Influence of TV Talk Show on Political Engagement of the Viewers

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Abstract

This quantitative study examined how TV political talk shows affect viewers' democratic behavior and political engagement. The study included 400 participants who completed an online survey regarding their political beliefs and knowledge after watching TV political talk shows. News media consumption and talk show viewership were linked to positive civic behavior and political issues following in a recent study. No association was found between talk show viewing and voting intention. The study did not prove that talk show topics reflect national concerns. The research shows that Facebook and WhatsApp are becoming key news and information sources. Media consumption affects civic involvement and political understanding yet talk programs may not motivate voters or address the most important concerns. Political campaigns may need alternative voter mobilization methods. Talk programs may not reflect people's concerns or solve the biggest problems. Media outlets and talk show hosts may need to rethink their topics and perspectives to address major social challenges.

Keywords: *TV political talk shows, Political engagement, voting efficacy, Voting intentions, Issue following.*

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Introduction

Pakistan, as the world's fifth-largest nation with a predominantly youthful population, faces a unique challenge in engaging its young citizens in the political landscape. The United Nations Population Fund Report of 2017 reveals that nearly 63% of Pakistan's population is under the age of 33. Consequently, the role of electronic media, particularly television talk shows, in shaping the political preferences of these young Pakistanis has become increasingly significant.

The potential impact of Pakistani television talk show hosts on the political convictions of their viewers is a multifaceted and contentious issue. Pakistan boasts a dynamic media landscape characterized by diverse television discussion show hosts. Recent instances underscore the substantial influence that Pakistani TV talk show hosts wield over the political beliefs of their audience (Iftikhar, et al., 2023).

A compelling example is the prominent TV talk show host, Hamid Mir, who openly endorsed Imran Khan's Pakistan Tehreek-e-Insaf (PTI) party during the 2018 general election (Shehzad, Zaman, & Zahra, 2019). Mir harnessed his platform, "Capital Talk," to spotlight the PTI's anti-corruption agenda, effectively swaying many previously undecided viewers in favor of the PTI (Medium, 2021).

Similarly, in the aftermath of the 2016 Panama Papers leak, talk show host Kashif Abbasi played a pivotal role in shaping public opinion on the scandal (Javed, 2016). Abbasi's program, "Off the Record," conducted a comprehensive investigation into the Panama Papers, shedding light on the involvement of prominent politicians, including former Prime Minister Nawaz Sharif. Abbasi's reporting not only provided clarity on the issue but also

potentially influenced viewers' attitudes, contributing to the PML-N party's defeat in the 2018 elections.

Mubasher Lucman, another influential TV personality, fervently endorsed the PML (N) during the 2018 general election on his show, "Khara Sach" (Khan, Qadir, & Aftab, 2019). Lucman's advocacy prompted many viewers to shift their allegiances to the PML (N) due to his enthusiastic support for the party.

However, it is imperative to note that Lucman faced criticism for downplaying the seriousness of corruption claims against PML (N) leaders. The influence of Pakistani TV talk show hosts on political beliefs is further influenced by the official policies of television networks regarding political biases (Ashraf, Ashraf, & Imran, 2023). While these networks are obligated to have formal regulations against political biases, the enforcement of these rules varies considerably (Ali & Rahman, 2019). Some channels assert their neutrality, while others exhibit clear pro-government or pro-opposition inclinations (Tufail, Rahman, & Fazli, 2021).

Shehzad, Zaman, and Zahra (2019) found that GEO News and Dunya News faced criticism for their perceived bias during the 2018 elections. This criticism resulted in public uproar and rallies outside the headquarters of both channels. Express News, on the other hand, is dedicated to impartial journalism and strives to provide equitable and objective coverage of all significant political parties.

According to Awais et al. (2021), media bias has consequences that go beyond influencing individual political ideas. The impact of this phenomenon can extend to shaping public sentiment, electoral outcomes, and policy formation, thereby intensifying societal and political rifts while weakening

confidence in both the media and democratic procedures (Awais, Iqbal, Chishti, Honey, & Tareen, 2021).

Television talk programs in Pakistan have effectively addressed important topics and given a voice to neglected people, despite worries about sensationalism (Khan, Aziz, & Faran, 2023).

Pakistan is confronted with pressing issues such as an energy crisis, economic stagnation, and security risks that demand immediate response in order to achieve stability and progress. Talk programs, which engage in public discourse on these matters, encounter censorship, encompassing both self-censorship and governmental limitations. Delicate subjects such as corruption and human rights breaches have the potential to incite censorship or retaliation, hence complicating the media's task of addressing these matters. The impact of Pakistani TV talk show hosts on political opinions is a multifaceted matter, propelled by a dynamic media environment and the authority of influential hosts. Although these shows contribute to the development of political consciousness, they face obstacles such as media partiality and censorship. Their influence on Pakistan's political terrain and the youthful, politically active populace should not be overlooked (Medium, 2021).

Political talk shows in Pakistan serve as crucial sources of information and opinion formation. Studies have consistently shown that regular viewers of political talk shows tend to have higher levels of political efficacy. This entails a belief that their actions can indeed make a difference in the political system (Iftikhar, 2021; Zaheer, 2016). Such exposure empowers viewers, leading to increased political engagement and activity (Fatima & Mumtaz, 2018). Moreover, these talk shows predominantly focus on political issues while paying less attention to social and economic matters. They also feature

guests from both the government and opposition, thereby providing a comprehensive perspective on political affairs (Tufail & Rana, 2020).

However, concerns have been raised regarding the potential risks associated with political talk shows. The content and style of these programs may inadvertently contribute to polarization, conflict, and unfavorable perceptions of political institutions and leaders. For instance, research by Forgette and Morris (2006) found that politically conflict-laden television coverage can erode support for the political system.

Research Objectives

This study aims to empirically assess the impact of television talk shows on viewers in Pakistan. Specifically, it investigates how watching these shows influences viewers' political comprehension, democratic attitudes, and voting intentions. The primary objectives of the study are as follows:

1. To explore the relationship between news media consumption and viewership of talk shows.
2. To examine whether watching talk shows correlates with viewers' perceived voting efficacy.
3. To investigate the link between regular talk show viewership and viewers' level of interest in political issues.
4. To assess whether watching talk shows has an impact on individuals' intentions to vote.
5. To analyze whether viewers' top concerns about the state of the nation align with the issues highlighted on talk shows.

The corresponding hypotheses to each objective are as follows:

H1: There is a positive correlation between news media consumption and talk show viewing.

H2: There is a positive correlation between talk show viewing and perceived voting efficacy.

H3: There is a positive correlation between talk show viewing and issue following.

H4: There is a positive correlation between talk show viewing and voting intentions.

H5: There is a positive correlation between the top perceived concern affecting the country of viewers and the issues highlighted on talk shows.

Theoretical Framework

our study lies in the recognition that exposure to political media, particularly through the lens of political talk shows, has the potential to exert a transformative effect on one's worldview. These shows are the crucibles of conventional political discourse, where persuasive argumentation is the currency of discourse. It is here that viewers' political convictions are molded and shaped, often imperceptibly. These programs employ various persuasion techniques that influence viewers' The core premise of decisions and, consequently, their political outlook. Understanding the mechanics of persuasion in the media is essential for media literacy and informed decision-making. This study is based on the premise that exposure to political media, such as political talk shows, can substantially alter one's worldview. Conventional political discourse, as presented on these shows, relies heavily on persuasive argumentation. Many studies have investigated how viewers' political views are influenced by television programs and the persuasive methods employed, including partisan news, comedy, and social media (Arceneaux & Johnson, 2019; Boudreau & MacKenzie, 2020).

Categorizing Media Impact: Agenda Setting, Framing, and Political Filtering

The research categorizes the impact of media into three distinct processes: agenda shaping, framing, and political coverage filtering. Each of these mechanisms plays a critical role in understanding how political persuasion operates within political talk programs.

Agenda Setting

Agenda setting is the process by which media outlets prioritize certain issues over others, thereby influencing public opinion by determining what is most salient in the news. Research has shown that agenda setting is still relevant today and that media coverage significantly impacts public opinion and policy shifts (Kim & Vishak, 2020). Online news sources have also gained influence in agenda setting over time, impacting the information consumption of online consumers (Li & Pang, 2019).

Agenda setting is crucial because the issues covered in the news media often become the most important issues for the public. For instance, McCombs and Shaw's (1972) study on the 1968 US presidential election revealed that media coverage of issues strongly influenced voters' perceptions of the most important topics. This influence continues in modern elections, where media organizations shape public opinion by giving prominence to specific subjects, ultimately influencing the direction of public debate.

Issue Framing

Framing is another powerful mechanism of persuasion in news media, where journalists emphasize certain aspects of a story over others, shaping viewers' interpretations of the issues. Political talk shows can frame news in a way that aligns with their preferred ideology or party. For example, Stroud (2011) found that Fox News and MSNBC used framing to present news in ways that supported their respective perspectives.

Framing can significantly influence how people perceive an issue, and it is used by the media as a persuasive tool. It involves presenting information in a manner that shapes audience perceptions. Different frames can generate contrasting reactions to the same incident, making the choice of frames crucial in shaping public opinion.

Political Filtering

Political filtering, also known as partisan bias, refers to the practice of selectively presenting news and opinions that align with a particular political ideology or party. This mechanism is prevalent in television talk shows, contributing to political polarization and the creation of "echo chambers" where individuals are exposed only to opinions that confirm their existing beliefs (Stroud, 2010).

Selective exposure is a part of political filtering, wherein individuals seek out news and opinions that confirm their preconceived notions, reinforcing their existing beliefs. Studies have demonstrated that selective exposure to partisan media has a significant impact on viewers' attitudes and behavior (Arceneaux & Johnson, 2013). The effects of political filtering can vary based on demographic variables such as political ideology, age, education, and income, with conservatives, less educated individuals, and younger viewers often being more susceptible to its influence (Garrett & Stroud, 2014; Wänke, Bless, & Biller, 2020).

In summary, political talk shows employ these three interrelated mechanisms—agenda setting, framing, and political filtering—to shape viewers' perceptions and attitudes. These mechanisms play a crucial role in influencing public opinion and have significant implications for the democratic process, with various demographic factors influencing the degree to which individuals are influenced by these mechanisms. Understanding these

processes is essential for comprehending the persuasive power of political talk shows in shaping political beliefs and opinions.

Methodology

This study adopts a quantitative research design to investigate the effects of TV political talk shows on viewers' voting behavior and political comprehension. A Google Forms online survey was conducted among a representative sample of 400 participants. The survey collected data on participants' exposure to TV political talk shows and their resulting attitudes and knowledge about politics. Quantitative data analysis techniques were used for hypothesis testing to examine the relationships between exposure to TV political talk shows and democratic behavior and political comprehension.

Measures

1. **News Media Consumption**: This measure gauged participants' frequency of consuming news media, including newspapers and television news, on a 5-point Likert scale ranging from 'never' to 'daily.'

2. **Talk Shows Viewing**: Participants reported their frequency of watching various talk shows, both political analysis and late-night political satire, on a 5-point Likert scale from "never" to "daily."

3. **Perceived Voting Efficacy**: This measure assessed participants' confidence in their ability to influence politics through voting, encompassing statements like "Voting is my obligation" and "I feel my vote matters."

4. **Issue Following**: Participants indicated on a four-point Likert scale how closely they followed politicians' actions and statements on a specific issue they were most concerned about.

5. **Voting Intentions**: Participants' intentions to vote in future elections were evaluated on a five-point Likert scale ranging from 'Absolutely not' to 'probably not' to '50-50' to 'maybe.'

6. **Most Pressing Issue**: Participants were asked to identify the most pressing issue confronting the nation that they wished to see resolved.

Results and Findings

Demographic Statistics

There were three major demographic factors taken into account in this analysis: gender, age range, and educational attainment. According to the numbers, females make up 56% of the sample (224 out of 400) while males account for 44% (176 out of 400). The vast majority of responders (84%; 336 out of 400) are young adults (18-24 years old). Only 48 people out of 400 responded between the ages of 25 and 44, and only 16 people out of 400 responded between the ages of 44 and 60. The data shows that 15% (60 out of 400) of respondents have a master's degree or higher, 79% (316 out of 400) have a graduate degree, and 6% (24 out of 400) have an undergraduate degree.
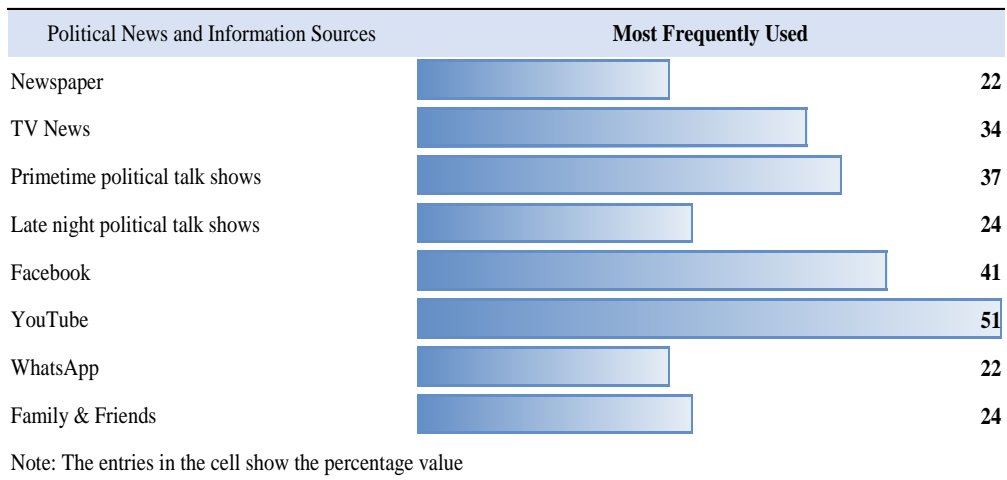
Political News and Information Sources	Most Frequently Used	
Newspaper		22
TV News		34
Primetime political talk shows		37
Late night political talk shows		24
Facebook		41
YouTube		51
WhatsApp		22
Family & Friends		24

Note: The entries in the cell show the percentage value

Figure 1: Media Preferences for Political ews and Information
Sources of Political News

Our survey findings provide insight into how frequently college students are exposed to political news and information across various channels.

According to the results of the poll, the majority of respondents (51%) prefer to get their political news and information from YouTube, while 41% prefer to get it via Facebook. Additionally influential are primetime political talk shows (37%), and typical TV news (34%). There is a sizable audience for late-night political talk shows (24%), and personal networks such as family and friends play a significant role in spreading news (24%). Newspapers (22%) and WhatsApp (22% each) also play a role in raising people's political consciousness, but to a lesser extent. These results highlight the varied environment of political information sources, where conventional media coexists with digital platforms and talk programs. Reflecting the dynamic character of political discourse and news transmission in the modern day, people are increasingly using digital platforms to gain access to political content.
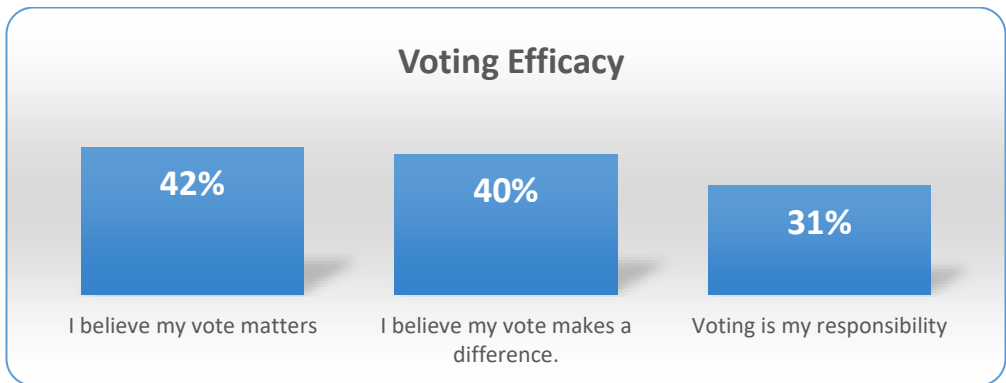

Voting Efficacy

42% — I believe my vote matters

40% — I believe my vote makes a difference.

31% — Voting is my responsibility

Figure 2: Perceived Voting Efficacy of the Respondents

Findings from the survey on the perceived impact of votes are instructive. In Figure 2, we can see how many people agreed with three central assertions that probed their confidence in the validity of their vote.

The first question questioned participants if they think their vote counts; only 24% said yes, while 42% said no or strongly no. In addition, 19 percent of voters didn't feel confident in the results. These findings indicate that a sizeable proportion of the population polled may be disenchanted with the election process because they do not believe their vote counts.

Similar results were found when respondents were asked if they think their vote matters; 28% said yes, 40% said no, and 16% weren't sure. Consistent with the preceding statement, this indicates that many respondents are uncertain that their vote will have an impact on the outcome of the election or on public policy.

It's interesting to note, however, that a different pattern develops when we focus on the idea that "Voting is my responsibility." In this case, 54% of respondents said they agreed, while 31% said they disagreed or strongly disagreed, and 15% said they weren't sure. This indicates that a sizeable proportion of those polled believe they have a moral responsibility to exercise their franchise in an election.

Overall, the survey data paint a nuanced picture of the terrain of voters' confidence in their own ballot choices. Despite the fact that a large percentage of respondents know they should vote, many are uncertain if their vote will make a difference. This highlights the significance of TV talk shows' educational activities to raise individuals' understanding of the political process and confidence in voting's validity.

Voting Intentions

Respondents' stated preferences for how they will vote in the future elections. Most respondents (33%), who were unsure or undecided about which party or candidate to support, placed themselves in the "50-50" group.

This points to a high degree of voter uncertainty, which could make predicting the election's outcome tricky.

Almost as many people (17%) said they were "Almost certain" about their vote as said (19%) that they would "Probable" vote for a particular party or candidate. While this doesn't necessarily guarantee a particular party or candidate's victory, it does indicate significant support.

Eight percent of those polled were adamant that they would "Definitely not" vote for a particular party or candidate, while seven percent said they "Probably not" would. This suggests voters don't have faith in the outcome of the election and demonstrates voters' unwillingness to consider some possibilities despite the influence of TV talk shows.

Country's top Problem

Figure 4 summarizes respondents' thoughts on the country's most pressing issue. Unemployment was the biggest issue for 46% of interviewees, reflecting widespread concerns about its effects on the economy and society. Following closely, 26% of respondents mentioned the water and food problem, highlighting the importance of basic essentials for well-being. Economic instability placed third, with 12% concerned about inflation, budget deficits, and living costs. Political instability, unfairness, moral decay, poverty, crime and drugs, overcrowding, and poor health infrastructure were also major worries, but fewer people prioritized them. These results reveal the public's top concerns, which can inspire policy and attempts to solve them.

Issue Following

Figure 5 shows respondents' attention to politicians' actions and remarks on their top topic. A large 45% of interviewees said they don't follow politicians "Not closely at all." This shows that a large percentage of the people may not care about politics, affecting voter turnout and election results. Next,

(21%) said they monitor politicians' actions and remarks "Not too closely," expressing interest in the subject but discontent with how politicians address it.

A comparatively lower number (28%) followed politics "Somewhat closely," showing interest and participation but not complete immersion in the political process or a strong party or candidate preference. Only 6% actively followed politicians' actions and words, demonstrating a tiny yet engaged part of the voters closely monitoring political events on their top topic.

Table 1: Correlation between the Study Variables (N=400).

	1	2	3	4	5	6	7
Perceived Voting Efficacy	1						
Talk shows viewing	.30**	1					
News Media Consumption	.31**	.89**	1				
Social Media Consumption	0.19	0.09	0.14	1.00			
Voting intentions	-0.19	-0.16	-0.13	0.12	1		
Country's top problem	0.04	0.06	.20*	0.18	0.01	1	
Issue following	0.18	.48**	.54**	-0.07	-0.24*	0.05	1
Gender	0.01	-0.06	-0.06	0.04	-0.04	0.08	-0.13
Age	0.10	.22*	.26**	-0.02	-.27**	.27**	.21*

| Education | 0.12 | 0.16 | 0.12 | -0.16 | -0.19 | 0.18 | 0.10 |

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Table 1 demonstrates the associations between the dataset variables in question. Those who regard their civic participation as more effective are also more likely to watch talk shows (r = 0.3) and read the news (r = 0.31), suggesting a correlation between the two.

Perceived voting efficacy

Perceived voting efficacy (r = 0.21) and the likelihood of voting in subsequent elections (r = -0.19) are weakly correlated with voting intentions. This suggests that people with higher levels of civic engagement are more likely to really vote than those with lower levels of engagement.

People who watch a lot of talk shows also tend to get a lot of their news from other sources, with a strong positive correlation (r = 0.89) between the two.

In general, those who regularly consume news outlets are also likely to keep a close eye on how their leaders are responding to the issues that matter most to them (r = 0.54).

A negative correlation (r = -0.24) was found between the chance of voting in upcoming elections and paying careful attention to politicians, suggesting that people who are less likely to vote also pay less attention to politicians on their main topics.

There is a good correlation between issue following (being up-to-date on politicians' stances on the most pressing issues) and use of talk shows, news outlets, and social media (r = 0.48**, 0.54**, and 0.18**, respectively). Followers of politicians are also likely to be avid consumers of news, talk shows, and social media.

Individuals who carefully follow politicians on their important topics are marginally more inclined to vote and engage in civic behavior, as seen by a weak positive correlation between issue following and voting intentions ($r = 0.1$) and perceived voting efficacy ($r = 0.18$).

Data shows a positive correlation between media involvement and civic pride, specifically between talk show viewing, news media intake, and the likelihood of casting a ballot.

Older people and men, on general, have higher voting intentions than younger people and women because of the positive correlation between age and voting intentions.

People who watch more talk shows also tend to read and watch more news programs, suggesting a strong positive correlation between the two.

News media consumers are also likely to keep a close eye on political developments, as there is a favorable correlation between news media consumption and following politicians closely on crucial subjects.

Older people are more likely to have a specialized set of concerns about the country, as indicated by a substantial positive correlation between age and those concerns.

Table 2: Hypotheses Status after the Data Analysis

Hypotheses	Decision
H1: There is a positive correlation between news media consumption and talk show viewing.	Supported
H2: There is a positive correlation between talk show viewing and perceived voting efficacy.	Supported
H3: There is a positive correlation between talk show viewing and issue following.	Supported

H4: There is a positive correlation between talk show viewing and voting intentions.	Not Supported
H5: There is a positive correlation between the top perceived concern affecting the country of viewers and the issues highlighted on talk shows.	Not Supported

Discussion

The first hypothesis holds true that the intake of news media is positively correlated with the viewership of talk shows. Talk show attendance is correlated with exposure to news media. Those who watch a lot of talk shows are also likely to read and watch a lot of news coverage, as the two have a significant positive correlation.

The second is also supported that spending time watching talk shows increases confidence in one's efficacy of voting. Voter confidence is positively connected with talk show attendance, news media consumption, and intent to vote, suggesting that those who are more actively involved in the media are also more likely to consider voting as a positive experience.

The third hypothesis asks whether or not paying attention to politics is correlated with watching talk shows. The statistics provide credence to the study's third hypothesis. Talk show and news media consumption is positively correlated with the topic following variable, which asks respondents how closely they follow what politicians are doing or saying on the topic that most concerns them. This suggests that news and talk show viewers pay closer attention to politicians' stances on matters that matter to them.

Viewing discussion shows is correlated with political engagement (H4). The data do not confirm the study's fourth hypothesis. Discussion show

viewers are less likely to cast a ballot, according to a weak negative association between the two.

Talk show topics tend to reflect the top perceived problem in the country of viewers, supporting hypothesis 5. There is no evidence to back up the fifth hypothesis. Data show that unemployment is the top concern for almost half of respondents. This shows widespread concern about the effects of unemployment on the economy and society. The water and food issues were identified as the second most severe concern by 25% of respondents, behind only unemployment. This indicates that many people are worried about their ability to obtain food and clean water, which might have devastating effects on their health and well-being. Economic instability was mentioned by 10% of respondents, making it the third most common worry. This shows that many people fret about inflation, budget deficits, and the expense of living as a result of the nation's economic situation. This illustrates that television talk show topics do not reflect the genuine challenges faced by people and the nation, as they tend to focus on the petty disagreements of political personalities rather than addressing the underlying issues.

From a social perspective, media biases could contribute to the spread of disinformation. When media outlets have a clear political bias and prioritize sensationalism and propaganda over objective reporting, it damages their credibility with the public and distorts the facts. These biases may affect how people vote and the continuity of administrations. An election might be decided in favor of a particular political party or candidate if a biased news network swayed enough people to vote for them. This could lead to people losing faith in the government and the democratic process as a whole.

The general audience of Pakistan believes that talk shows there focus less on substantive problems facing the country and more on celebrity gossip

and dramatic news. The government of Pakistan has identified three major challenges facing the country in its long-term development plan, titled "Vision 2025" (Ministry of Planning, Development & Reform, 2014). An energy crisis, economic stagnation, rising security threats, and the proliferation of extremism are all problems that need to be addressed. However, the numbers show that Pakistani news media consumers do not care about any of the topics brought up in discussion shows or acknowledged by the government. The results of our study support the predictions of agenda setting theory, which holds that media agenda setting is most successful when the topic is salient.

However, the media in Pakistan is vulnerable to self-censorship as well as restrictions by the government and the military. Several issues of economic and governmental management, particularly those that involve the government or the military, are taboo to address on Pakistani television. Threats, assaults, and intimidation have been used against journalists covering controversial but necessary issues. Human rights violations in Baluchistan, as well as the participation of the military in domestic politics, have resulted in the removal of talk shows from the air or their censorship. The country has had a long-standing problem with limiting the media and freedom of expression. Topics related to the economy and government that are frequently suppressed include corruption, government spending, military spending, and human rights violations. These issues are typically regarded as national interests, making news or debate that is critical of the government or the military vulnerable to censorship or retaliation. While Pakistani media plays an important role in bringing issues to the forefront of public discourse, it is also subject to various forms of censorship, such as restrictions on reporting and discussing sensitive economic and governance issues related to government and military policies and actions.

Conclusion

The study indicated that those who spend more time-consuming media have a more positive perspective of civic conduct and pay closer attention to political concerns, as well as a positive association between news media consumption and talk show viewing. However, there was no statistically significant connection between talk show attendance and political engagement. The survey also disproved the idea that people's top worries about the state of the country mirror the topics discussed on talk shows. The data, however, also shows that social media platforms like Facebook and WhatsApp are rising in importance as news and information providers, especially among younger generations who may not rely on traditional media as much as older generations.

Conclusions drawn from this research include the possibility that media consumption affects civic involvement and political knowledge, but also the possibility that talk programs are ineffective at encouraging voters or addressing the most serious concerns confronting the country. Therefore, it may be necessary to expand our media horizons beyond just discussion shows if we want to increase voter participation and address serious social and economic issues.

Implications of the Study

The study's conclusions have political and social impact. Politically, the positive association between news media consumption, talk show viewing, and perceived voting efficacy shows how media shapes citizens' political attitudes and activity. Policymakers and media professionals should recognize that media can influence public opinion and civic engagement and emphasize the necessity for informative, balanced, and compelling material that encourages political participation.

The limited association between talk show viewing and voting intentions suggests talk programs may not energize voters. This has ramifications for media-dependent political campaigns that seek to influence public opinion and voting turnout. To energize voters, campaigns may need to try in-person canvassing and digital outreach.

The study demonstrates that discussion programs prioritize different subjects than people think are important. This raises questions about talk shows' ability to reflect public concerns and solve major social issues. To address the biggest social issues, media and talk show hosts may need to change their coverage.

Several limitations must be considered when interpreting these data. The study used self-reported data, which may have been biased and inaccurate. Some respondents may have mistakenly believed their media habits, vote intentions, or civic behavior. Social desirability bias may have affected replies and results.

Secondly, the study is limited in scope and generalizability. A small sample size and regional focus were used in the study. Thus, generalizing the findings to different groups or places may be difficult.

Thirdly, the study did not control for demographics, education, or political beliefs that may complicate media consumption and civic behavior. These unknown variables may have affected the results and should be addressed in future research.

Finally, the study's cross-sectional design makes causal linkages between media consumption and civic behavior difficult. Longitudinal studies of media consumption patterns and civic behavior can shed light on this complex link.

This study provides useful insights into media consumption and civic behavior; however, these limitations must be considered when evaluating the

results. Future research should address these constraints to better understand the complex interaction between media and civic involvement.

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