
Media Exposure Behavior in Political Information of University Students

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Abstract

The political information is important for learning and understanding the structure of society through values and norms which are socialized by the education institutes. Nowadays, The university as one of the main institutions for university students development in terms of political, social, cultural and economic development on both onsite and online study in bachelor degree. Political knowledge development on university students in objective dimension as political regime and subjective dimension passing through political socialization by the media on mainstream media approach such as television, radio and newspaper which could be the important tool for building democratic political knowledge to university students. The university students as the receivers on communication process could be mainly socialized on direct and indirect knowledge. This research is to aim for studying the media exposure in political information of university in 3 categories: newspaper, television or radio. It considers the behavior of media exposure on political information of university students from the 3 variables: sex, age and academic level.

The sample group of this study is the university students from Suan Sunandha Rajabhat University with the total number of 126. The multi-stage random sampling with questionnaires as the tool for collection the data. The analysis is on the statistical method in terms of frequency, percentage and chi-square test at the significant level = 0.05

The objectives of this research are

1. To analyze the time used on the percentage of sample size of university students on media exposure in political information on watching the television, listening to the radio or reading the newspaper in terms of the frequency.
2. To analyze the attitude score level of sample size of university students on media exposure in political information on television, radio or newspaper.
3. To analyze the reasons on the percentage of sample size of university students on media exposure in political information on television, radio or newspaper in terms of the top ranking.
4. To analyze the direction relationship of university students between the time spent used on media exposure in political information on television, radio or newspaper in terms of the frequency and the attitude score level on democratic political attitude.

The results of this research are as follows:

1. The university students as the percentage of sample size of this research use the time as media exposure in political information which university students use for reading the newspaper, listening to the radio or watching the television in terms of the frequency are as follows: 41.0% on 5-7 days per week (high level), 42.2% on 2-4 days per week (medium level), and 12.8% on 0-1 day per week (low level).

2. The university students as the percentage of sample size of university students on media exposure in political information on television, radio or newspaper in terms of attitude score level are as follows: 38.3% on 86-97 scores (high level), 34.0% on 71-85 scores (medium level), and 27.7% on 56-70 scores (low level).

3. The reasons with the percentage of sample size of university students on media exposure in political information on television, radio or newspaper in terms of the top ranking are as follows: 48.8% on rapid report in supporting news, 21.1% on details of political news,

14.8% on personal belief in political news, 11.3% on personal belief in news presenter, and 4.0% on others.

4. The number of sample size of university students on media exposure in political information on television, radio or newspaper is positively related to the democratic political attitude.

In order to plan the democratic development to university students by political learning passing through main stream on mass media approach such as television, radio and newspaper in terms of the way of life on both socialization and political socialization for the development with political values and norms and the strength with social institutions under the regime of the democratic.

In conclusion, The media as television, radio and newspapers educates university students on both inside and outside of the university. The political belief in political information make the university students have the information for supporting in term paper and advanced learning. The university students could learn the political issues by viewing the television, listening to the radio, and reading the newspaper in the dimensions of time spent on political issues (days per week) and socialized by the political information.

Keywords: Media exposure, Political information, Political behavior

1. Introduction

Globalization has been, and remains, a potent force in the spread of democratic values and norms. Globalization also contributes to weakening the power of centralized government and helps to empower citizens by practicing the university students on both onsite and online learning, the acquisition of individual political information, and increased access to mass media, especially public political policies. Globalization is often viewed as driving democratically elected governments of their political efficiency, effectiveness and legitimacy to determine public policies or to regulate the consequences of global decisions on the people who elected them.

Nowadays, Thai society becomes aware of political right. This suggests in terms of political participation passing through the opinion about political thoughts, views and beliefs. Public opinion is the opinion or attitude of the public regarding a particular matter, especially the influence opinion of people to public policies as the broad consensus of opinion about the policies which should be pursued. Attitude research plays an important role in understanding how opinion are formed, changed, and measured. (Mario and Haddock, 2009) By this way, media exposure makes the people to share another person's feelings and emotions as if they are public thoughts. Political Communication could wake up the brain for demanding the political need which makes the people's politics passing of traditional society to modernizing society with democratic government. The question is what has accounted for this critical situation. Some may attribute it to the absence of good leadership while other may blame the lack of a democratic political culture

2. Research Objective

1. To analyze the time used on the percentage of sample size of university students on media exposure in political information on watching the television, listening to the radio or reading the newspaper in terms of the frequency.

2. To analyze the attitude score level of sample size of university students on media exposure in political information on television, radio or newspaper.

3. To analyze the reasons on the percentage of sample size of university students on media exposure in political information on television, radio or newspaper in terms of the top ranking.

4. To analyze the direction relationship of university students between the time spent used on media exposure in political information on television, radio or newspaper in terms of the frequency and the attitude score level on democratic political attitude.

2. Literature Review

Democratic political culture is a product of political socialization passing through basic socialization, political socialization process, political recruitment process. (Pye; 1963) Democratic political attitude with the response by political stimuli leads to political personality. The democratic political attitude could support democratic regime to be sustainable for the value and the honor of people by itself.

The core concepts of democratic political culture for measuring the factors that affected democratic political attitude as follows:

- (1) To have trust and faith in democratic political regime
- (2) To respect in humanity and capability to each other
- (3) To realize in responsible for civic citizen
- (4) To have the courage to give the opinion and comments with reasonableness and creativity
- (5) To participate in political activity and admit the rule in democratic regime
- (6) To concede the different opinion
- (7) To admit the authority with reasonableness and legitimacy

The research review will be summarized into 2 parts: Democratic political attitude and Role of media in politics.

2.1 Role of media in politics

The important challenge is the information age and Thailand 4.0 development strategic plan. The world gets much smaller through innovation and discoveries employing new technologies. (Mills; 2000) The knowledge of economic and social era is a changing society in which information expands rapidly around the globe; including money and capital flows for new investment opportunities, organizations continually restructure themselves; government policies undergo volatile shifts as electorates become more and more important, and volatile seesaw politics in education, teachers in the knowledge society must develop and be helped to develop capacities for taking risks, dealing with change, and undertaking inquiries when new demands and novel problems repeatedly confront them. (Hargreaves; 2003) Meanwhile, persuasion is the process of changing or reinforcing attitudes, beliefs, or behavior. For example, viewing a television debate between two politicians, the viewers would listen hard to both sides and make his mind up based on the discussion of issues and the quality of evidence but if the viewers were in the mindless mode (for example, half watching while entertaining friends), the viewers would rely on simple cues. Typically, the cues that influence us most in situations like this are the attractiveness of the speakers, the reactions of their friends, and the pleasure or pain associated with agreeing with their arguments. (Mills; 2000) For newspaper, university students could search political information, receive political information and experience. The students could use the political information for reporting the term papers, searching for political system through political recruitment and political integration as political instrument from the role of newspaper by interpreting its comprehension on political information as political action which inform, educate, socialize and set the agenda to be political agendas to all receivers in communication process. As a result, the understanding of experience with phenomenon conceptual framework in terms of political interaction could lead the university students' ideas to political act with learning process to practicing process. Moreover, it could be persuade other people to practice on the role and expectation of society such as the way of life in democracy political regime.

Higher education is now facing another major challenge brought about by the liberalization of trade and investment. The liberalization of trade in education services and personnel are both within and across the region. Having realized the impact of higher education development on producing quality human resources to keep pace with the challenges brought about by globalization, in teaching, risk requires a special kind of trust in processes as well as university students. Teaching in the knowledge society is a need to show political courage and integrity by reconnecting the agenda for educational improvement with a renewed assault on social impoverishment. (Hargreaves; 2003)

In the globalized world, learning democratic political knowledge is becoming an important element and tool in establishing effective relations and interaction with people of all countries. Learning and understanding political attitude and culture would lead to ensure friendly and constructive relationship and next to social and economic engagement at last. For example, the economic significance of tourism is beneficial to the global economy and to individual economies, including its impact on the relationship between the economic, social, culture, and politics (Sriupayo; 2016).

For higher education, university students have the time to spend for following the political events of all countries, collecting the data in the political news over the world, and reporting the term paper report to the class. The study is to use the benefits of media exposure by political socialization to form the information, the idea, the knowledge, and the wisdom in political process as follows: to transfer the information of political knowledge and understanding; to set the political agenda; to influence and cultivate political beliefs and to develop the country's politics.

Media exposure as one of the communication behavior which composes of 4 patterns. That are media exposure, communication processes, Motivational gratifications, and Media credibility and preferences. (McLeod and O'Keefe; 1972)

Becker (1983) defines media exposure as the meaning of the information exposure as follows: Information Search, Information Receptivity, and Experience Receptivity.

Almond and Verba (1972) suggested that political information of political knowledge appearing in political systems: input, process, output, feedback, and environment. The systems are as general object (history, geography, political institute and organization, etc.), input of political objects (political party, bureaucracy, benefit group, member of parliament, media system, etc.), output of political objects (parliament, court, bureaucracy, etc.), and political self as object (personal role to politic, self evaluation in politic, etc).

2.2 Democratic political attitude

Democracy can be fully defined as political power exercised either directly or indirectly through participation, competition, and liberty. (O'Neil; 2015). Political attitude describes views regarding the necessary pace and scope of change in balance between freedom and equality. The attitude is typically broken up into the categories of radical, liberal, conservative, and reactionary.

The attitude researchers have traditionally noted that attitudes are based on cognitive, affective, and behavioral information. (Mario and Haddock, 2010) For democracy, it is derived from the Greek words demos (meaning people, of populace) and kratia or kratis (meaning rule).

A political system consists of the system and the people who run the system. The human element on this research in case of university students is most important here. Democracy is not only a lip service to the idea that is critical of opinion and attitude but they could do something to support it. The practitioners have to possess democratic beliefs, attitudes and culture.

From the concept of political socialization, it shall be defined restrictively as those development processes through which persons acquire political orientations and patterns.

Political culture is a subjective psychological phenomenon that appears in the process of interaction between individuals and the political system. The idea of political culture which is essentially the argument that is the differences in societal institutions (norms and values) is shaping the landscape of political activity. Political culture may influence the preference for certain kinds of policies as well as the particular relationship between freedom and equality. The behavioral revolution in political science was strongly connected to modernization theory, which posited that as societies became more modern, they would inevitably become more democratic. Modernization is associated with better education, a weakening of older traditional institutions that stressed authority and hierarchy, greater gender equality, and the rise of a middle class. To sum up, modernization theory suggests that as societies become better educated and more economically sophisticated, they need and desire greater control over the state to achieve and defend their own interests. (O'Neil; 2015)

The meaning of belief could be summarized into 2 items: First, Conviction or acceptance that certain things are true or real; Second, Complete, unquestioning acceptance of something even in the absence of proof and, esp., of something not supported by reason. Political participation entails communicating with elected officials and others in government-expressing viewpoints and demanding certain actions or public policies from the government. Vehicles for political participation include political parties, interest groups, and a free press. Political participation can be either conventional or unconventional. Conventional participation includes voting, running for office, assisting with political campaigns, writing to elected officials, writing letters to newspapers about particular issues, and joining an interest group to influence public policies. Unconventional participation includes protests, mass demonstrations, civil disobedience, and sometimes even acts of violence. (Payne; 2009)

Education as the global education approach is for International Understanding and Co-operation. Education plays a dual role (at once) in reproducing certain aspects of the current society and preparing students to transform the society for the future. The role of education in building the society is to help students to determine what is the best to conserve in their cultural, economic and natural heritage and to nurture values and strategies for attaining sustainability in their local communities while contributing (at the same) time to national and global goals. (Siribanpitak, 2009) Siribanpitak (2009) also pointed out the educational approach for the development of human resources and society into three positions of education from the past to the present. First, Education is one of the most important of social activities to transmit essential knowledge to students. (Knowledge comes from outside the students' experiences and students should learn only what previous generations learned (Plato). Second, Learning entails reconstruction, student actively involved in learning, constantly reconstructing and reorganizing experience to gain a better understanding of life as it is happening (John Dewey). Third, the reconstruction of the society should be the purpose of schools. School should criticize, change, and improve society (George Counts).

Democracy provides people with the opportunity to be active citizens rather than passive subjects. The human behavior is prescribed by knowledge and information. Education is to be taken to enlighten the university students so that they will not become affected by politicians' manipulation.

Education produces human resources having or doing the worth within desirable society because it is useful, necessary, or popular as follows: the country has its vision and mission, the people are socialized, the citizenship is oriented to the country's obligation, the civic culture leads to the responsibility of moral and society, the spirit of value and aesthetic value, and technical knowledge. A democratic political culture may be hard to develop in authoritarian culture root because democratic spirits have become ingrained habits and beliefs in the culture and is difficult to change or remove.

3. Methodology

This research is to aim for studying the factors that affected democratic political attitude by analyzing the mass media in 3 categories: television and radio. It considers the behavior of media exposure on political issues of university students from the 5 variables: sex, age, field study, academic level, and birth place.

The study could set the tool with the questionnaire for finding the relationship between the behavior on media exposure in political information and the democratic political attitude of university students.

A questionnaire was constructed and administered to university students from Suan Sunandha Rajabhat University in the College of Innovation and Management with the total number of 126. The multi-stage random sampling with Likert five scales questionnaire as the tool for collecting the data. The analysis is on the statistical method in terms of frequency, percentage and chi-square test at the significant level = 0.05

The analysis of sample group in the research named “Media Exposure Behavior in Political Information of University Students” is as table bellows.

Table 1: The number and percentage of sample size

| Item | Category | Number (Persons) | Percentage (%) |
|----------------|--------------------|------------------|----------------|
| Sex | Male | 128 | 50.0 |
| | Female | 128 | 50.0 |
| Age (years) | ≤ 20 years | 128 | 50.0 |
| | > 20 years | 128 | 50.0 |
| Academic Level | Year 1 (Freshy) | 128 | 50.0 |
| | Other (Non-freshy) | 128 | 50.0 |

The result of the behavior of media exposure in political issues from 3 categories: newspaper, television, and radio as shown in the table.

Table 2: The number and percentage of sample size of media exposure in political information on newspaper

| Media exposure in political information on television, newspaper or radio | Number (persons) | Percentage |
|---|------------------|------------|
| 5-7 days per week (high level) | 105 | 41.0 |
| 2-4 days per week (medium level) | 108 | 42.2 |
| 0-1 day per week (low level) | 43 | 16.8 |
| Total | 256 | 100.0 |

Table 3: The number and percentage of sample size on democratic political attitude level

| Democratic political attitude level | Number (persons) | Percentage |
|-------------------------------------|------------------|------------|
| 86-97 scores (high level) | 98 | 38.3 |
| 71-85 scores (medium score) | 87 | 34.0 |
| 56-70 scores (low score) | 71 | 27.7 |
| Total | 256 | 100.0 |

Table 4: The chi-square test of sample size between the number of media exposure in political information on television, radio or newspaper and democratic political attitude level

| Media exposure in political information on television, radio or newspaper | Democratic political attitude level | | | Total (persons) |
|---|-------------------------------------|-----------------------------------|-----------------------------|--------------------|
| | 86-97 scores (high score) | 71-85 scores (medium score) | 56-70 scores (low score) | |
| 5-7 days per week (high level) | 55 | 38 | 12 | 105 |
| 2-4 days per week (medium level) | 31 | 35 | 42 | 108 |
| 0-1 day per week (low level) | 12 | 14 | 17 | 43 |
| Total (persons) | 98 | 87 | 71 | 256 |

Table 5: The number and percentage of sample size on reasons for media exposure in political information on television, radio or newspaper as the top ranking

| Reasons for media exposure in political information on television, radio or newspaper | Number (persons) | Percentage |
|---|---------------------|------------|
| rapid report in supporting news | 125 | 48.8 |
| details of political news | 54 | 21.1 |
| personal belief in political news | 38 | 14.8 |
| personal belief in news presenter | 29 | 11.3 |
| others | 10 | 3.9 |
| Total | 256 | 100.0 |

In conclusion from table 1-5, the university is one of important institutions of society. The economic, societal and political factors in globalization play a significance role and influence the attitude of university students. The media as television, radio and newspapers educates university students outside of university as well as in university. The political socialization by media exposure is the cause of democratic political attitude. The university students could learn the political issues by viewing the television, reading the newspaper, and listening to the radio in the dimensions of time spent on political issues and frequency of use of political content categories. The review research could set the tool with the questionnaire for finding the factors that affected democratic political attitude of university students.

The democratic political attitude of sample size classified by the score of three democratic political attitude: high score (86-97 scores), medium score (71-85 scores) and low scores (56-70 scores) which shown in the table below.

Moreover, it could be persuade other people to practice on the role and expectation of society such as the way of life in democratic political regime.

The hypothesis test in the relationships between the behavior of media exposure in political information (television, radio and newspaper) and the democratic political attitude are shown in the table respectively.

As a result, the analysis on relationship between the behavior on media exposure in political information on television, radio or newspaper and the democratic political attitude of university students by calculating the information in terms of the Chi-square from the table 4 (26.53) which is higher than the Chi-square from the two-way table or Contingency table (9.49). The result explains that the relationship between the behavior on media exposure in political information on television, radio or newspaper and the democratic political attitude of university students is the positive relationship.

4. Conclusions and Discussion

The behavior of media exposure in political information on television, radio or newspaper is the relationship with the democratic political attitude.

The study produced the following findings:

1. The university students as the percentage of sample size of this research use the time as media exposure in political information which university students use for reading the newspaper, listening to the radio or watching the television in terms of the frequency are as follows: 41.0% on 5-7 days per week (high level), 42.2% on 2-4 days per week (medium level), and 12.8% on 0-1 day per week (low level).

2. The university students as the percentage of sample size of university students on media exposure in political information on television, radio or newspaper in terms of attitude score level are as follows: 38.3% on 86-97 scores (high level), 34.0% on 71-85 scores (medium level), and 27.7% on 56-70 scores (low level).

3. The reasons with the percentage of sample size of university students on media exposure in political information on television, radio or newspaper in terms of the top ranking are as follows: 48.8% on rapid report in supporting news, 21.1% on details of political news, 14.8% on personal belief in political news, 11.3% on personal belief in news presenter, and 4.0% on others.

4. The number of sample size of university students on media exposure in political information on television, radio or newspaper is positively related to the democratic political attitude.

In conclusion, The media as television, radio and newspapers educates university students on both inside and outside of the university. The political belief in each political issue makes the university students have the information for supporting in term paper and advanced learning. The university students could learn the political issues by viewing the television, reading the newspaper, and listening to the radio in the dimensions of time spent on political information (days per week).

5. Suggestion

The above results should take the variables with field and academic level as influence factors on democratic political attitude. In order to plan the democratic development to university students in terms of the way of life on both socialization and political socialization for the development and the strength with social institutions under the regime of the democratic. Moreover, not only the mass media but also the social media would be essential for university students to learn the democratic political information as daily life for supporting and fulfilling the knowledge and political attitude in democratic political socialization.

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