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## CRITICALLY ANALYSING THE INFLUENCE OF POLITICS ON PUBLIC CONFIDENCE THROUGH PRINT MEDIUM- NEWSPAPER

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**Abstract:** Political activities can affect human life in both positive and negative ways. The aim of this research is to critically analyse the role newspaper in changing people opinions about political issues. Various questions that are raised during the research are mentioned. The impact of newspapers on politics and their influence on the public is highlighted. Through the inclusion of the multi-step flow theory, the influence of newspapers and politics on citizens has been analyzed. Various questions that are raised during the research are mentioned. Through this research, public opinions about the newspaper and political issues are gathered by following primary quantitative method. All the data are further analyzed by using SPSS method. The significant value obtained by analysing the gathered information through SPSS is 0.007 which indicates a reliable outcome. For overcoming the issue of false news, government entities restrict illegal behaviour in journalism sectors and news industries involve A.I. based technologies to determine the fake information in the pool of information.

**Index Terms** - Transparency, government entities, public opinions, media, politics, newspaper.

### I. INTRODUCTION

#### INTRODUCTION

The medium through which people come to know about the whole world including political status, economical status, information about sports, etc. is the newspaper.(Bara *et al.* 2019) A group of actions that are related to the decision-making in groups or other types of relations of power among the public, such as resource distribution.

#### Backgrounds

The biggest bridge between the government and the public is the media. People prefer print media due to its low cost. As per the views of Allington *et al.* (2023), political news can affect human lives and their confidence or opinion in many ways. Public gets expanded information about political issues as well as about the other events that take place.

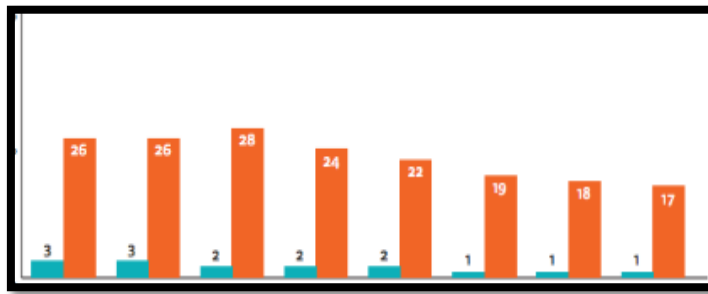


FIGURE 1: ROLE OF NEWSPAPER IN DAILY LIVES OF HUMAN BEINGS

(Source: influenced by Kalogeropoulos. *et al.* 2019)

The more people come to know about the political news more their opinions will change. It affects the confidence of the people as well as their opinion about the described matter. Negative news would have a negative impact on human lives (Crilley & Gillespie, 2019). It is thus mandatory for media to check the news before publishing it. Additionally, it is important for people to stay confident about their opinion and should not be influenced by every news of the print media.

#### Aim

The purpose of this study is to analyze critically how newspaper portrays politics' impact on public confidence.

#### Research Objectives

The main objectives of this research are:

- To understand the importance of political activities on human lives.
- To recognize the influence of political news on public confidence.
- To identify the role of print media in political activities.
- To determine the advantages and disadvantages of print media.

#### Research Questions

**RQ1:** How political activities are important for human lives?

**RQ2:** What effects does politics have on people's confidence?

**RQ3:** What part does print media play in political activity?

**RQ4:** What benefits and drawbacks do print media offer?

#### Problem statement

Political activities themselves can be valuable; however, it has negative impacts on human life also. People read negative news that is published in the newspaper. Reading it causes people to learn inaccurate

information about the subject being discussed. They form a *false impression*, which will undermine their confidence (Kreps *et al.* 2020). Before publishing anything derogatory or false, print media must consider how it will influence the lives and opinions of ordinary people. The main problem that is highlighted through this research is problem that arises due to negative news that is published in the newspaper.

## LITERATURE REVIEW

### *Analysis of the impact of Newspapers on politics*

Social media or news media plays a crucial role in politics because they enable citizens to participate. As stated by Sang, Park & Kim *et al.* (2023), news media can also influence how the public and policymakers view or think about certain issues by selecting some aspects of a perceived reality and making them more salient in a communicating text. Another way media can influence policymakers is by shaping public opinion, which in turn exerts pressure on policymakers to respond. On the other hand, as commented by Simanjuntak, Mansur & Saragih *et al.* (2022), in the area of policy-making, the media can contribute to setting the agenda for the press, the public, and policymakers by highlighting what issues are newsworthy at a particular time. For example, media advocacy is a well-known public health strategy that can help raise public awareness and get decision-makers to change policies.

### *Analysis of the influence of politics on public confidence*

The social sciences have always had lingering concerns regarding confidence in governments. According to Huber & Barnidge (2019), transparency along with trust in the actions of various Government institutions is the foundation of public confidence. As a collection of various tangible and intangible characteristics that public or private entities have shaped through Government action and that society views positively or negatively, confidence in political power is to be understood. As stated by KILONZO & KIILU *et al.* (2023), however, because everyone in society has their own unique perception of confidence, it is difficult to accurately measure it. People typically base their confidence in public institutions on their perceptions of how these institutions contribute to the community's well-being.

### *Multi-Step Flow Theory*

Multi-step flow theory is a theory that information is disseminated by the media first to influential people before reaching the general public. According to Anu (2022), information sharing and influencing beliefs, attitudes, and actions are reciprocal. The idea is that opinion leaders might create messages for the media, but followers of opinion leaders might be able to sway them. As a result, the relationship with media

becomes significantly more complicated. As mentioned by Javed & Rashidin (2022), Social media pages have developed into a hub where the multi-step flow theory thrives in recent years. Influencers frequently alter and propagate social and political concepts and ideologies. Within a short period of time, thousands or even millions of followers spread these beliefs and encourage them. As stated by Mate, Hake & Govindarajan *et al.* (2019), Twitter and Instagram now form opinions and information, true or false, rather than the news in today's world. The events of Covid-19 are a great illustration of the strength and destruction of the multi-step flow theory.

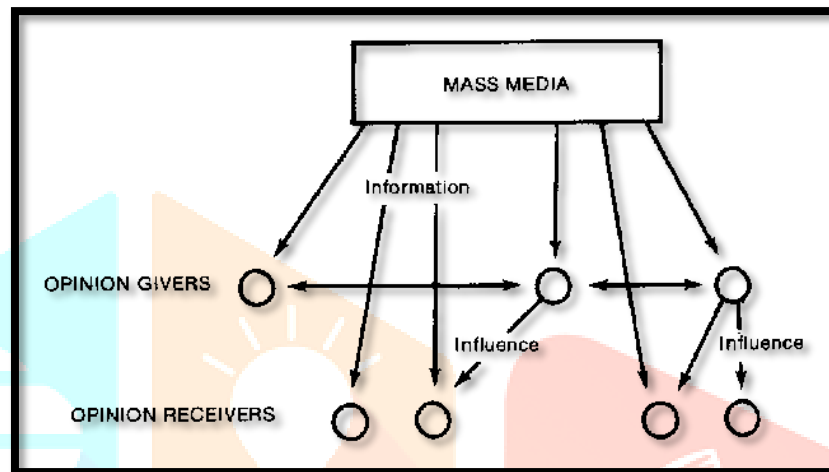


FIGURE 2: MULTI-STEP FLOW THEORY

(Source: Influenced by Anu, 2022)

### Literature gap

A broad gap in the previous literature is the influence of politics on public trust and confidence is not well defined. Another gap is regarding the news media's role in the public and politics i.e. not well analyzed. They did not focus on the challenges faced by the politicians to keep citizens' faith in them. So there are many literature gaps have been created.

### METHODOLOGY

All the data regarding the impacts of politics and the print media are gathered by applying primary quantitative method. In the primary quantitative approach, information is gathered by surveying people about the subject (Gil de Zúñiga & Diehl, 2019). In this research, this method is followed to observe the situation and events related to political activities that affect human lives. All the data that were collected are analysed by SPSS data analysis method. A Survey is conducted by gathering information from 40 individuals by distributing a set of questions including 10 questions.

## FINDINGS

## Demographic Analysis

## Gender

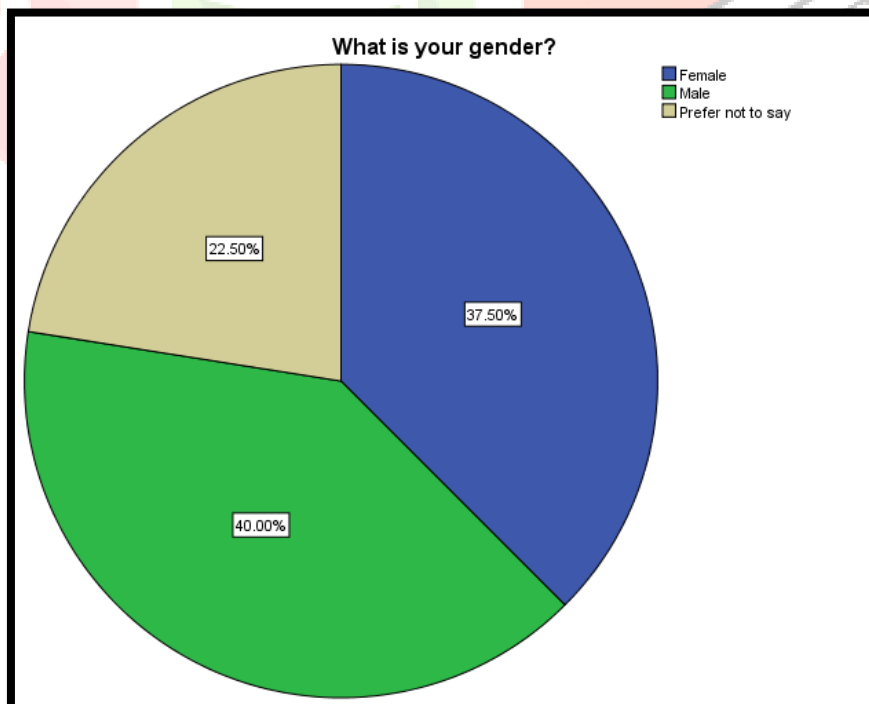
What is your gender?

	Frequency	Percent	Valid Percent	Cumulative Percent
Female	15	37.5	37.5	37.5
Male	16	40.0	40.0	77.5
Valid Prefer not to say	9	22.5	22.5	100.0
Total	40	100.0	100.0	

**Table 1: Gender**

(Source: SPSS)

The table highlights that among 40 survey respondents, 15 people are female and 16 respondents are male. On the other hand, 9 people selected the third option which indicates that the people are not interested in disclosing their gender.



**Figure 3: Gender**

(Source: SPSS)

The above diagram shows that about 37.5% of survey respondents are female and 40.0% of survey participants are male. It has been seen that about 22.5% of people do not prefer to reveal their gender.

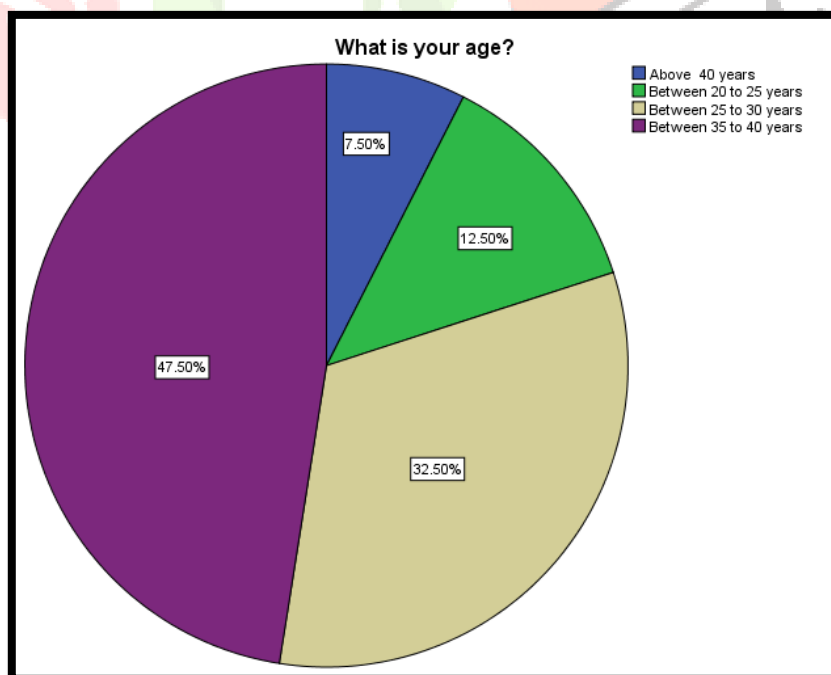
## Age

### What is your age?

	Frequency	Percent	Valid Percent	Cumulative Percent
Above 40 years	3	7.5	7.5	7.5
Between 20 to 25 years	5	12.5	12.5	20.0
Valid Between 25 to 30 years	13	32.5	32.5	52.5
Between 35 to 40 years	19	47.5	47.5	100.0
Total	40	100.0	100.0	

**Table 2: Age**  
(Source: SPSS)

The table indicates that the frequencies of people from the age bracket between 20 to 25 years, between 25 to 30 years, between 35 to 40 years, and above 40 years are 3, 5, 13, and 19.



**Figure 4: Age**

(Source: SPSS)

The above figure represents that 7.5%, 12.5%, 32.5%, and 47.5% of the total 40 survey participants belong to the age bracket between 20 to 25 years, between 25 to 30 years, between 35 to 40 years, and above 40 years.

**Income**

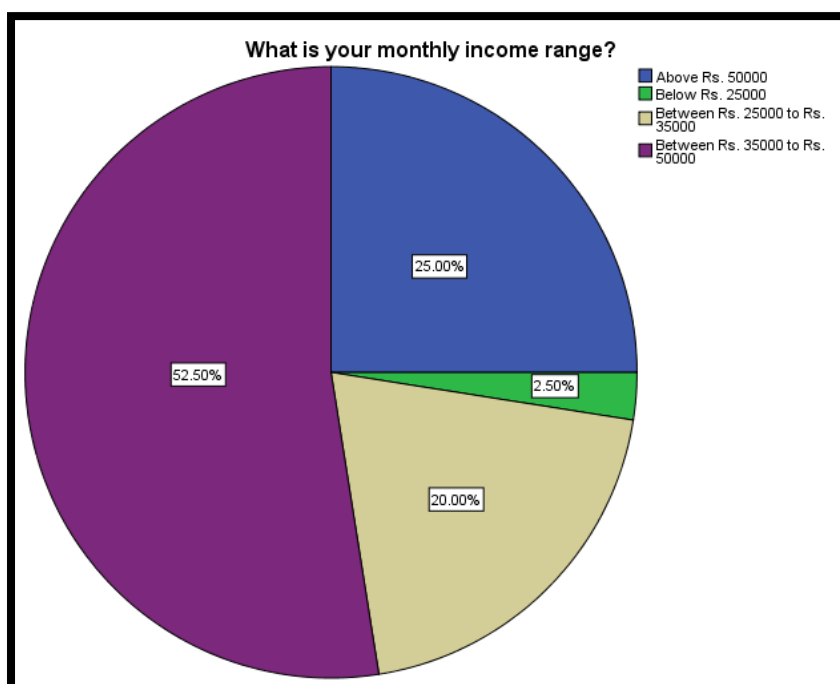
**What is your monthly income range?**

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Above Rs. 50000	10	25.0	25.0	25.0
Below Rs. 25000	1	2.5	2.5	27.5
Between Rs. 25000 to Valid Rs. 35000	8	20.0	20.0	47.5
Between Rs. 35000 to Rs. 50000	21	52.5	52.5	100.0
Total	40	100.0	100.0	

**Table 3: Income**

(Source: SPSS)

The above table illustrates that 1, 8, 21, and 10 people of the total survey respondents have an annual income below Rs. 25000, between Rs. 25000 and Rs. 35000, between Rs. 35000 and Rs. 50000 and above Rs. 50000.



**Figure 5: Income**

(Source: SPSS)

From the above figure, it can be stated that most of the survey participants have an annual income between Rs. 35000 and Rs. 50000.

**Descriptive analysis**

The descriptive analysis is crucial for summarising the gathered information in numerical forms (Sassenhagen, 2019). Descriptive analysis is essential for highlighting the concentration level of information by determining the mean, median, and mode.

**Descriptive Statistics**

	N	Range	Minimum	Maximum	Sum	Mean	Std. Deviation	Variance	Skewness	Kurtosis		
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Std. Error	
IV	40	16.00	4.00	20.00	409.00	10.2250	2.59672	6.743	1.182	.374	4.9163	.73
DV	40	12.00	3.00	15.00	373.00	9.3250	3.33887	11.148	.106	.374	-1.3543	.73
Valid N (listwise)	40											

**Table 4: Descriptive test**

(Source: SPSS)

From the above table, it can be evaluated that the skewness is in positive value which indicates a long data distribution on the left side. The positive value of kurtosis highlights the peak of gathered information which helps to understand the level of data concentration.



## Multiple Regressions

Multiple regressions are significant for analysing the relationship between the variables by checking the significant values. As per the comment of Keith (2019), multiple regressions help to measure the fluctuation between the predicted values and actual outcomes.

### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. Change	
1	.423 <sup>a</sup>	.179	.157	3.06480	.179	8.287	1	38	.007	1.255

**Table 5: Model Summary**

(Source: SPSS)

Table 5 highlights that the value of the R square is 0.179 and the adjusted R square is 0.157. The fluctuation between these two values is minimal which indicates that the data set is highly reliable for extracting valuable information (Lloyd-Jones *et al.* 2019).

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	77.842	1	77.842	8.287	.007 <sup>b</sup>
	Residual	356.933	38	9.393		
	Total	434.775	39			

**Table 6: ANOVA**

(Source: SPSS)

The ANOVA is essential for highlighting the F-change value which is 8.287. The regression and residual value for gathered information is 77.842 and 356.933.

### Coefficients<sup>a</sup>

Model	Unstandardized		Standardized	t	Sig.	
	Coefficients		Coefficients			
	B	Std. Error	Beta			
1	(Constant)	3.762	1.992		1.888	.067
	IV	.544	.189	.423	2.879	.007

**Table 7: Coefficients**

(Source: SPSS)

The significant value for gathered information is shown as 0.007 in the above table. As per the statement of Keith (2019), the outcome is considered significant and accurate with a high degree when the value is less than 0.05. Hence, it can be stated that the extracted result is significant with the value of t-statistic as 2.879.

### DISCUSSION

Newspapers have a huge impact on people's beliefs and the process through which audiences perceive things. As per the statement of Gao, Lee & Murphy (2020), the media plays the role of a mediator that connects the government and the public. The newspaper is significant for providing information on the role of government entities in a nation's economical situation, trade, and commerce. It has been observed that the integration of transparency and trust in government activities forms the base of public confidence (Rubado & Jennings, 2020). However, the confidence level differs from person to person due to having unique perceptions of confidence. Additionally, it has been recorded that the media has the power to enlighten an issue and grab attention from government bodies and influence the development of policies.

### CONCLUSION AND RECOMMENDATION

Hence, it can be said that the media plays a crucial role in highlighting issues and grabbing attention from government entities. Newspapers are essential for sharing information among commoners and educating people about current scenarios. It has been summarised that the integration of transparency is significant in government activities for enhancing public confidence. The Multi-Step Flow theory is used to analyse the role of media in influencing public opinions and government.

## Recommendation

### *Government responsibility*

For improving the quality of news, government entities need to **restrict illegal behaviour** (Zhang *et al.* 2019). Additionally, government bodies need to encourage independence as well as professional journalism to provide quality information to audiences.

### *News industry actions*

The news industries need to focus on high-quality news to overcome the issues regarding false news. As per the comment of Erku *et al.* (2021), news industries are required to **implement different A.I.-based technologies** to identify fake news by using programming algorithms. Identification of fake news before publishing improves the public perception of news organisations and impacts public opinion positively.

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