

**THE INFLUENCE OF MASS MEDIA ON POLITICAL AWARENESS
AMONG YOUTH IN BENIN CITY**

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BENIN CITY**

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**A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF ADULT
AND NON-FORMAL EDUCATION, FACULTY OF EDUCATION, UNIVERSITY
OF BENIN, BENIN CITY IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE AWARD OF B.SC. (ED.) DEGREE IN ADULT
EDUCATION/POLITICAL SCIENCE.**

MAY, 2024

APPROVAL PAGE

I hereby approve this project as adequate in scope and quality for the partial fulfillment of the requirement for the award of Bachelor of Education degree, B.Sc (Ed.) in Adult Education/Political Science.

Dr. Sesan Olawale

Date: _____

CERTIFICATION

We certify that this research work was carried out by Favour Princes VINCENT with matriculation number EDU 1902914 in the Department of Adult and Non-Formal Education, in partial fulfillment of the award of the degree of Bachelor of Science.

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DEDICATION

This work is dedicated to God Almighty for His grace, mercy and compassion all through my sojourn in the University of Benin.

ACKNOWLEDGEMENT

The Researcher greatest gratitude goes to God Almighty for his grace and privilege to come this far.

The researcher profound gratitude goes to her supervisor, Dr. Sesan Olawale for his great impact in the toward this project work. Thank you, sir, for your useful suggestions, constructive criticisms and invaluable comments to the success of this works. She is indebted to you sir for giving her an opportunity to prove myself and to other lecturers who made her stay in the Department bearable, thanks for being supportive.

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ABSTRACT

This study was carried out to investigate the influence of mass media on political awareness among youth in Benin city. Four research questions were raised for this study which are outline how does exposure to different forms of mass media affect the political awareness and engagement of Nigerian youth? What role do specific mass media platforms, play in shaping the political opinions and behaviours of Nigerian youth? What are the perceptions and experiences of Nigerian youth regarding the portrayal of political issues and actors in mass media? To what extent do Nigerian youth trust the information disseminated by mass media regarding political events and issues?

The population of the study comprised of one hundred and seventy-four thousand, three hundred and sixty-two students (171,362) according to the population census conducted in 2006. The sample for the study consists of one hundred and fifty (150) youths. The sample size for this study was selected using the random sampling technique.

The major findings of the study it was revealed that the print media work well with participatory approaches. it was indicated that unemployment is one of the socio-economic factors that influence the political awareness of Nigerian youth. It was seen that some students do not ask questions in class. It was seen that students like schools were the teachers are friendly. it was revealed that poverty is one of the socio-economic factors influence the political awareness of Nigerian youth. From the study it was recommended that to ensure effective, efficient and un-biased political mobilization by the mass media, there should be completely total autonomy, which will in turn ensure a free and independent press. It is the researcher's opinion that the independence of the media can go a long way to make things right and purposeful in political mobilization by the media to the general public benefit.

CHAPTER ONE

INTRODUCTION

Background

Political knowledge is a measure of citizen's ability to provide correct answers to a specific set of fact-based questions (Boudreau and Lupia, 2011). It depends, in part, upon access to information about governmental actions, political officeholders, and so on, and generally refers to relevant information and the level of skills and understanding of civic and political affairs surrounding regional, national and global issues (Molaei, 2017). Bathelt (2015) opined that political knowledge breed politically informed, vigilant, vocal and competent citizens who are able to evaluate their own interests and act to protect these interests in political situations.

High political knowledge helps citizens to better understand the current affairs shaping their societies, contributes to more stable and consistent political attitudes. It also helps citizens to achieve their own interests and make decisions that conform to their attitudes and preferences, promotes support for democratic values, facilitates trust in the political

system, and motivates political participation (Galston, 2001). While citizens that lack the minimum levels of knowledge and skills to meaningfully engage in politics can be described as political dropouts (Milner, 2018). The media in Nigeria are sources of political information, and avenue for political participation and discussion, right from the colonial era to the present democratic dispensation. Obasanjo (2019) described it as any agency that operates for the articulation and dissemination of ideas and information, generally with the intent to influence an audience or the institution that constitutes legalized power and authority.

The lack of political knowledge was identified as one of the factors that hindered young citizens from holding government officials accountable (Natamba, 2010). In Nigeria, students formed the largest group of voters in occupation group, accounting for 26.57% (22 million) of voters (Channels TV, 2019). Civics and Citizenship Education are taught at the various education levels to enhance young students understanding of political and social context. This knowledge can develop their confidence and motivation to participate in public life. Furthermore, in a meta-analysis of political knowledge measurements, Keeter (2016) found that the measurements

included knowledge about current national and international events, political personalities, institutions and processes. The researchers also affirmed that democratic citizens and societies need at least moderate levels of knowledge of political parties, leaders, history, economy and institutional setting to accept political norms, be politically efficacious, understand current politics and participate in politics.

Citizens without a basic level of political knowledge would have difficulty in understanding political events and eventually engage in public matters. Therefore, higher aggregate levels of political knowledge empower societies to be more inclusive and responsive. Media and Political Knowledge The mass media are commonly seen as the oxygen of democratic governance and the public square for the nurturing of democratic norms and ideals (Odunlami, 2014). According to Dahlgren (2000), the free media outlets make a wide range of information accessible to the public and provide political knowledge through access to reliable and comprehensible resources such as portrayals, news, reports, discussions and so forth about social and political affairs. Likewise, Chaffee and Frank (1996) opined that textual (newspaper), auditory (radio news), and audiovisual (television)

news channels should be able to provide vital information about important political and social issues. The BBC Media Action equally reported that a healthy relationship between the media and the public is needed for well-functioning democracy because informed citizenry is crucial for political accountability. (Scavo and Snow, 2016). Just like family, school, political system, religion and occupation, the media play vital roles as agents of political socialization in the society. Access to the media has significant relationship with knowledge and attitudes (Brewer and Ley, 2010), because the general public get their news and information from mass media.

According to scholars, knowledge of politics is dependent on access to and usage of news media (Möller and de Vreese, 2015; Prior, 2005). Similarly, Aalberg et al (2013) revealed a positive relationship between political news use and political knowledge. The educative roles of the traditional and new media seem to have increase political interest, discussion, and ideological sophistication in many countries (Aarts and Semetko, 2003). Therefore, the media are tools for political knowledge and democratic consolidation (Castells, 2007). The more citizens use television, radio, newspapers or internet to access the news, the higher their political

knowledge which is crucial to political participation (Delli Carpini, 2000). Widespread availability of news and political information on internet and satellite television has tendencies to improve citizens' knowledge of current events. Tewksbury, Weaver, and Maddex (2001) proved that search engine results and web portals that mixed news headlines with entertainment stories can cause accidental exposure to political information. This knowledge tends to be positively related with political knowledge. Paradoxically, Prior (2007) demonstrated that greater media choice (i.e., cable television and internet access) widens gaps in political information and electoral participation between individuals who prefer news and those who prefer entertainment.

Statement of the Problem

The question of how those who are not very knowledgeable politically can be rendered more knowledgeable about politics by means of media exposure has been focus of research by communication experts, political scientists and other social scientists. A significant quality of political knowledge is required for citizens to be considered politically active, but most people's knowledge about politics appears insufficient to meet the standards of a "competent citizen" (DelliCarpini and Keeter, 1996; Reichert,

2016). Students, especially, have been discovered to be unwitting when it comes to national politics, news and current affairs as they mostly use the media for entertainments. Similarly, previous studies examining media access relationship with political knowledge have also produced conflicting results and explanations. The study therefore purposes to investigate if the use of media by students will have significant influence on their political knowledge. Hence, the aim of this study is to add novel findings to the small but growing empirical research on the influence of mass media on political awareness among youth in Benin city.

Research Questions

The following research were raised to guide this study

1. How does exposure to different forms of mass media affect the political awareness and engagement of Nigerian youth?
2. What role do specific mass media platforms, play in shaping the political opinions and behaviours of Nigerian youth?
3. What are the perceptions and experiences of Nigerian youth regarding the portrayal of political issues and actors in mass media?
4. To what extent do Nigerian youth trust the information disseminated by mass media regarding political events and issues?

Purpose of the Study

The general purpose of this study is on the influence of mass media on political awareness among youth in Benin city. It also has the following specific aims.

1. To determine how exposure to different forms of mass media affect the political awareness and engagement of Nigerian youth
2. To assess the specific roles mass media platforms, play in shaping the political opinions and behaviours of Nigerian youth.
3. To find out the socio-economic factors, that influence the political awareness of Nigerian youth.
4. To find out the perceptions and experiences of Nigerian youth regarding the portrayal of political issues and actors in mass media.

Significance of the Study

The central aim of this study is to foster a good understanding of the influence of mass media on political awareness among youth in Benin city. It is hoped that the outcome will be of great help to the government, policy makers in Edo State and the stake-holders in general.

Findings from this study will provide information to government on the importance of the use of media to ensure youth participation in politice.

It will also make them see reasons to improve facilities that enable accessibility to the media.

Secondly, this study will also be beneficial to policy makers as it will serve as empirical evidence upon which or with which strategic decisions can be made especially when plans or programmes concerning political awareness

Students in adult and non-formal education department will also find this work useful as it will serve as resource material for their programme

Scope/Delimitation of the Study

The scope of this study will cover the various mass media that are available and to which the youth in Benin city have access to. The study is delimited to communities in Egor Local Government Area of Edo State.

Definition of Terms

The following terms which have been used in this study are defined in the sense in which they have been used

Media: This refers to various forms of communication that are used to convey information, news, entertainment and other content to a wide audience.

Mass Media: This refers to means or tools of communication especially when it has to do with a large number of persons or people

Mobilisation: A process of galvanizing and getting people to be involved in societal activities

CHAPTER TWO

REVIEW OF RELATED LITERATURE

This chapter presents the review of related literature on the influence of mass media on political awareness among youth in Benin city. Under the following sub-headings

- Theoretical Framework
- Mass Media and Forms of Mass Media
- The Relevance of Political Awareness Among Youth
- Socio-Economic Factors Influence on Political Awareness of Nigerian Youth
- Perceptions and Experiences of Nigerian Youth on the Portrayal of Political Issues and Actors in Mass Media
- Extent to which Nigerian Youth Trust the Information Disseminated by Mass Media Regarding Political Events and Issues
- Effects of Different Forms of Mass Media on the Political Awareness and Engagement of Nigerian Youth
- Summary of Literature Review

Theoretical Framework

The study is based on the uses and gratifications theory (Katz, Blumler and Gurevitch, 1974) which explains the relationship between an audience and how this audience uses the media. It provides a cutting-edge theoretical approach in the initial stages of each new mass communications medium: newspapers, radio and television, and now the Internet. The theory assumes that the audience is active and its media use is goal oriented; media users are active rather than passive in seeking out media that meet their needs (Diddi and LaRose, 2018). People are rational and actively self-aware creatures that influence the effects media have on them and also unconsciously attempt to make sense of the media content in their own context. The theory also posits that users have alternate choices to satisfy their need, and their use or choice of a certain form of media (e.g. newspaper, radio, television, or internet) or a specific program (e.g. newspaper column, radio show, television channel or blog) are in order to satisfy their needs, wants, or motives (Katz et al, 1974; Peirce, 2017). As a result, media users seek out a media source that best fulfills the needs of the users and gives them gratifications which are the expected outcomes, satisfaction or rewards

of using a particular media form or program (Peirce, 2018). Similarly, Derek Lane suggests that media users play an active role in choosing and using the media.

The theorist say that users take an active part in the communication process and are goal oriented in their media use. Uses and gratifications theory posits that there are five groups of human needs which are specific in nature to the individual and how the media satisfies the need is subjective (Peirce, 2018). For example, some people may watch the news to relax while others may get tensed or agitated by the same. The media is the same, but people use it for different needs. The needs are highlighted below: 1. Cognitive needs – acquiring intellectual and academic knowledge, facts, information, understanding our social environment, curiosity, exploration; 2. Affective needs – include all kinds of emotional experiences, pleasure, aesthetic, and moods of the people; 3. Personal identity – is the need for self-esteem, self-confidence, personal stability, integrity, social status, the need for self-respect and the use of media to gain credibility and have a respectable status in society; 4. Social Integrative needs. It encompasses the need to socialize with family, friends, connection with the outside world, the

need for affiliation; people use social networking sites for social interaction

5. Escapism – the need to escape, tension release, shifting attention from unpleasant to pleasant. For example, people tend to relax while watching television, listening to the radio, surfing the internet.

Mass Media and Forms of Mass Media

The mass media have always played significant roles across the globe as the general public typically relies on it to provide information regarding political issues, social issues, entertainment and news in pop culture. In advance democracies, the media is freer and more independent when it comes to journalistic content. The media are generally defined as those channels of communication which are capable of reaching heterogeneous audiences simultaneously with uniform messages (Oyesomi, Oyero, and Okorie, 2014). This diversified communication technologies are divided into traditional media and new/digital media. The three forms of traditional media are print (newspapers, books, magazines), broadcast (television, radio), and cinema (movies, documentaries) while internet and mobile mass communication (email, social media sites, websites, and internet-based radio and television) are referred to as the new or digital media.

The notion of the media as the fourth branch of government, as watchdog, as guardian of the public interest, and as a conduit between governors and the governed is widely claimed. It is believed that an informed citizenry is beneficial to democracy. Citizens who are informed and knowledgeable about politics tend to make decisions that reflect their real interests. Citizens only need to watch the news, listen to the radio, read the newspaper or browse the internet or social media to receive a wide range of information (Lindstedt and Naurin 2020) which can help to promote and improve government performance and accountability (Snyder and Stromberg, 2020) as well as reduce corruption (Natamba, MuyombaTamale, Ssemakula, Nimpammya and Asiimirwe, 2020). Citizens' participation in the political process is an important element of a democratic political culture.

The participation of members of a political community is usually influenced by the political information, attitudes, feelings and skills they possessed. Cognitive orientation or political knowledge about the political system of a nation is important to the quality of citizenship and health of the collective (de Vreesea and Boomgaarden, 2018). Political knowledge is a measure of citizen's ability to provide correct answers to a specific set of

fact-based questions (Boudreau and Lupia, 2011). It depends, in part, upon access to information about governmental actions, political officeholders, and so on, and generally refers to relevant information and the level of skills and understanding of civic and political affairs surrounding regional, national and global issues (Molaei, 2017). Bathelt (2015) opined that political knowledge breed politically informed, vigilant, vocal and competent citizens who are able to evaluate their own interests and act to protect these interests in political situations. High political knowledge helps citizens to better understand the current affairs shaping their societies, contributes to more stable and consistent political attitudes. It also helps citizens to achieve their own interests and make decisions that conform to their attitudes and preferences, promotes support for democratic values, facilitates trust in the political system, and motivates political participation (Galston, 2001). While citizens that lack the minimum levels of knowledge and skills to meaningfully engage in politics can be described as political dropouts (Milner, 2020).

The media in Nigeria are sources of political information, and avenue for political participation and discussion, right from the colonial era to the

present democratic dispensation. Obasanjo (2017) described it as any agency that operates for the articulation and dissemination of ideas and information, generally with the intent to influence an audience or the institution that constitutes legalized power and authority. Against this background, the contributions of media to the political knowledge of citizens over time have been a focus of social scientists and media scholars.

Delli Carpini and Keeter (2016) defined political knowledge as the range of factual information about politics that is stored in long-term memory and listed rules of the game, substance of politics, and people and parties as the three broad areas of political knowledge. It is one's knowledge of political events, personalities, affairs, histories and institutions as measured by one's ability to provide correct answers to a specific set of fact-based questions. Low political knowledge generates a superficial understanding of public policy, intolerance of minority groups and distrust of political institutions (Hart, Atkins, Markey and Youniss, 2017). However, high political knowledge produces politically informed, vigilant, vocal and competent citizens who have needed expertise for political participation to sustain functional and stable democratic system (Bennett and Freelon, 2012). Milner

(2020) revealed that there are some politically inattentiveness citizens who lack the knowledge and skills to make sense of the political world and were unable to meaningfully engage in politics. In Uganda, this lack of political knowledge was identified as one of the factors that hindered the citizens from holding government officials accountable (Natamba et al, 2020). In Nigeria, students formed the largest group of voters in occupation group, accounting for 26.57% (22 million) of voters (Channels TV, 2019). Civics and Citizenship Education are taught at the various education levels to enhance students' understanding of political and social context. This knowledge can develop their confidence and motivation to participate in public life. Furthermore, in a meta-analysis of political knowledge measurements, Delli Carpini and Keeter (2016) found that the measurements included knowledge about current national and international events, political personalities, institutions and processes. The researchers also affirmed that democratic citizens and societies need at least moderate levels of knowledge of political parties, leaders, history, economy and institutional setting to accept political norms, be politically efficacious, understand current politics and participate in politics. Citizens without a basic level of political

knowledge would have difficulty in understanding political events and eventually engage in public matters (Popkin and Dimock, 2019). Therefore, higher aggregate levels of political knowledge empower societies to be more inclusive and responsive.

The Relevance of Political Awareness Among Youth

The mass media are commonly seen as the oxygen of democratic governance and the public square for the nurturing of democratic norms and ideals (Odunlami, 2014). According to Dahlgren (2017), the free media outlets make a wide range of information accessible to the public and provide political knowledge through access to reliable and comprehensible resources such as portrayals, news, reports, discussions and so forth about social and political affairs. Likewise, Chaffee and Frank (2016) opined that textual (newspaper), auditory (radio news), and audiovisual (television) news channels should be able to provide vital information about important political and social issues. The BBC Media Action equally reported that a healthy relationship between the media and the public is needed for well-functioning democracy because informed citizenry is crucial for political accountability (Scavo and Snow, 2016). The media play vital roles as agents

of political socialization in the society. Access to the media has significant relationship with knowledge and attitudes (Brewer and Ley, 2020), because the general public get their news and information from mass media.

According to scholars, knowledge of politics is dependent on access to and usage of news media (Möller and de Vreese, 2015; Prior, 2015). Similarly, Aalberg et al (2013) revealed a positive relationship between political news use and political knowledge. The educative roles of the traditional and new media seem to have increase political interest, discussion, and ideological sophistication in many countries (Aarts and Semetko, 2019). Therefore, the media are tools for political knowledge and democratic consolidation (Castells, 2017). The more citizens use television, radio, newspapers or internet to access the news, the higher their political knowledge which is crucial to political participation (Delli Carpini, 2017).

Widespread availability of news and political information on internet and satellite television has tendencies to improve citizens' knowledge of current events. Tewksbury, Weaver, and Maddex (2001) proved that search engine results and web portals that mixed news headlines with entertainment stories can cause accidental exposure to political information. This knowledge tends

to be positively related with political knowledge. Paradoxically, Prior (2017) demonstrated that greater media choice (i.e., cable television and internet access) widens gaps in political information and electoral participation between individuals who prefer news and those who prefer entertainment. Feldman and Kawakami (1991) in their study of 1100 Japanese undergraduates discovered that attention and exposure to newspaper is a stronger predictor of political knowledge and participation than televisions. Likewise, a Canadian study noted a positive relationship between newspaper reading and political knowledge (Milner, 2015). But Aarts and Semetko (2019) found that the combined impact of television, radio, internet and social media seem to diminish the influence of newspapers and magazines on citizens' political behavior. Similarly, Prior (2017) revealed that due to satellite television there is a 20% drop in political knowledge because of viewers' preference for entertainment shows. He disclosed that the availability of multiple sources of information spread across the internet, social media, television (local and satellite), radio, newspapers and magazines is providing citizens with option which tend to reduce access to political information. But some scholars opined that even if news consumers

care more about entertainment, sports, etc., they will nonetheless receive political information as a result of the simple act of perusing their sources of information (e.g. Tewksbury et al., 2001).

The Obama election in 2008, the Iranian postelection protests in 2009, Occupy wallstreet in 2011, Arab spring of 2020-2012 and #bring back our girls in 2014 campaigns show that social media can be used effectively for political mobilization and enlightenment (Ifukor, 2020; Pasic and Noonan, 2011). Just as Facebook, Twitter, Whatsapp, blogs and other social media apps were used by Nigerian youths to force down fuel price after Occupy Nigeria (Omojuwa, 2015) and to monitor the polls during the 2015 general elections (Mustapha, Gbonegun and Mustapha, 2016). Similarly, Bode (2016) and Molaei (2017) acknowledged that social media are rapidly emerging as important sources of news, contributing to an informed citizenry. During the 2019 general elections in Nigeria, #Next Level#, Atikulate and TakeIt Back (at federal level), #Penkelemese and #Omituntun (in Oyo State) and #Otoge (in Kwara state) were among the campaign hashtags and media slogans used to mobilize voters and campaign for political power. But as media seems to increase the capacity of the voters to

follow politics, the gap in the political knowledge of voters is also exacerbating (Prior, 2017) as many citizens using social media are distracted by its entertainment and communication functions (Shehata and Strömbäck, 2018). The aforementioned studies report either nonsignificant or negative main effects. Prior (2015) acknowledged that increased access to and use of news media is related to political knowledge which according to him is influenced by age, gender, or education levels. A study conducted in Sweden (Nilsson, 2015) revealed that young people nowadays browse internet and watch television while few of them read the newspaper while older people in the U.S. tend to have higher level political knowledge than young people (Wattenberg, 2019). Similarly, a study by Howe (2019) comparing responses to the political knowledge items in the 2017 Canadian Election Study to Gallop polls from 1956 concluded that the younger Canadians were less informed about politics today than people were forty-five years ago. Conclusively, the Civic and Political Health Telephone Survey undertaken by the Center for Information and Research on Civic Learning and Engagement (CIRCLE) with a representative sample of 1,765 Americans found that about 60 percent of participants aged 15 to 25 years are potential

political dropouts who know little to nothing about politics (Keeter, Zukin, Andolina, and Jenkins, 2012).

Socio-Economic Factors Influence the Political Awareness of Nigerian Youth

Nigeria is a country that has a large percentage of its population as youth who are young, energetic and industrious. Allahmagani (2005) reported that nearly 70 percent of Nigeria's population are youth and children. Youth in Nigeria include citizens aged between 18 and 35 years (Nigerian Youth Policy, NYP, 2009). The National Bureau of Statistics (NBS), 2016 released a report which revealed damning figures regarding the rate of unemployment in Nigeria. The report indicated that in Q1 2016, the labour force population (i.e. those within the working age population willing, able and actively looking for work) increased to 78.4 million from 76.9 million in Q4 2015, representing an increase in the labour by 1.99 %. This means an additional 1,528,647 economically active persons within 15 – 64 years i.e. were able, willing and actively looking for work between January 1 and March 31, 2016. The variation in the age brackets used in defining youth notwithstanding, the reality of youth as important age group that are vibrant,

energetic and essential in the development of the nation cannot be argued or wished away. These people are considered as the strength of a nation. In Nigeria today, due to numerous challenges and socio-economic challenges, many youths depend on themselves and drive their own future by creating opportunities for themselves and others, by undertaking different entrepreneurial ventures toward self-reliance (Youth Development, 2015). However, this group of people still need capacity building, financial support and favorable policies from development stakeholders. The strength of any nation depends on the policy framework and initiatives put in place by the public sector and NGOs to develop and empower the youth in order to maximize their potentials, talents and untapped capacities in nation building. Without a vibrant, skilled, focused and equipped youth, no nation can rise to its full potential because the youth are the visionaries and producers who power nations to greater heights. Globally, experiences have shown that transformative leaders have young men and women (Jega, 2017). Examples of youth who have made tremendous impact on development are Alexander the Great who succeeded his father at the age of 20 and was one of the most influential people in history, Genghis Khan (was elected Khan of the

Mongols Empire at), Napoleon Bonaparte (become a general at 24 and built and ruled over a large empire in continental Europe. Others were John F. Kennedy (36), Margaret Thatcher (34), Tony Blair (30), Angela Merkel (36) and Obama (36). At Africa level, Mandela (32), Thomas Sankara (33), Gowon (32) and Murtala Mohammed (37). It is in view of this and other related issues that the paper reviews the challenges and prospects of the Nigerian youth for improved self and national development.

Youth is generally conceptualized as a period of vitality, strength and vigor in the life of a person. The stages of human growth are childhood, teenage, youth, adulthood and old age (Mukherjee, 2018). The Federal Ministry of Youth and Sports categorizes youths as people aged between 18 and 35 years while the African Union defines youth as people aged 15 to 34 years and Africa is reported to have a youth population of between 300 and 345 million youth by 2015 (Abubakar, 2011). On his part, Alanana (2018) stated that, youth as a concept has no precise definition. In nearly all traditional African societies, those who fall between 40 and 50 years of age are still considered youths. This is in contrast, to Europe and America where at age of 18, a child is granted freedom and independence.

The class of youth in Nigeria is a crucial element in the development process and it has been established by this review that, no nation can develop beyond the quality of its youth. The challenges faced by youths need to be addressed because the youth need guidance, support and encouragement. Without which they will be lost and fall into social vices and crime such as examination malpractices, drug abuse and armed robbery. Therefore, youth need to be well educated, trained, guided and supported to actualize their dreams and contribute to national development. This will entail good education, technical and leadership training. Also, the youth should believe in themselves and organize themselves into viable action groups and networks for actions to develop themselves before the government, development partners and NGOs will take them seriously and support them based on their seriousness, compelling vision and focus.

Perceptions and Experiences of Nigerian Youth on the Portrayal of Political Issues and Actors in Mass Media

With every advance in technology comes impact on everyday life. This holds true especially for advances in media technology. While the media is a pervasive aspect of life on a day-to-day basis, a time when it really becomes important is in regards to government and political information (Baker, 2009). The use of social media in recent elections, worldwide, has significantly intensified, especially among young adults. Of interest for this particular age group is the rise of social media use for political information, creating user-generated content and expressing political views. As answer to the growing political use of social media, researchers have investigated these media's effects on political behaviour such as political participation (Muntean, 2015). The popularity of getting political news from social media platforms is greatly increasing. A 2014 study showed that 62% of web users turn to Facebook to find political news. This social phenomenon allows for political information, true or not, spreading quickly and easily among peer networks. Furthermore, social media sites are now encouraging political involvement by uniting like-minded people, reminding users to vote in elections, and analyzing users'

political affiliation data to find cultural similarities and differences (Udoka, 2015).

Recent years have seen a decline in non-profit community participation such as political party membership. Also, there are several challenges when it comes to engaging people in party politics. Contrary to popular expectations, the rise of the Internet did not result in increased levels of public participation. On top of that, many 27 political parties are afraid to lose control over their message when they delegate power and authority to the public (Effing, Hillergersberg & Huibers, 2011). Before the advent of the new media, political campaigns and other electioneering activities blossomed in the traditional media. Prior to this period, political rallies, personal contacts and speeches were popularly used for mobilizing electorates' support on political issues, and that this was greatly propelled by the mass media force. At that time, political participation was more risky, expensive and required a great deal of investments from individuals willing to engage in political activities. The process was quite demanding as far as time, money, knowledge and information are concerned. The endemic poverty in Africa prevented citizens from attending political meetings, and

sometimes, from travelling to exercise their voting rights. A World Bank report of 2005 has it that 50.9% of the population in sub-Saharan Africa lives on less than 1.25 a day. Such financial constraint is capable of preventing citizens from engaging in political activities especially those that require financial investment. Within this context where poverty is extensive, time also becomes an important factor that determines whether citizens would devote time to personal activities that guarantee their immediate survival or to political participation that does not promise an immediate and tangible material outcome for them. With this problem, coupled with that of insecurity and fear of possible outbreak of violence, citizens' active participation in the political process was/is heavily compromised (Nnanyelugo & Nwafor, 2013).

Good enough, the coming of social media in the last few years is fast changing the situation as we now have online platforms that serve as a new 'political capital' where people now resort to and participate in political discourses. Social media has become a main source of personal orientation, anonymous interactivities and social community on variety of issues that involve politics and political discourse. In Nigeria, some political parties and

politicians maintain a huge social media presence, engaging participants in conversations and disseminating information about their political affairs. The social media has come to stay as a ‘meeting point’ for political parties to engage citizens and influence their opinions.

Extent to which Nigerian Youth Trust the Information Disseminated By Mass Media Regarding Political Events and Issues

Youths’ attitudes, in this study, can be expressed as interest in or apathy towards political activities. The continued existence and growth of democracies in any nation is dependent upon the nation's level of political interest among its citizens especially the younger generation (Amedu, 2023). A politically engaged individual will pay close attention on various subjects related to public space or collective concerns, such as the environment, public policy, human rights, elections, and other relevant factors (Wray-Lake, 2019). Political interest can be simply explained as the degree to which politics is attractive to people in a given environment. The level of political interest among young people is an essential factor because it is among the most reliable predictors of political participation (Amedu, 2023). The reason for this is straightforward: young people in present-day society

simultaneously represent a significant political potential and a dormant problematic element of the population. This is due to the fact that their political behaviour is less predictable than that of other social groups (Tariq, Zolkepli & Ahmad, 2022). Political apathy, conversely, refers to a general state of indifference towards the events and governance of one's political locality. When citizens are politically apathetic, they show a lack of interest in activities such as elections, public discourse, and civic responsibilities (Erubami, Bebenimibo & Ohaja, 2021). As a result, this can lead to lower voter registration, decreased voter turnout during elections, and reluctance to engage in protests against systematic failures. Additionally, an individual characterized by political apathy may also lack passion when participating in socio-political disputes, be unwilling to assist law enforcement agents with vital information, and become generally indifferent to government policies and programmes, regardless of their implications (Oji & Erubami, 2020). People often display reduced motivation to take action when they perceive that their efforts may not yield the desired results (Amedu & Oginni, 2023). The sensation of efficacy is perhaps the fulcrum upon which human agency hangs. Studies have demonstrated that political efficacy is a strong predictor

of political involvement, and it is an essential mediator between general self-efficacy and political participation (Oji & Erubami, 2020). In addition, political efficacy is a strong predictor of political engagement. It encompasses an individual's conviction that his/her action can influence the overall political process. Such assurances typically include the internal feeling that individuals possess the capacity and political competence to act (internal efficacy), and the expectation that the government will respond appropriately to their actions (external efficacy). In contemporary society, the youths simultaneously represent a large political potential and a latent source of unpredictability within the population. Their political conduct is less predictable compared to other social groups since they are more politically engaged. Young people exhibit a notably lower participation rate in political institutions and processes, often expressing a greater reluctance to vote compared to older generations.

The vitality of a democratic society is threatened not only by the youth's disinterest in politics but also lack of awareness regarding political issues. Alongside the generational gap between young people and older people, there exists a gender gap between men and women in terms of their

interest in politics. The level of interest that men have in politics, current events, and government is higher than that of women (Amedu, 2023). This disparity can be attributed to a variety of factors (including situational, structural, and sex-role socialisation). On the other hand, researchers had observed no gender differences in the impacts of political interest on changes in autonomy, relatedness, and competence (Amedu & Oginni, 2023). The recent decline in political interest and electoral participation among young people in mature democracies has motivated a number of researchers to question the influence that the Internet has on political participation among the younger population (Chadwick, O'Loughlin & Vaccari, 2017). The role of the media in informing and mobilising people for democratic processes is generally considered crucial. Consequently, their reports have a tendency to exert a significant amount of impact on the political behaviour of individuals. In addition, the ability of the media to influence public opinion through the content and environment of political discourse has serious repercussions for democracies (Erubami, 2022). Just like a double-edged sword, the media possesses the potential to either raise the degree of political engagement or raise the level of political apathy. In this context,

proponents of the media mobilisation theory argue that there is a positive association between the media usage and engagement in political processes (Erubami, 2022). The mass media, in its role as the society's watchdogs, direct the attention of the public towards matters pertaining to governance and public issues. It is thought that the media have the potential to inspire political consciousness, renaissance, and interest among citizens, including the youths, by giving coverage of political actions, policies, and programmes that are factual and in-depth. A political awakening of this magnitude would, in turn, raise the threshold for public political participation and deflate political indifference, particularly among young people (Erubami, Bebenimibo & Ohaja, 2021). One of the many outlets of the media that is devoted to the dissemination of information on a variety of topics, including politics, is the newspaper. Therefore, getting news from a newspaper is one of the strongest predictors of political participation. It is expected that the level of involvement or apathy that young people have toward politics would be influenced by their exposure to political content in the media (Yamamoto, Kushin & Dalisay, 2017). Research suggests that individuals who heavily rely on mass media, particularly television, are more likely to have lower

levels of subjective efficacy, leading increased political apathy Television has garnered significant attention in this regard. Given the overlapping link that exists between people's perceptions and their actions, it is possible that the way young people perceive media-political information may have an effect on their political behaviour.

Summary of Literature Review

The mass media have always played significant roles across the globe as the general public typically relies on it to provide information regarding political issues, social issues, entertainment and news in pop culture. In advance democracies, the media is freer and more independent when it comes to journalistic content. The media are generally defined as those channels of communication which are capable of reaching heterogeneous audiences simultaneously with uniform messages. This diversified communication technologies are divided into traditional media and new/digital media. The three forms of traditional media are print (newspapers, books, magazines), broadcast (television, radio), and cinema (movies, documentaries) while internet and mobile mass communication (email, social media sites, websites, and internet-based radio and television)

are referred to as the new or digital media. The mass media are commonly seen as the oxygen of democratic governance and the public square for the nurturing of democratic norms and ideals. The free media outlets make a wide range of information accessible to the public and provide political knowledge through access to reliable and comprehensible resources such as portrayals, news, reports, discussions and so forth about social and political affairs. Likewise, Chaffee and Frank (2016) opined that textual (newspaper), auditory (radio news), and audiovisual (television) news channels should be able to provide vital information about important political and social issues. The BBC Media Action equally reported that a healthy relationship between the media and the public is needed for well-functioning democracy because informed citizenry is crucial for political accountability (Scavo and Snow, 2016). Just like family, school, political system, religion and occupation, the media play vital roles as agents of political socialization in the society. Access to the media has significant relationship with knowledge and attitudes because the general public get their news and information from mass media. According to scholars, knowledge of politics is dependent on access to and usage of news media revealed a positive relationship between

political news use and political knowledge. The educative roles of the traditional and new media seem to have increase political interest, discussion, and ideological sophistication in many countries. Therefore, the media are tools for political knowledge and democratic consolidation (Castells, 2017). The more citizens use television, radio, newspapers or internet to access the news, the higher their political knowledge which is crucial to political participation. Widespread availability of news and political information on internet and satellite television has tendencies to improve citizens' knowledge of current events.

CHAPTER THREE

METHODOLOGY OF THE STUDY

This chapter describes the procedures adopted by the researcher while conducting the research work. This chapter is described under the following sub-headings:

- Research Design
- Population of the Study
- Sample and Sampling Techniques
- Research Instrument
- Validity of Instrument
- Reliability of The Instrument
- Method of Data Collection
- Method of Data Analysis

Design of the Study

This study employed the descriptive survey research design in among students in university of Benin City.

Population of the Study

According to the National Population Commission of Nigeria through the information about the population structure of the populace living in Egor Local Government Area, Edo State, the total number of youth according to the population census conducted in 2006 were 171,362.

Sample and Sampling Technique

In regards to this study, one hundred (150) youth are used as a sample for this study. The sample size for this study was selected using the random sampling technique.

Research Instrument

The research instrument that will be used in collecting data from the respondents is the questionnaire. The questionnaire consists of two parts. The first section (section A) contains bio-data. Section (section B) contain questions bordering the influence of mass media on political awareness among youth in Benin City.

Validity of the Instrument

The instrument was subject to careful scrutiny by the project supervisor and two other experts from the Department of Adult and Non-Formal Education in the Faculty of Education.

Reliability of the instrument

In order to ascertain the reliability of the instrument, it was administered to ten (10) women selected from the population but excluded from the main study. Data collected were analyzed using Cronbach's alpha and a reliability co-efficient will be determine

Method of Data Collection

The administration of the questionnaire will be carried out by the researcher by giving out the questionnaire to youth individually and wait patiently to collect them in order to prevent loss.

Method of Data Analysis

The data collected will be analyzed using basic descriptive statistics like frequency counts, percentages, table and mean

CHAPTER FOUR

PRESENTATION OF RESULTS AND DISCUSSION OF FINDINGS

This chapter presented the analysis of the data collected. The purpose of this research was to investigate students' perception of the roles school counsellors play in their career choice in public secondary school in Ovia North East Local Government Area of Edo State.

Data Analysis of Demographic Information

The data analysis for the demographic information was carried out using simple percentage. The results are presented in Tables 4.

Table: 4

Items	Frequency	Percentage
Gender		
Male	70	47%
Female	80	53%
Total	150	100%
Age Distribution		
15-25 years	93	62%
26- 45years	57	38%
Total	150	100%

Presentation of Data

Gender of Respondents: The results in Table 1 shows that 70% of the respondents were male while 80% were female. This implied that majority of the' respondents sampled for the study were female.

Age Distribution: The age distribution indicated that majority of the sampled respondent's age (62%) falls between 15-25 years of age. This was followed by respondents in the age group of 26-45 years. Those respondents whose age falls within 15 - 25years were the majority in the study.

Research Question 1: How does exposure to different forms of mass media affect the political awareness and engagement of Nigerian youth

Table 1: exposure to different forms of mass media and how it affects the political awareness and engagement of Nigerian youth

	ITEMS	N	X	\bar{X}	Remark
1.	It help citizen to the important of participation in political activities	150	321	3.21	Agree
2.	It helps to facilitate the exchange of views and information between farmers and rural organizations	150	300	3.00	Agree
3.	To make contributions to the implementation and coordination of the rural development projects	150	342	3.42	Agree
4	It ensures that the innovations are embraced and spread in rural areas	150	331	3.31	Agree
5	It supports the activities for education and awareness	150	331	3.31	Agree
	Grand Mean	150	325	3.25	Agree

Significant Score > 2.50

In table 1 above, the researcher presents the responses by the respondents to questionnaire item 1 to 10 in relation to first research question which sought to find out the exposure to different forms of mass media and how it affects the political awareness and engagement of Nigerian youth. In response to research question one, the table above shows that the respondents agree with item 1, 2, 3, 4 and 5, which has the mean ratio of 3.21, 3.00, 3.42, 3.31, and 3.31, which is above the criteria mean of 2.50. Also, the grand mean has a mean score of 3.25 which the exposure to different forms of mass media and

how it affects the political awareness and engagement of Nigerian youth includes that it helps to facilitate the exchange of views and information between farmers and rural organizations, it was also revealed that it makes contributions to the implementation and coordination of the rural development projects, the youths believes that it was seen that it ensures that the innovations are embraced and spread in rural areas, it revealed that it supports the activities for education and awareness.

Research Question Two: What role do specific mass media platforms, play in shaping the political opinions and behaviours of Nigerian youth?

Table 2: The specific role mass media plays in shaping the political opinions and behaviours of Nigerian youth

	ITEMS	N	X	\bar{X}	Remark
6	Mass media presents the educational policies of the government for rural areas	150	321	3.21	Agree
7	Media presents the role of political leaders in rural development	150	300	3.00	Agree
8	Media demonstrated the model villages	150	342	3.42	Agree
9	Do you think that the print media work well with participatory approaches?	150	331	3.31	Agree
10	Do you think that the mass media provide information related to health	150	331	3.31	Agree
	Grand Mean	150	325	3.25	Agree

Significant Score > 2.50

In table 2 above, the researcher presents the responses by the respondents to questionnaire item 1 to 10 in relation to first research question which sought to find out the specific role mass media plays in shaping the political opinions and behaviours of Nigerian youth. In response to research question one, the table above shows that the respondents agree with item 6, 7, 8, 9 and 10 which has the mean ratio of 3.21, 3.00, 3.42, 3.31 and 3.31, which is above the criteria mean of 2.50. Also, the grand mean has a mean score of

3.25 which indicated that mass media presents the educational policies of the government for rural areas. It was seen that the Media presents the role of political leaders in rural development. It was revealed that that the print media work well with participatory approaches. It was shown that that the mass media provide information related to health.

Research Question 3: What are the perceptions and experiences of Nigerian youth regarding the portrayal of political issues and actors in mass media?

Table 3: The perceptions and experiences of Nigerian youth regarding the portrayal of political issues and actors in mass media

	ITEMS	N	X	\bar{X}	Remark
11	Mass media present the awareness about rural development	150	331	3.31	Agree
12	Mass media presents political awareness	150	300	3.00	Agree
13	Mass media presents the real pictures of our villages	150	342	3.42	Agree
14	Mass media presents the information about the government/ NGOs policies regarding rural development	150	331	3.31	Agree
15	Mass media presents the information about the development budget for rural areas	150	331	3.31	Agree
	Grand Mean	150	327	3.27	Agree

Significant Score > 2.50

In table 3 above, the researcher presents the responses by the respondents to questionnaire item 1 to 10 in relation to third research question which sought to find out the key components of guidance and counselling programs that significantly influence students' career decisions the table above shows that the respondents agree with item 11, 12, 13, 14, and 15 which has the mean ratio of 3.31, 3.00, 3.42, 3.31 and 3.31, which is

above the criteria mean of 2.50. Also, the grand mean has a mean score of 3.27 which indicated that the mass media present the awareness about rural development. It was revealed that mass media presents political awareness It was shown that Mass media presents the real pictures of our villages It is seen that Mass media presents the information about the government/ NGOs policies regarding rural development. It was then revealed that mass media presents the information about the development budget for rural areas

Research Question 4: How do socio-economic factors influence the political awareness of Nigerian youth?

Table 4: Socio – economic factors and its influence on the political awareness of Nigerian youth

	ITEMS	N	X	\bar{X}	Remark
16	Unemployment is one of the socio-economic factors that influence the political awareness of Nigerian youth	150	331	3.31	Agree
17	Poverty is one of the socio-economic factors influence the political awareness of Nigerian youth	150	300	3.00	Agree
18	Poor education background is one of the socio-economic factors that influences the political awareness of Nigerian youth	150	342	3.42	Agree
19	Level of exposure of the youth is one of the socio-economic factors that influences their political awareness	150	331	3.31	Agree
	Grand Mean	150	326	3.26	Agree

Significant Score > 2.50

In table 3 above, the researcher presents the responses by the respondents to questionnaire item 1 to 10 in relation to third research question which sought

to find out the Socio – economic factors and its influence on the political awareness of Nigerian youth the table above shows that the respondents agree with item 16, 17, 18 and 19 which has the mean ratio of 3.31, 3.00, 3.42, and 3.31 which is above the criteria mean of 2.50. Also, the grand mean has a mean score of 3.26 which indicated that unemployment is one of the socio-economic factors that influence the political awareness of Nigerian youth It was revealed that poverty is one of the socio-economic factors influence the political awareness of Nigerian youth. It was shown that poor education background is one of the socio-economic factors that influences the political awareness of Nigerian youth. It is seen that the level of exposure of the youth is one of the socio-economic factors that influences their political awareness

Discussion of Findings

From research question one it revealed the exposure to different forms of mass media and how it affects the political awareness and engagement of Nigerian youth include that it helps to facilitate the exchange of views and information between farmers and rural organizations. It also revealed that it makes contributions to the implementation and coordination of the rural

development projects, the youths believes that it was seen that it ensures that their areas of choice.

From research question two, it was shown that that mass media presents the educational policies of the government for rural areas. It was seen that the Media presents the role of political leaders in rural development. It was revealed that that the print media work well with participatory approaches. It was shown that that the mass media provide information related to health.

From research question three it was indicated that the mass media present the awareness about rural development. It was revealed that mass media presents political awareness It was shown that Mass media presents the real pictures of our villages It is seen that Mass media presents the information about the government/ NGOs policies regarding rural development.

From research question four it was indicated that unemployment is one of the socio-economic factors that influence the political awareness of Nigerian youth. it was revealed that poverty is one of the socio-economic factors influence the political awareness of Nigerian youth. It was shown that poor education background is one of the socio-economic factors that influences the political awareness of Nigerian youth.

CHAPTER FIVE

SUMMARY, FINDINGS, CONCLUSION AND RECOMMENDATION

Summary

The purpose of this study was to investigate on the influence of mass media on political awareness among youth in Benin city. The population of the study comprised of one hundred and seventy-four thousand, three hundred and sixty-two students (171,362) according to the population census conducted in 2006. The sample for the study consists of one hundred and fifty (150) youths. The sample size for this study was selected using the random sampling technique.

Findings

From the data collated and analysed, the following are the findings: It was revealed that exposure to different forms of mass media and how it affects the political awareness and engagement of Nigerian youth include that it helps to facilitate the exchange of views and information between farmers and rural organizations, it also revealed that it makes contributions

to the implementation and coordination of the rural development projects, the youths believes that it was seen that it ensures that their areas of choice.

It was shown that that mass media presents the educational policies of the government for rural areas, it was seen that the media presents the role of political leaders in rural development. It was revealed that that the print media work well with participatory approaches, it was shown that that the mass media provide information related to health. it was shown that that timely career counselling enables students to choose wisely, it was seen that career counsellor assist students to develop good study habit. It was seen that career counsellor plays the roles of helping students to understand the world of work, it was revealed that career counsellor help boost self-esteem of the individual students, it was shown that career counsellor help in preventing trial and error in choice of occupation, it was revealed that career counsellor help choosing appropriate career.

It was indicated that the mass media present the awareness about rural development. It was revealed that mass media presents political awareness It was shown that mass media presents the real pictures of our villages It is

seen that Mass media presents the information about the government/ NGOs policies regarding rural development.

It was shown that that unemployment is one of the socio-economic factors that influence the political awareness of Nigerian youth It was revealed that poverty is one of the socio-economic factors influence the political awareness of Nigerian youth. It was shown that poor education background is one of the socio-economic factors that influences the political awareness of Nigerian youth

Conclusion

It was revealed that the exposure to different forms of mass media and how it affects the political awareness and engagement of Nigerian youth include that it helps to facilitate the exchange of views and information between farmers and rural organizations, it was shown that that mass media presents the educational policies of the government for rural areas. It was seen that the media presents the role of political leaders in rural development. It was revealed that that the print media work well with participatory approaches. It was shown that that the mass media provide information

related to health, It was revealed that mass media presents political awareness It was shown that mass media presents the real pictures of our villages It is seen that mass media presents the information about the government/ NGOs policies regarding rural development, it was also revealed that unemployment is one of the socio-economic factors that influence the political awareness of Nigerian youth It was revealed that poverty is one of the socio-economic factors influence the political awareness of Nigerian youth. It was shown that poor education background is one of the socio-economic factors that influences the political awareness of Nigerian youth.

Recommendation

From the findings of the research work the following recommendation are made:

- To ensure effective, efficient and un-biased political mobilization by the mass media, there should be completely total autonomy, which will in turn ensure a free and independent press.

- It is the researcher's opinion that the independence of the media can go a long way to make things right and purposeful in political mobilization by the media to the general public benefit.
- However, appointment of general manager should be based on merit, duties and responsibilities should also be spelt out clearly and be adhered to strictly.
- Media workers and journalist should be encouraged or motivated through giving adequate remuneration to boost their morals put in their best in their undertaking. - Journalist should be allowed to go for training to develop their skills and potentials, and sometimes send abroad to gain exposure.

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APPENDIX

**DEPARTMENT OF ADULT AND NON-FORMAL EDUCATION
FACULTY OF EDUCATION
UNIVERSITY OF BENIN**

**QUESTIONNAIRE ON THE INFLUENCE OF MASS MEDIA ON
POLITICAL AWARENESS AMONG YOUTH IN BENIN CITY**

Dear Respondent,

This questionnaire is solely for the purpose of a research. The researcher is carrying out a study on “the influence of mass media on political awareness among youth in Benin city.” You are therefore requested to kindly help as much as possible to supply the needed information. Your response shall be treated with outmost confidence.

Yours Faithfully,

The Researchers

Please read the questions carefully and tick (√) in the box provided that corresponds to the answer of your choice.

SECTION A

PERSONAL DATA

1) Sex: Male [], Female []

2) Age: 15-25 years [], 26-45 years

SECTION B SA = Strongly Agree, A = Agree, D = Disagree, SD = Strongly Disagree

S/N	ITEM	SA	A	D	SD
	How does exposure to different forms of mass media affect the political awareness and engagement of Nigerian youth				
1	It help citizen to the important of participation in political activities				
2	It help to facilitate the exchange of views and information between farmers and rural organizations				
3	To make contributions to the implementation and coordination of the rural development projects,				
4	It ensure that the innovations are embraced and spread in rural areas				
5	It support the activities for education and awareness				
	What role do specific mass media platforms, play in shaping the political opinions and behaviours of Nigerian youth?				
6	Mass media presents the educational policies of the government for rural areas				
7	Media presents the role of political leaders in rural development				
8	Media demonstrated the model villages				
9	Print media work well with participatory approaches				
10	Mass media provide information related to health				
	What are the perceptions and experiences of Nigerian youth regarding the portrayal of political issues and actors in mass media?				
11	mass media present the awareness about rural development				
12	Mass media presents the political awareness				
13	Mass media presents the real pictures of our villages				
14	Mass media presents the information about the government/ NGOs policies regarding rural development				

15	Mass media presents the information about the development budget for rural areas				
	How do socio-economic factors influence the political awareness of Nigerian youth?				
16	Unemployment is one of the socio-economic factors influence the political awareness of Nigerian youth				
17	Poverty is one of the socio-economic factors influence the political awareness of Nigerian youth				
18	Poor education background is one of the socio-economic factors influence the political awareness of Nigerian youth				
19	Level of exposure of the youth is one of the socio-economic factors influence their political awareness				