

**To Engage or Not to Engage: Influence of political talk shows in Bangladeshi youth through the lens of Information Adoption Model (IAM)**

By

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A thesis submitted to the Department of English and Humanities in partial fulfillment of the requirement for the degree of Bachelor of Arts in English

ENGLISH AND HUMANITIES

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## **Declaration**

It is hereby declared that

1. The thesis submitted is my/our own original work while completing degree at BRAC University.
2. The thesis does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The thesis does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

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## Approval

The thesis/project titled “To Engage or Not to Engage: Influence of political talk shows in Bangladeshi youth through the lens of Information Adoption Model (IAM)” submitted by Karishma Binte Jahangir ID number, 16203003 has been accepted as satisfactory in partial fulfillment of the requirement for the degree of Bachelor of Arts in English in April 2021.

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## **Ethics Statement**

I declare with full conscience and with full conscious knowledge and sense that this thesis has been done by me with utmost integrity and honesty and with my own individual diligence and effort.

## **Acknowledgement**

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## **Abstract**

To begin with, talk shows in Bangladesh tend to become more political by the day as the influence of politics is becoming stronger throughout the country. As the political discourse regarding the two main political bodies of Bangladesh, Awami League and BNP, becomes a heated discussion topic due to the many different aspects of the general election along with policies and other administrative activities, the average political talk show in Bangladesh is getting more importance. From well-known mayor candidates to scholars in the field, these talk shows make sure that any particular issue is being debated over and different perspectives are exposed to the public. The public sphere is now getting more priority than ever. But to what extent? Thus, I believe that my research topic would mainly focus on the influence of talk shows, engagement of the youth population with talk shows and how their information adoption engineers civic engagement and duty. By that, it means that the thesis question will be how the political discourse that takes place in political talk shows are being processed as information for the youth in Bangladesh and how this influences social and civilian engagement, both online and offline. Furthermore, some of the key aims in my research findings will be to analyze how political talk shows came to be, what is the perception of the youth regarding the discourse in political talk shows and how they perceive that information. This will continue through analyzing the different aspects of youth psychology, mindset towards politics, the political situation of Bangladesh, the political discourse that the talk shows are hosting and ultimately, how that data is perceived by the members to contribute to the civil society.

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## **CHAPTER 1**

### **INTRODUCTION**

As advancements in technology and multimedia attain a rapid pace due to global changes such as globalization, transfer of information, communication and news are also becoming dependent upon the challenges of the global changes. This changing scenario has allowed global communication networks such as television channels to get more prominence in the public sphere. Playing a vital role in transferring news to the audience has further developed television channels as being sources of information which can make way for social change. Therefore, any kind of discourse that is hosted by a television channel can now be considered to have social significance as it encourages the youth to get involved within the community and make social changes.

Talk shows are more than just a gathering of influential figures to discuss a certain topic. It “remains to be a fundamental feature within any economic, social and cultural formation of television.” (Timberg). Essentially, talk shows are also a possible way for the audience to dissect the current situation of a particular society as talk shows mostly host guests who have significant influence or expertise on the current matter. A research project by Davis and Mares about “Effects of Talk Show Viewing on Adolescents” has led to results that suggest that talk shows directly affect the perception of adolescents regarding the reality. Findings of the project reflected that even though many people took matters discussed in the talk shows as relatable and hence, believed it to have affected them emotionally, most of



the discussion had no contribution towards their opinions (Davis and Mares). However, it is also regarded that talk shows are only sources of information for a certain group of people such as the youth who are not as exposed to other forms of media like print. Thus, when it comes to the youth, talk show influence and impact can be seen to be substantial and have particular consequences, depending on how they process the information.

Political talk shows, specifically, are more informational than most talk shows due to the topic being highly dependent on social content. This, in turn, fuels social activity. Even though there is specific record as to how political talk show influence activity through information, it is a common practice through countries in South-East Asia, particularly Bangladesh, to have fully dedicated political hubs like *Tritiyo Matra* which is known for its high political exposure to the public. Consequently, activity such as civic engagement like taxation and voting also is correlated to the shows. This study aims to empirically establish a relationship between information analogy and analyzing through political talk shows and consequences of the information assessment through audiences' civic intention. I propose the following research question:

*RQ: What are the factors likely to influence information adoption?*

Based on the information adoption theory, this research proposes that variables like argument quality, source credibility and information usefulness influence the psychological state of the youth. Their attitude towards social activity, personal values and perceived notion regarding the information influence their intention to engage in civic duty.

When it comes to civic duty, the different factors explained in the theory of information adoption model (IAM) is visible in different aspects of everyday life, mass media and academic research. Based on the IAM introduced by Sussman and Siegel (2003), a study conducted by Wang, Yu (2016) explored the various existing models such as Theory of Reasoned Action (TRA), Technology Acceptance Model (TAM) and Theory of Planned Behavior (TPB) which has been used to detect and analyze consumer behavior. However, Information Adoption Model (IAM) mainly focuses on digital (computer-based) communication and how that influences the behavior within the audience who perceive the information. IAM theory is partially based on TAM and Elaboration Likelihood Model (ELM). (Sussman and Siegel). Whereas TAM explores the technology-based information adoption, ELM explores how the receiver elaborates the information altogether and what it takes to transform the information into activity. There are two different routes that the receivers can take. Firstly, there is a central route where the receiver takes time to contain the information in a deep manner and the information takes form accordingly. On the other hand, the other option, a peripheral route, does not necessarily take too much details into account and “just acts” upon it. (Wang)

Hence, it can be understood that civic intention in light of psychological and social factors lead to different consequences. This approach to understand civic duty would benefit researchers. Furthermore, to make sure that the research gap is filled, the theoretical model considers argument quality, source credibility and information usefulness as the predictors of social activity, personal values and the psychological state of the youth. Hence, civic engagement and intention is developed as the final consequence; it is empirically assessed by taking into account the data collected from people aged between 17-30 concerning three different television channels, based in Bangladesh and through three different television channels.

The rest of the paper will have the following structure: A literature review, which consists of existing data of the mentioned models and theories, a proposed research model followed by a hypotheses. The data collection procedure, measurement items and data analysis strategy are provided in the methodology section. The data collection findings will be included in the results section which will consist of measurements, structural models along with bias handling methods. And lastly, a final section will conclude with future research prospects for the topic along with implications for television channels and the youth.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### *Political Talk Shows around the World*

Political talk shows are influentially gathering a massive industry of audience throughout the world. Political talk shows are also identified to have influenced democratic citizenry (Kwak, Wang and Guggenheim). Not only that, certain researches also indicate that talk shows have been seen to influence based on preferences of the elite (Wahab). They further indicate a system of communication which, in this digital era, is leading to become the only source of political information and knowledge for the young generation. In the context of Asia, political talk shows play a vital role in impacting political campaigns, political schedules and most importantly, the public sphere in engaging in such campaigns. (Bilal, Ahsan and Awan). If a global perspective is taken, according to Matthew Baum of UCLA, presidential campaigns in the US now realizes that even though the rate of watching television talk shows are increasing, political messages cannot necessarily be transmitted towards an audience in a direct and formal manner as it drives audience away. Rather, formatting important messages in a casual and conversational manner has been seen to be effective in conveying the message and also, influence social and political behavior. Statistics suggest:

“8.7 million households watched Al Gore’s September 11, 2000 appearance on the season premiere of *The Oprah Winfrey Show*, well above the program’s average of 7.5 million households during the prior (1998–99) season (Getlin 2000) and up 27% from Oprah’s 1999–2000 premier episode (Lowry 2000). George W. Bush’s appearance on the program eight days later earned even higher ratings (Getlin 2000).” (Baum)

Furthermore, it also shows that seeing the rather “human” side of politicians who appear in such talks have led audiences to be more inclined to vote for them. (Baum). Trends also indicate that exposure to political talk shows directly correlates with audience having negative opinions towards any social institution or civic moment (Harmer)

Research conducted by Jeffrey P. Jones for his book *Entertaining Politics* has shown that there are two types of stakeholders involved with such talk shows. There is audience, who only adopts the entertainment part of the show and then there is citizen and/or the public through which the public sphere is influenced and hence, civic engagement is affected. It is important to detect how much percentage of the viewers are under each category as it may help a community to calculate the probability of a political campaign, taxation etc. (Jones). Additionally, in his book *Talking Trash*, Julie Manga quotes Munson: “talk shows are both a “utopian fusion of the human, the social, and the technological in a rhetorical mastery—and a democratic scaling down—of technology that puts even political ‘outsiders’ in,” as well as “a dystopian place where problems come to light and one can hear America snarling,” “a new public sphere,” “one of the new cyberspatial neighborhoods we now live in” (Munson 1993: 155).” (Manga)

Owing to the development of talk shows, different countries and regions are becoming more politically aware and are taking in the different sort of information in a fruitful and productive manner.

### *Political Talk Shows in Bangladesh*

Bangladesh has a pre-dominant political scene, with two major political parties Awami League and Bangladesh Nationalist Party. Hence, political discourse through talk shows are seen to be quite influential in being one of the major sources of political information for the masses. A country with a population of 161.4 million, Bangladesh also has many different television channels dedicating segments to political talk shows. Previous research on political talk shows have indicated that there is at least 10 famous talk shows which are currently dominating the Bangladesh media scene (Sarkar and Bosri). Some of them are *Tritiyo Matra*, *Ekushey Rat* etc. Not only that, according to research conducted for the paper “Television Talk Shows in Bangladesh: Public sphere challenges,” Bangladesh’s media scene was given birth to and has taken a strong stand since its humble beginnings when television first got introduced to East Pakistan in 1964 and Dhaka was given a station for it. Initially known as PTV, it was then renamed Bangladesh Television after the Independence War. (Arman and Karim). Some of the oldest channels to impact the Bangladesh public sphere are *Channel I*, *ATN Bangla* and *BTV*.

*Tritiyo Matra* can be considered as one of the first political talk shows that gained momentum within the Bangladesh community. It led to the creation of an array of political talk shows in Bangladesh. (Rahman and Marjan). Additionally, the research has also concluded that the use of television in Bangladesh has raised to a remarkable 74% in 2011. Not only that but also, private television channels are watched by a percentage of 82% whereas government-run television channels are getting popularity and preference by 72% of the people. However, all the talk shows mentioned above are heavily bureaucratized and censored

due to lack of press freedom and freedom of speech. Research conducted for the paper “Television Talk Shows in Bangladesh: Public sphere challenges” showed that almost 52 politicians and influential candidates have appeared on *TritiyMatra*. However, the show lacked a lot of different and crucial aspects for making it an unbiased show. For one, the participants who took part in the show were almost all from either Awami League or BNP and hence, the discourse took the side of one party or the other. This meant that no general people had any say in the talk show and made the conversation entirely elitist. Furthermore, a Facebook live session conducted by the talk show also highlighted how only questions which did not necessarily ask critical questions were broadcasted and highlighted. This showed that the show was highly moderated and did not give accurate or a realistic portrayal of the Bangladeshi political scene.

Hence, existing research about Bangladeshi talk shows and their influence on the masses highlights how political talk shows are influential but lacks the press freedom it requires to portray general and realistic ideas about the government and the politics.

#### *Previous works on political talk shows using Information Adoption Model (IAM)*

There is little to no existing research regarding political talk shows through the lense of Information Adoption Model (IAM). However, IAM was first proposed by Sussman and Siegel in the book, NAME. They initially demonstrated how IAM affect how the audience think about a certain piece of information and then let it influence their actions. The two main factors influencing them are argument quality as in the type of argument that piece of information presents and source credibility.(Sussman and Siegel)

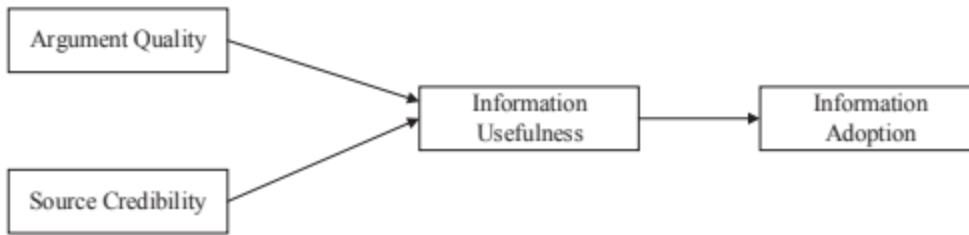


Fig. 1. The model of information adoption.

has been used in research papers in many different fields for analyzing the way information is adopted and processed by the people. To begin with, a research paper titled “Understanding the influence of C2C communication on purchase decision in online communities from a perspective of information adoption model” focuses on how consumer to consumer communication produces influential information which can be analyzed through the usage of IAM. (Dong Hong Zhua and Luo) Furthermore, the paper also suggests that persuasive information conducted to C2C communication also influences the decisions consumers make on purchasing a product, specifically through mediums such as online or offline. Another research conducted for the paper titled “Information adoption in commuters’ route choice in the context of social interactions” illustrates how social interactions can also be evaluated through the perspective of adopting information, using the model and can be seen to translate as commuting choices amongst commuters. (Zhang, Wei and Ning). Several empirical studies have been conducted with IAM standpoint and hence, reinforces the usage of it. Below is a chart given to show how IAM has been used previously in different contexts:

Authors	Journal	Country	Context
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Dong Hong Zhu; Ya Ping Chang; Jian Jun Luo	Elsevier	China	<p>Understanding the influence of C2C communication on purchase decision in online communities from a perspective of information adoption model.</p> <p><a href="https://doi.org/10.1016/j.tele.2015.06.001">https://doi.org/10.1016/j.tele.2015.06.001</a></p>
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The journal article focuses on customer to customer communication in online platforms and how it effects what they purchase based on the information they adopt.

Mengya Shu; Noel Scott	Journal of Travel and Tourism Marketing	China	<p>Influence of Social Media on Chinese Students' Choice of an Overseas Study Destination: An Information Adoption Model Perspective</p> <p><a href="https://doi.org/10.1080/10548408.2014.873318">https://doi.org/10.1080/10548408.2014.873318</a></p>
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This journal article explores the role that social media plays in giving out information which, in turn, is perceived in a way which positively/negatively effects overseas study destinations.

<p>Cheung, Christy M.K.; Lee, Matthew K.O.; Rabjohn, Neil</p>	<p>Emerald Insight</p>	<p>China</p>	<p>The impact of electronic word-of-mouth: The adoption of online opinions in online customer communities</p> <p><a href="https://doi.org/10.1108/10662240810883290">https://doi.org/10.1108/10662240810883290</a></p>
<p>This journal article explores the different ways through which online based opinions lead to different consequences for online based platforms. Information adoption of online opinions are evaluated.</p>			
<p>Ismail Erkan; Chris Evans</p>	<p>Elsevier</p>	<p>United Kingdom</p>	<p>The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption</p> <p><a href="https://doi.org/10.1016/j.chb.2016.03.003">https://doi.org/10.1016/j.chb.2016.03.003</a></p>
<p>The journal article explores how information processed by electronic word-of-mouth data is perceived and how it influences purchase intentions.</p>			
<p>Jui-Chen Huang</p>	<p>Elsevier</p>	<p>Taiwan</p>	<p>Remote health monitoring adoption model based on artificial neural networks</p>

<https://doi.org/10.1016/j.eswa.2009.05.063>

It focuses on monitoring adoption model, an adoption model similar to that of IAM, and its functions of artificial neural networks.

Stephanie A. Watts; Wei Zhang	Journal of the Association for Information Systems	United States of America	Capitalizing on Content: Information Adoption in Two Online communities  10.17705/ljais.00149
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This article implores how information is adopted through the content in two different online communities.

Safar Hussain; Wasim Ahmed; Rana Muhammad SohailJafar; Ambar Rabnawaz; Yang Jianzhou	Elsevier	China	eWOM source credibility, perceived risk and food product customer's information adoption  <a href="https://doi.org/10.1016/j.chb.2016.09.034">https://doi.org/10.1016/j.chb.2016.09.034</a>
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This journal article focuses on electronic word-of-mouth (opinions of former or new customers regarding a product or service). It explores how information is adopted through these and what role source credibility, perceived risk and food products play here.

<p>Shun-Yao Tseng; Ching-Nan Wang</p>	<p>Elsevier</p>	<p>China</p>	<p>Perceived risk influence on dual-route information adoption processes on travel websites</p> <p><a href="https://doi.org/10.1016/j.jbusres.2015.12.044">https://doi.org/10.1016/j.jbusres.2015.12.044</a></p>
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The journal article explores the two ways through which information can be adopted. The context revolves around travel websites and the perceived risk associated with it.

<p>HaewoonKwak; Changhyun Lee; Hosung Park; Sue Moon</p>	<p>WWW '10: Proceedings of the 19th international conference on World Wide</p>	<p>China</p>	<p>Finding influentials based on the temporal order of information adoption in twitter</p> <p><a href="https://doi.org/10.1145/1772690.1772842">https://doi.org/10.1145/1772690.1772842</a></p>
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	Web, 2010.		
<p>The journal article explores how information passed through Twitter has temporal adoption by the receiver.</p>			

*Research gap*

Gap 1: Theoretical 1

From theoretical point of view, Information Adoption model were not used in the context of mass media. Researchers paid interest on product purchase in social media and health sector

Gap 2: Theoretical 2

Previous works mass media are mostly conducted through qualitative research methodologies. No statistical significance was present in most research papers.

Gap 3: Practical

Little attention was paid on mass media, more specifically in Bangladesh context. No notable indexed

journal publication was found in Scopus or ERA database.

## **CHAPTER 3**

### **THEORETICAL FRAMEWORK**

There are several theories that has been used in the process of this study. For one, during the analyzing of political communication, it could be understood that agenda-setting theory can be introduced in the analysis of this paper. Agenda setting theory clearly introduces that sometimes, the mass media ends up influencing the issues in which the public will be concerned by, rather than the public deciding what they want to hear about or talk about. Thus, mass media can be a very big influencer as to determining what discourse should take place in the minds of the youth and how the youth can be influenced to get involved in particular issues of the society. (Hanson). Furthermore, agenda-setting theory is seen to be influenced by the need of orientation by people and thus, it can be seen to be highly influential as well as mind altering. (McCombs et al.)

For example, the television show Ramayan, a depiction of the epic Hindu poem, directed by Ramanand Sagar, created a chaos within India due to its highly influential effect on its audience. As it was telecasted during 1987 and 1988, it created a ripple within the country where a staggering 100 million viewers viewed in to watch the show. However, the interesting side of the show turned out to be how it had spread a propagandist movement through the country. It was accused of spreading Hindu nationalistic ideologies as thousands of Hindu people started worshipping the show, praying rituals of Hindu prayers on it and kneeling before it. Media researchers have called it “the first major rupture of the secular consensus” (Rajagopal). Not only that, it also led to the major and highly controversial movement The Ram Janmabhoomi where protestors would dress as Ram and Lakshman from the TV series and approach Babri Masjid as the birthplace of Ram and thus, demand for the creation of a Hindu temple. Thus, it could be

understood that this television series, amongst others, fueled a new discourse where millions of Hindus were so influenced and dominated by the idea of extreme Hinduism and nationalism, also coined as a “Hindu awakening (D’Monte),” that they worshipped the television show quite literally and started a new movement towards what is now one of the biggest conflicts between Hindu and Muslim, the Babri Masjid incident. (Verma)

Similarly, uses and gratifications theory can be seen to have implications in this study as political talk shows can be seen as influences through which viewers can satisfy their particular needs and wants. For example: the youth population looking for a source of political information and being properly informed about the political state of Bangladesh might sit down to watch a political talk show or two. Thus, this satisfies their need to become an informed citizen and their desire to perhaps pass on the information to their friends and families. The uses and gratifications theory has been proved to be really successful in judging what a consumer’s motivations might be when it comes to choosing a particular program or a particular talk show. It helps to identify the reasons why a youth might be involved into activities after viewing of the show (Herzog et al.).

Additionally, the theory has also been tested to necessitate a viewer’s needs and their point of view in choosing a particular medium (Mehrad et al.). Last but not the least, even though researchers have rigorously engaged in figuring out the dominating factors of uses and gratifications, scientists have figured out that one of the factors that influence what show a youth will watch and what kind of need it will satisfy within them highly depends on the amount of exposure they have gotten from their communities (Ruggiero). This, in fact, facilitates the idea that in the Bangladesh context, lack of information adoption and political discourse further fuels the youth to depend upon television media more and focus on them



for political information, to satisfy their awareness' needs.

On the other hand, if symbolic interactionism is considered, it can be seen that the audience for the political talk shows are also influenced by what kind of content is promoted through the talk shows whereas the talk shows are influenced by what the audience wants to see. Symbolic interactionism mostly dictates how there are cultural and social symbolisms that convey messages between two parties who are willing to communicate. Thus, when it comes to viewing the television talk shows, it can be analyzed how certain symbols coming from the television talk show can be interpreted by the audience viewing the show. This ultimately facilitates a sort of communication. This is very important for talk shows to understand how and what kind of symbolism they should convey in order to reach their target audience specifically and in a meaningful way.

Last but not the least, cultivation analysis is another type of media theory that analyzes how the more audience is exposed to media, the more illusionary perception they build about the world, rather than the reality. This further facilitates the audience to be more inclined to believe an alternative reality. Thus, when it comes to analyzing political issues, the television channels at hand can be quite influential tools to change the narrative and perspective of the viewers. Thus, this study can be a good place to start for researchers to understand how each program that the particular individual views, conveys different messages and how it can be interpreted. It can also help to identify how, in this case, the youth population of Bangladesh is influenced, particularly considering the cultural and social factors such as family background which influences their perception of reality.

There are many examples of how the cultivation analysis works on the mass media. For example, the philanthropist Indian writer Arundhati Roy explains how through the channeling of media, the state minister of Uttar Pradesh, Yogi Adityanath, has sent a shiver down India's spine as he spread nationalist

propagandist talks within the mobs that were awestruck with him and his speeches. Through the use of mass media and public speeches, Yogi Adityanath had completely disfigured and disregarded the *Azadi* chant and dismantled those who fought against the Citizenship Act. Arundhati Roy influences the discourse that raises awareness on how the state minister had Uttar Pradesh, a BJP nationalist state, completely frazzled through the use of his words through mass media mediums. (Roy)

## **CHAPTER 04**

### **RESEARCH METHODOLOGY**

#### Section 1

#### Data Collection Procedure

Data was collected from a sample of students, job holders, business men, home-maker who are watching political talk shows on a regular basis in Bangladesh. As per G\*power calculator with the effect size \_\_\_\_, our required sample size was 156 to make the research model significant (Mahmud et al.). A total of 200 questionnaires were distributed among our sample population. A total of 156 questionnaires were submitted with a response rate of 78.%. Among the respondents, 95.87% are Bangladeshi born citizens and the rest are from Nigeria, Iran, USA and India, each of them consisting less than 1%. Our survey statistics also covers age where we see only 1.3% are below 18 years old, 59.1% are between 18 to 25 years old, 35.1% are between 26 to 35 years old, 4.5% are between 36 to 45 years old. Gender is quite a primary category to conduct our segmentation. Among our respondents 67.3% are male and 31.45 are female participants. Apart from that 0.7% considered themselves as Shemale and another 0.7% didn't prefer to expose their gender. Educational background was also considered in terms of our respondents. 81.6% completed their Bachelor's Degree whereas only 5.1% studied upto High School. 12.2% completed their Master's Degree and only 1% has done a PhD.

The questionnaire contains two sections. The first part elicited the demographic data, the second part consists of the items to measure the constructs of our research model.

## Section 2

### Measurements

The survey instrument incorporates measurement scales for the seven study constructs: information publicity, subjective norms, convenience of recycling, recycling attitude, personal norm, perceived behaviour control and recycling intention. The measurement items were all measured from the published literature. To capture ascription of responsibility, personal norms, recycling attitude, subjective norm, perceived behavioural control, information publicity, and recycling intention, we modified items from the

study of Wang et al. (2018) (SANZHENG.). Convenience of recycling was adopted from the research of Wang et al. (2016). A Likert scale ranging from 1=strongly disagree to 7=strongly agree was used with the set of items to measure the theoretical concepts.

### Section 3

#### Data Analysis Strategy

Data were analysed using descriptive statistical analysis with the software SPSS version 21.0, and the relationship between the variables were tested using structural equation modelling with the software SmartPLS3.0. To test the significance of the path, a bootstrapping method (500 resamples) was used (Alzahrani et al.; Hair et al.; Mahmud et al.)

## **CHAPTER 5**

### **RESULTS AND ANALYSIS**

#### **Result**

**Table 2.** Demographic Information

Category		Frequency	Percentage
Age	Below 18	2	1.3%
	18-25	91	59.1%
	26-35	54	35.1%
	36-45	7	4.5%
	46-55	3	1.9%
	55 or above	1	0.6%
Gender	Male	103	67.3%
	Female	48	31.4%

*Sample profile*

The demographic of the respondents tabulated in Table 2 were derived from descriptive analysis. Table 1 shows that among the 156 valid respondents, 67.3% are male and 31.45% are female participants. Splitting the aspect of age into more categories, Table 2 shows that 1.3% are below 18 years old, 59.1% are between

18 to 25 years old, 35.1% are between 26 to 35 years old, 4.5% are between 36 to 45 years old, 1.9% are between 46 to 55 years old and finally 0.6% are more than 55 years old.

#### *Common method bias*

We also evaluated the extent of common method bias with Harman's one-factor test (Podsakoff et al.) because all questions on each survey were answered by the same individual. In this test, the threat of common method bias is considered high if a single factor accounts for more than 50% of the variance (Adachi)

#### *Measurement model*

*Convergent validity.* The reliability and convergent validity of the measurement model were evaluated by examining item-construct-loading, composite reliability (CR) and the average variance extracted (AVE) (Mahmud et al.; Toma). Table 3 presents the results of the convergent validity tests. All CRs exceed more than 0.7 and the AVE for each variable was greater than 0.5, meaning the convergent validity of our measurement instrument was established (Hair et al.). See Table 3.

Construct	Composite Reliability	Average Variance Extracted (AVE)
ACC	0.924	0.802
CMP	0.916	0.732
IA	0.951	0.867
IU	0.954	0.875



CMP	0.522	<b>0.856</b>							
IA	0.526	0.38	<b>0.931</b>						
IU	0.435	0.392	0.643	<b>0.935</b>					
OLC	0.489	0.208	0.707	0.542	<b>0.904</b>				
RLV	0.732	0.671	0.518	0.527	0.464	<b>0.877</b>			
SE	0.523	0.473	0.549	0.675	0.423	0.637	<b>0.871</b>		
ST	0.544	0.372	0.549	0.594	0.638	0.521	0.645	<b>0.918</b>	
TM	0.519	0.363	0.428	0.367	0.233	0.539	0.485	0.322	<b>0.843</b>



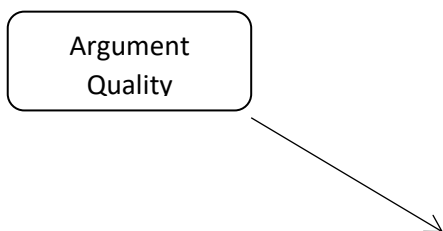
Hypothesis	Relationship	Path Coefficient	T Statistics ( O/STDEV)	P Values	Remark
H1	IA -> OLC	0.707	14.672	<b>0.000</b>	Supported
H2	IU -> IA	0.643	7.417	<b>0.000</b>	Supported
H3	SE -> IU	0.429	3.493	<b>0.001</b>	Supported
H4	ST -> IU	0.262	2.349	<b>0.019</b>	Supported
H5	ACC -> IU	-0.047	0.335	<b>0.737</b>	Not supported
H6	CMP -> IU	0.027	0.280	<b>0.780</b>	Not supported
H7	RLV -> IU	0.120	0.833	<b>0.405</b>	Not supported
H8	TM -> IU	0.024	0.310	<b>0.757</b>	Not supported

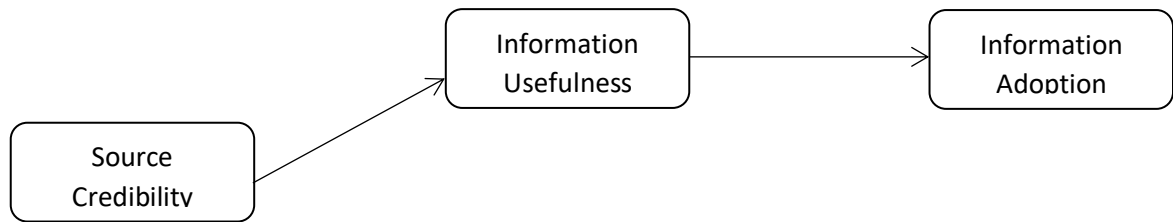
### *Structural model*

To test the structural model, we assessed the path coefficients of the independent variables and their statistical significance using PLS and the bootstrap re-sampling method with 5000 re-samples (Hair et al.). As hypothesized, information adoption showed a positive significant effect on online civic engagement (H1,  $\beta = 0.707$ ,  $p < 0.05$ ) but information usefulness showed a significant influence on information adoption (H2,  $\beta = 0.643$ ,  $p < 0.05$ ). In addition, source expertise (H3,  $\beta = 0.429$ ,  $p < 0.05$ ) and source trustworthiness (H4,  $\beta = 0.262$ ,  $p < 0.05$ ) influence information usefulness respectively. Meanwhile, accuracy has negative with influences information usefulness (H5,  $\beta = -0.047$ ,  $p < 0.05$ ) also there is no

effect. Along with there is no effect of accuracy, completeness, relevance and timeliness on information usefulness. Therefore, H6, H7 and H8 are not significant.

*Effect size ( $f^2$ ).*





Information Adoption Model (IAM) was pointed out by and it can explain how individuals adopt information to change their intentions and behaviors within the computer-mediated communication platforms.

IAM is evolved from both TAM and dual process model of informational influence (e.g. Elaboration Likelihood Model). On one hand, according to TAM, people form intentions to adopt a technology or behavior based on their perceptions of the consequences. From the information adoption-based view, the process of people forming intentions to adopt ideas is similar to the process of adopting a technology and behavior. Hence, TAM is useful for explaining how intentions toward a message are formed. On the other hand, the questions about the influence process can hardly be explained by TAM and thus it is essential to use ELM to explain the process by which individuals will be influenced by the messages that they receive. According to ELM, informational influence occurs at any degree of receiver elaboration, and two different influence routes, which include a central one and a peripheral one, affect the results. If the individual carefully think about the information, a high level elaboration is obtained and the information influences occur in the central route. Contrarily, if the individual has only a little consideration on

the information, a low level elaboration is obtained and the information influence occurs in the peripheral route.

Therefore, TAM and ELM were integrated to build a new model, and used the argument quality as the central route, the source quality as the peripheral route, the perceived information usefulness as a mediator

Further elaboration, and two different influence routes, which include a central one and a peripheral one, affect the results. If the individual carefully think about the information, a high level elaboration is obtained and the information influences occur in the central route. Contrarily, if the individual has only a little consideration on the information, a low level elaboration is obtained and the information influence occurs in the peripheral route.

Therefore, TAM and ELM were integrated to build a new model, and used the argument quality as the central route, the source quality as the peripheral route, the perceived information usefulness as a mediator

## **Discussion**

Through the analysis of the data collection, it could be seen that hypothesis 1, hypothesis 2, hypothesis 3 and hypothesis 4 are supported and the correlation has come positive whereas the rest of the hypotheses have come negative and are not supported. When it comes to the correlation between the hypotheses, it can be seen that hypothesis 1 suggests that there is a positive correlation between Information Adoption and Online Civic Engagement.

**Information Adoption (IA):** Information Adoption refers to the process through which information is used to make decisions and come to an understanding regarding what a person's

action might be. (Wang). Table A-1 summarizes the participant population (n, age, sex), type of stressor used, the stress measurement, the eating behavior measurement, type of behavior measured, and the results found for each of the acute stressor studies.

**Online Civic Engagement:** When it comes to civic engagement, the process mostly entails the type of commitment that a citizen gets into in order to contribute to the society. Not only that, civic engagement can be of many definitions, starting from labeling it as commitment to society to other forms of activities such as attitude towards political knowledge and activity (Youniss et al.). On the other hand, some researchers have also concluded that there are two ways in which online and offline civic engagement is structured (Kim et al.) In one, the online and offline civic engagements foster a decline in civic society and engagement due to the lack of physical participation and secondary resources for political awareness. Similarly, online and offline civic engagement also facilitates a new and broader world where there is a restructuring of civil society as now, there are hundreds and thousands of mediums for the people to get access to political information. Not only that, due to globalization, new technologies for communication and changes in demographics, virtual communities are developing which are further allowing more mediums for people to engage politically and host discourses. (Thompson). Ultimately, online and offline civic engagement further implies that a community of “story-telling” has to be built on the basis of social or online media so that the news circulates and enriches a community through word of mouth. (Kim et al.)

Last but not the least, Theiss-Morse and Hibbing in their journal article *Citizenship and Civic Engagement* has mentioned how civic engagement can be considered the cure for it all. As there are many duties that need to be fulfilled and there are layers of commitment, only when all the citizens are actively involved in social work and give their commitment, only then can a country

and its government could move forward and create a unified community willing to help each other and progress as an economy. (Theiss-Morse and Hibbing)

In hypothesis 2, we can also see that there is a positive correlation between Information Usefulness(IU) and Information Adoption(IA).

**Information Usefulness(IU)** : Choo (2008) introduced the concept of Information Use (IU) as one of methods in the information cycle. IU becomes a process of investigation, in which understanding is perceived through illustration of information by users. “Information use occurs when the individual selects and processes information which leads to a change in the individual’s state of knowledge or capacity to act. (Albarda) The information that is eventually used is a very small subset of the total information that is encountered. (F. Hair Jr et al.)

In hypothesis 3, we can see Source Expertise (SE) has influence over information Usefulness (IU) and they both have a positive correlation.

**Source Expertise (SE)**: Our source expert's current analysis builds on past research into the perception of threats or adversaries - providing support to inspire processing. (e.g., Cacioppo & Petty; Clark et al.; Clark & Wegener). As mentioned earlier, learning that the source has a certain level of competence should trigger expectations regarding the accuracy or validity of the incoming message. (e.g., Hovland et al.). However, knowledge of the position of a message can encourage, threaten, concern, or anticipate how strongly the source will support or oppose the current attitude

of the recipient of a message on an issue. When responding to appeals, relevant results related to the message as a proposed change or policy are objectionable to the message recipients. In this situation an expert source must make the participants believe that he or she will strongly oppose, likely to find success in advocacy and thus the proposed negative results can be seen as a possibility of success. Therefore, message recipients should be encouraged to carefully investigate the condition of the expert communicator's arguments. On the other hand, a counter-message presented by a low-efficiency source should not be expected to act as a strong antagonist. Thus, the perception of the threat (or the likelihood of negative consequences) should be considered lower than that of an expert lawyer. Thus, compared to messages received from expert sources, recipients should be less encouraged to be cautious in appearing in negative messages delivered by the source who lacks skills.

In hypothesis 4, we can see Source Trustworthiness (ST) has influence over information Usefulness (IU) and they both have a positive correlation.

**Source Trustworthiness (ST)** : Source trustworthiness refers to the extent to which an individual's statements are believed to be genuine (Pornpitakpan). It is confirmed by information processing theory that information source's expertise is especially necessary for client's decision making.

An essential, perhaps most important, component of WHM (Word-of-mouth marketing) is that its source can be seen as credible or neutral. This suggests that the source communication does not have a proprietary interest in the behavioral response of the audience. Attribution theory affirms that individuals make causal attributions in order to understand and account for events (Kelly). If the listener describes the reason for recommending a product, for example, for the purpose of self-

serving the source and not being good to the listener, that offer will be heavily discounted. (Rashedi and Seyed Siahi)



## CHAPTER 6

### CONCLUSION

6.1 Altogether, if looked upon conclusively, it could be seen that through the analysis of information adoption and online and offline civic engagement, both are correlated in four different ways. Different factors such as Online Civic Engagement, Offline Civic Engagement, Information Usefulness, Source Expertise and Source Trustworthiness etc. can be seen to have crucial influence on the information that is being adopted by the Bangladesh youth. Furthermore, influences of such factors also lead to long term commitment to civic duties such as tax payment, vote etc. Political talk shows in Bangladesh such as *Tritiyo Matra* have a strong presence in the Bangladesh information scene and thus, the discourse that takes place within the community through such political shows have an effect on the people that are being exposed in it. (Rabeya Bushra Mouma et al.)

6.2 When it comes to the contributions in research, this research conducted heavily adds on the field of information technology and in terms of political communication in Bangladesh. This is particularly because political communication has been rarely looked upon in the context of Bangladesh. Not only that, its association with information adoption along with other factors such as information usefulness, source credibility etc. can be seen as the first ever factors included for political communication in the context of Bangladesh.

On the other hand, there are many practical implications of the research that I have conducted. Since it is concerning of political communication, it can help many political talk shows which are

eager to know how the information they convey are being passed on to the next generation and how it is influencing the people who are watching it. Not only that, television talk shows will also benefit from knowing what kind of information they should be sending in as it might lead to the viewers of the show being influenced and can lead to long term harm.

Furthermore, it is important to understand that source credibility and source trustworthiness is directly associated with information adoption and thus, directors, scriptwriters and other stakeholders for television shows in Bangladesh will also understand which people to bring in for the television talk show as sources are big influences for information adoption.

Also, this paper will also facilitate those who are trying to engage in civic engagement and wants to see themselves involved. Not only that, viewers can also understand how they are channeling the information they are being exposed to and thus, they can analyze how they are adopting the information and turning them into civic action.

6.3 If practical implication is considered, more than 200 youth have participated in filling the questionnaire and thus, have answered almost 40 questions regarding how they adopt the information they are exposed to through political talk shows in Bangladesh. Through this study, it could be analyzed that young people in Bangladesh had a positive outlook towards information passed in political talk shows if the sources are credible, trustworthy and maintains timeliness. Furthermore, they are also encouraged to conduct civic activity such as voting or sharing information over social media platforms when they find the person presenting in talk shows to be reliable. This research might accommodate the readers in understanding how political information

is processed, who are the biggest influencers, what kind of discourse to promote etc. to bring a change in the long run in the minds of the youth population of Bangladesh and allow further civic engagement through both offline and online ways.

6.4 The overall findings of the paper suggest certain changes within the political communication system so that the influence is more effective and the audience is more engaged. Furthermore, with some influences within the political talk shows, it might lead to more commitment from the youth side. They could be:

- a) Bringing credible sources who are directly involved in the politics of today in Bangladesh
- b) Making sure that the discourse that takes place is based on current and/or recent events which the youth can relate to
- c) Allowing civic engagement to be more accessible through online

6.5 This study is the first of its kind that has been conducted in the context of Bangladesh. Not only that, this is also one of the first studies that have been conducted based on information adoption. Hence, it is important that further studies in political communication and information adoption through political talk shows in Bangladesh is conducted. Not only that, as only 200 tertiary level students have participated, there is still room for further study regarding the topic, especially among people who are over 30. Also, this study has some contexts which may be beneficial for certain televisions such as ATN or BTV which currently hosts some of the political

talk shows in Bangladesh. Researchers may further enrich the field through collaboration with the specified channels to conduct further research about what kind of source credibility and trustworthiness is expected from the audience. Also, to strengthen the research, there could be other theories of political communication, that could be applied here. For example: the angle of using impersonal impact hypothesis which suggests that having a great exposure to media content about a specified topic might believe the other person to be more in danger than oneself, labeling it as optimistic bias, as introduced by Tyler and Cook. (Slater et al.) (Tyler, and Cook)

6.6 Ultimately, through this study, it can be understood that several factors influence the kind of information adoption the youth in Bangladesh conducts and how it influences them to get involved in different civic activities. Several studies have showed that media plays a crucial role in how much a citizen will commit to a civic engagement such as Aaron Smith's article "Civic Engagement in the Digital Age" where it states that around 63% of political social media/internet medium users have gone to engage in several civic activities such as attending a political meeting. (Smith). If the youth gets the chance to get more accustomed to online and offline commitments to civic activities such as voting, it is necessary that the sources from which they get their information is reliable. Not only that, each and every source visited may as well create the entire political universe for the person who is visiting. By that, it means that just on one sitting, a person may end up getting more political knowledge that may shape his or her view completely (Bimber). Furthermore, reliability on information sources is further influenced by the time lapse that has occurred; Hovland, Lumsdaine and Sheffield have found out that the "sleeper effect" takes place where the viewers may lose faith based on timeliness of the news source (Hovland, and Weiss).

Altogether, through arranging for credible people to come to the show, it might be much easier for television channels to persuade the audience to be more engaged with the discourse and the activities involved. (Pornpitakpan) Through information adoption, television channels in Bangladesh could play a much greater role in influencing the youth in Bangladesh and utilize this opportunity to make them more inclusive in the political developments within the country. Not only that, television channels can also make sure that their side of information is well adopted and enriched with politically informed people and

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