Examing political efficacy among Malaysian voters: The role of traditional and new media

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Abstract

The technological advancement and political situations have dramatically impacted the role of traditional and new media in politics, especially in the political development of the country. Studies have shown that media use and credibility have been major concerns among scholars to understand audience perceptions and attitudes towards the media and their role in politics. This study investigated the role of media use and credibility among voters and their perception of political efficacy. Drawing on a convenience one of the most widely used media in Malaysia, the findings found voters perception on the media to be the highest trust in television, followed by newspapers and radio. A factor analysis performed on the political efficacy items extracted three dimensions: Voter efficacy, internal efficacy, and external efficacy. The results of hierarchical regression suggested that traditional and new media use as well as media trust dimensions were significantly correlated with political efficacy, but different media use and credibility contributed differently to the various efficacy dimensions. Implications and recommendations are further discussed. © 2015 John Benjamins Publishing Company.