-------------------|
| Political party | 793 | 9.5 |
| Candidate | 1220 | 14.5 |
| Issues raised | 1834 | 21.9 |
| Political ideology | 1819 | 21.7 |
| Basic amenities | 1101 | 13.1 |
| Ethnicity | 190 | 2.3 |
| Personality | 1057 | 12.6 |
| Candidate wealth | 74 | 0.9 |
| Other (specify:) | 302 | 3.6 |
| Total | 8390 | 100.0 |
| Potential Party to Vote for: | | |
| BN (UMNO, MCA, MIC, Gerakan, etc.) | 1955 | 22.5 |
| PA (PAS, DAP, PKR, etc.) | 2102 | 24.2 |
| Not sure yet | 4630 | 53.3 |
| Total | 8687 | 100.0 |
| Party Characteristics Given Priority (N=8687): | | |
| To fight for own race/ethnicity | 2314 | 26.6 |
| To fight for all ethnicity rights | 3208 | 36.9 |
| To give priority national physical development | 2420 | 27.9 |
| To give priority to moral development | 3263 | 37.6 |
| To help strengthen national understanding | 1734 | 20.0 |
| To defend national security | 2537 | 29.2 |
| To maintain Islam as Malaysian national religion | 3666 | 42.2 |
| To fight for the women rights in the nation | 1077 | 12.4 |
| To encourage progressive community using science and modern technologies | 2130 | 24.5 |
| To uphold democratic way of life | 2999 | 34.5 |
| Total | * | * |

Additional analysis was carried out to find the profile potential voters among students for the two parties, that is, BN and BA (Table 6b).

Table 6b: Voting Intention by Student Profile

| IPT | Race | Gender | Voting Intention | | | Total |
|------|---------|--------------|--------------------|--------------------|--------------------|---------------------|
| | | | BN | BA | NS | |
| IPTA | Malay | Male | 375 (22.6) | 501 (31.7) | 723 (45.7) | 1581 (100.0) |
| | | Female | 825 (27.5) | 522 (17.4) | 1654 (55.1) | 3001 (100.0) |
| | | Total | 1182 (25.8) | 1023 (22.3) | 2377 (51.9) | 4582 (100.0) |
| | Chinese | Male | 64 (15.8) | 110 (27.2) | 231 (57.0) | 405 (100.0) |
| | | Female | 80 (13.9) | 102 (17.7) | 395 (68.5) | 577 (100.0) |
| | | Total | 144 (14.7) | 212 (21.6) | 626 (63.7) | 982 (100.0) |
| | Indian | Male | 24 (27.3) | 24 (27.3) | 40 (45.5) | 88 (100.0) |
| | | Female | 35 (32.7) | 19 (17.8) | 53 (49.5) | 107 (100.0) |
| | | Total | 59 (30.3) | 43 (22.1) | 93 (47.7) | 195 (100.0) |
| | Others | Male | 41 (31.1) | 25 (18.9) | 66 (50.0) | 132 (100.0) |
| | | Female | 89 (33.8) | 22 (8.4) | 152 (57.8) | 263 (100.0) |
| | | Total | 130 (32.9) | 47 (11.9) | 218 (55.2) | 395 (100.0) |
| IPTS | Malay | Male | 81 (26.6) | 82 (26.9) | 142 (46.6) | 305 (100.0) |
| | | Female | 107 (26.6) | 96 (23.8) | 200 (49.6) | 403 (100.0) |
| | | Total | 188 (26.6) | 178 (25.1) | 342 (48.3) | 708 (100.0) |
| | Chinese | Male | 68 (10.7) | 298 (46.9) | 270 (42.5) | 636 (100.0) |
| | | Female | 86 (11.1) | 201 (26.0) | 485 (62.8) | 772 (100.0) |
| | | Total | 154 (10.9) | 499 (35.4) | 755 (53.6) | 1408 (100.0) |
| | Indian | Male | 27 (18.1) | 47 (31.5) | 75 (50.3) | 149 (100.0) |
| | | Female | 50 (28.7) | 39 (22.4) | 85 (48.9) | 174 (100.0) |
| | | Total | 77 (23.8) | 86 (26.6) | 160 (49.5) | 323 (100.0) |
| | Others | Male | 8 (22.2) | 2 (5.6) | 26 (72.2) | 36 (100.0) |
| | | Female | 6 (21.4) | 3 (10.7) | 19 (67.9) | 28 (100.0) |
| | | Total | 14 (21.9) | 5 (7.8) | 45 (70.3) | 64 (100.0) |

Further question was asked to elucidate the perception of students pertaining to the acceptance of the political party, that is, BN (mean=3.11) and PA (mean=3.35). Results should that PA is perceived to be well received by its voters, despite the unveiling of the negative side of the party (Table 7).

Table 7: Perception on voters' acceptance of political party and voting intention

| Perceived Acceptance towards Political Party: | BN | PR |
|--|---------------------|---------------------|
| Lost acceptance | 940 (10.9) | 465 (5.5) |
| Receiving less acceptance | 1420 (16.4) | 710 (8.3) |
| Not sure | 2926 (33.9) | 3879 (45.5) |
| Still receiving acceptance | 2457 (28.4) | 2307 (27.1) |
| Maintaining strong acceptance | 899 (10.4) | 1156 (13.6) |
| Total | 8642 (100.0) | 8517 (100.0) |
| Mean (SD) | 3.11 (1.14) | 3.35 (1.00) |
| | | |
| Intention to Vote: | | |
| Strongly disagree | 71 (3.7) | 78 (3.8) |
| Disagree | 62 (3.3) | 101 (4.9) |
| Not sure | 693 (36.4) | 579 (28.3) |
| Agree | 698 (36.7) | 597 (29.2) |
| Strongly agree | 380 (20.0) | 689 (33.7) |
| Total | 1904 (100.0) | 2044 (100.0) |
| Mean (SD) | 3.66 (0.956) | 3.84 (1.066) |

Relationship between Voting Intention and Selected Media-Related Variables

Media-related variables that are tested for the voting intention among the youth are media use, media trust, media attention (current and political news), and media influence. Media considered for this study is TV, newspaper, radio, and the Internet. The variables were the average of the media. Table 8 presents the correlation values for voting intention and the media-related variables for both BN and BA. It is found that for BN potential youth voters there are positive relationships between their intention to vote for BN and the media use ($r=.114$, $p=.000$), media trust ($r=.103$, $p=.000$), media attention ($r=.326$, $p=.000$), media influence ($r=.263$, $p=.000$). All relationships are rather weak.

As for BA potential youth voters, it is found that media trust ($r=-.146$, $p=.000$) and media influence ($r=-.005$, $p=.421$) are negatively related to voting intention. Media trust is significantly but negatively related to voting intention; however, media influence is not significantly related to

voting intention at all. On the other hand, media use ($r=.055$, $p=.010$) and media attention ($r=.304$, $p=.000$) are positively related to voting intention. Therefore, media use and media attention are significantly related to voting intention.

Table 8: Relationships voting intention and selected media-related variables

| Variables | Voting Intention | | | | | |
|-----------------|-----------------------|------|------|-------------------------|-------|------|
| | Barisan Nasional (BN) | | | Barisan Alternatif (BA) | | |
| | N | r | p | N | r | p |
| Media use | 1718 | .114 | .000 | 1822 | .055 | .010 |
| Media trust | 1718 | .103 | .000 | 1822 | -.146 | .000 |
| Media attention | 1718 | .326 | .000 | 1822 | .304 | .000 |
| Media influence | 1718 | .263 | .000 | 1822 | -.005 | .421 |
| | | | | | | |

When regress to determine the predictors for the potential BN youth voters, it is found that media attention are media influence are able to predict for BN (Table 9). The best predictor for BA potential youth voters is media attention. Unfortunately, the potential BA youth voters do not trust the media. This is because only the mainstream newspapers were included in the calculation of the mean media-related variables. The party newspapers were excluded in the study, although asked in the questionnaire. This means that media attention is a predictor regardless of party-affiliation.

Table 9: Simple multiple regression for party voting intention with selected variables

| Model | Unstandardized Coefficient | | Standardized | t | p |
|---|----------------------------|------------|--------------|--------|------|
| | B | Std. Error | Beta | | |
| Constant | 1.895 | .169 | | 11.210 | .000 |
| Media use | 0.008 | .017 | .011 | 0.479 | .632 |
| Media trust | 0.103 | .052 | .046 | 1.994 | .046 |
| Media attention | 0.300 | .029 | .259 | 10.226 | .000 |
| Media influence | 0.147 | .026 | .142 | 5.599 | .000 |
| F=62.919; df=4,1713; Adj. R square=.126 | | | | | |
| BA | | | | | |
| Constant | 3.190 | .164 | | 19.500 | .000 |
| Media use | 0.024 | .019 | .029 | 1.300 | .194 |
| Media trust | -0.210 | .045 | -.108 | -4.650 | .000 |
| Media attention | 0.364 | .028 | .301 | 13.006 | .000 |
| Media influence | -0.057 | .028 | -.048 | -2.022 | .043 |
| F=55.569; df=4,1817; Adj. R square=.107 | | | | | |

Mediating Effect of Interpersonal Influence between Media Influence and Voting Intention

Further analysis was carried out to test whether interpersonal influence is able to mediate the relationship between media influence and the voting intention (Table 10). It is found that for BN the four steps requirements for performing mediating effect of interpersonal influence between media influence and voting intention are being satisfied. Results show that the Beta weight for media influence and voting intention has been reduced from Beta of .262 ($p=.000$) to .212 ($p=.000$). The amount is minimal and the relationship between media influence and voting intention has not been reduced totally. Therefore, the hypothesis is partially supported.

As for the BA, the first requirement is not fulfilled. Further analyses show that beta weight for between media influence and voting intention has been reduces from no relationship (Beta=.001) to negative relationship (Beta=-.140) which is significant ($p=.000$), in the opposite direction. In addition, Beta between impersonal influence and voting intention has been increase from Beta of .204 ($p=.000$) to .277 ($p=.000$). Therefore, the hypothesis is also partially supported.

Table 10: Beta weight for mediating effect of the interpersonal influence on voting intention

| Variable | Step 1 | Step 2 | Step 3 | Step 4 |
|-------------------------|-------------------------|--------------------------------|-------------------------|-------------------------|
| Predictor for BN | Voting Intention | Interpersonal Influence | Voting Intention | Voting Intention |
| Media influence | .262 (p=.000) | .683 (p=.000) | | .212 (p=.000) |
| Mediator for BN | | | | |
| Interpersonal influence | | | .212 (p=.000) | .074 (p=.018) |
| | | | | |
| Predictor for BA | | | | |
| Media influence | .001 (p=.992) | .519 (p=.000) | | -.140 (p=.000) |
| Mediator for BA | | | | |
| Interpersonal influence | | | .204 (p=.000) | .277 (p=.000) |

CONCLUSIONS

REFERENCES