

**ADDIS ABABA UNIVERSITY**  
**COLLEGE OF EDUCATION AND BEHAVIORAL STUDIES**  
**SCHOOL OF PSYCHOLOGY**



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**Correlates of Ethiopian University Students' Political Attitude: the role of  
Social Media Use, Family Interaction, and Big Five Personality Traits**

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PhD Dissertation

This dissertation report is submitted to the School of Psychology of Addis Ababa University in the Partial Fulfillment of the Requirements for PhD Degree in Social Psychology

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### Abstract

The political attitude of university students' was not adequately investigated in the Ethiopian context. The purpose of this study was to investigate the role of family interaction, social media usage, and big five personality traits on university students' political attitude. Data were collected from 534 randomly selected students from Addis Ababa University, Jimma University and Mizan Tepi University through questionnaire. In addition to quantitative data, focus group discussions were held in two places: Jimma University and Mizan Tepi University main campuses. The reliability and validity of the instruments were found to be acceptable. The factor analysis run for validation of instruments also revealed that majority of the items were valid and usable for the constructs they intended to measure. Measure of relationship, structural equation modeling (SEM) and MANOVA were employed in analyzing quantitative data. Qualitative data were analyzed using thematic deductive analysis where themes were identified from reflections of the participants' on FGDs. Result revealed that 44% of the variance in political attitude of university students was explained by family interaction, social media use and personality traits jointly. Family interaction alone contributed about 26% followed by social media usage that contributed 23% of the variance in political attitude. Big five traits contributed only 8% of the variance in political attitude. When other variables are controlled, openness trait was found to be the highest predictor of political attitude from big five personality traits. There were statistically significant differences between respondents who have party affiliation and those who do not have with respect to family member interactions ( $F_{(1,332)} = 8.822, P < .05$ ) and political attitude ( $F_{(1, 532)} = 7.891, P < 0.01$ ). Respondents who have party affiliation reported better family member interactions and stronger political attitude. However there was no significant mean difference between male and female respondents with regard to perceived family interactions and social media usage.

*Key words:* family interactions, big five traits, social media usage, political attitude

## Chapter One

### Introduction

#### 1.1. Background of the Study

Human behavior is influenced by external and internal factors. Political attitude or behavior is influenced by both external and internal factors. The Concise Oxford English Dictionary (2010) defines politics as activities associated with the government of a country or area; a particular set of principles relating to a sphere or activity especially when concerned with power and status. In Ethiopia, university students political movement has long history starting from late 1960's and 70's (Bahiru, 1991). Students' movement during the period of Emperor Haile Sillasje contributed significant role for the downfall of the regime. The slogan of the movement was 'land to the tiller'. According to Ahimed (2006), the center of students' political activities was Sidist Kilo campus, Christmas hall where students engaged in political debate and raising issues of quality of food at beginning, then government operation of peasants, and later on the national question with reference to self-determination and secession. According to Berhe (2008), although a class-based ideological orientation was prevalent among the student body, ethno-national mobilization was an additional and concomitant ideological stance in the students' movement. The students' movement was to end class based domination as well as the subjugations of nation and nationalities of the country. Of course, the question of nationalities was highly raised by university students to find answer for what a nation means. Walleign Mekonnen cited in Berhe (2008) wrote an article discussing that Ethiopia is not a nation but composed of many nations with different languages, dresses, and cultural entities. Hence, the political movements of university students were generally fueled by different demands of which equality of all people in all aspect such as culture, language, power, economy, and so on.

Students were struggling against the rule of single language and single culture dominations of all nations live in Ethiopia and demand the recognition of diversity of various languages and culture of Ethiopian people. Since then, politically caused movement and violence occasionally happen in Ethiopian public universities.

Eagly and Chaiken (1993) defined an attitude as 'a psychological predisposition that is expressed by evaluating a particular object with some degree of favor or disfavor. Essential in this definition is the idea that reporting an attitude involves the expression of an evaluative judgment about a stimulus object.

Scholars identified three components of attitude: The affective component refers to feelings or emotions associated with an attitude object. The cognitive component refers to beliefs, thoughts and attributes associated with an attitude object. The behavioral component refers to past behaviors with respect to an attitude (Eagly & Chaiken, 1993; Hogg & Vaughan, 2010). The concept political attitude in this study deals with political interest which is the affective or feeling aspect, the attentiveness of political issues which is the cognitive aspect and discussion which is a behavioral aspect.

In Ethiopian context, studying political attitude is important as political related violence and aggression is widely spread in the country. Attitude is formed from several sources including family influence where the socialization of children with value and norms of the nearby communities, media (both mainstream and social media), and individual personality traits which is developed from both nature and nurture interactions. One of the main important things in psychology is studying and describing personality. Previous research on personality and political orientation suggests that Openness to new experiences is positively associated with liberal

political preferences, whereas Conscientiousness is positively associated with conservative preferences (Jost, West & Gosling, 2009).

Political attitude of young people could be influenced by the family's communication and orientation about politics at home with their children. Jennings, Stoker, and Bowers (2009) indicated that family influence is more effective when family environment is politicized. Here, children tend to identify themselves with their family and learn so many political outlook and political processes or systems. Regarding this, fathers were perceived as the main agents that initiate children's view of political authority. Study by Dinas (2014) shows that parent-child communication in party identification is dependent on parental politicization. Those with politically interested and involved parents are undeniably most likely to adopt their parents' party identification as adolescents. According to Beck and Jennings (1991), early learning and orientation influence adults' political behavior. Children learn different orientations from parents as parents are the main important agents of socialization. It is believed that families transmit different values they have to their children. These values include religious values, political affiliation, and moral values. Hence, youth's political knowledge, affiliation and practice may not be free from the influence of family environment. Richardson (2003) reported that frequent political discussions within a contented setting such as among parents or friends develop adolescents' sense of confidence and identity that could influence them to participate in political activities. The general understanding of parental influence on political attitude is again pointed out by Quintelier, Hooghe and Badescu (2007) in that discussion of politics within the family, and the role model of parents who are actively engaged in political activities themselves exert a powerful effect on participation patterns of adolescents. Furthermore, Healy and Malhotra (2013)

identified that childhood experiences can play an important role in influencing people's political inclinations arguing that socialization causes children's view to be similar to that of their parents.

In addition to family, Social media influence also plays significant role on youth's attitude formation about politics. Before the discovery of social media, Graber (2001) reported that Television is a common place for citizens to get their political information. People can get knowledge or information about politics by watching television. However, Carpini and Keeter (2002) study on the internet and an informed citizenry, has focused on how online socialization affects political knowledge. The implication is that people acquire knowledge or experience about political attitudes from social media like Facebook.

As to Kaplan and Haenlein (2010), social media can be understood as an assortment of internet-based applications that enlarge the ideological and technological fundamentals that allow the formation and discussion of user-generated contents. Social media includes all the biggest social networks (Facebook, Twitter, LinkedIn) and media sharing sites (Instagram, YouTube, Snapchat), along with maybe a handful of others like Pinterest, Google Plus and so on (<https://blog.hootsuite.com/types-of-social-media/>). Both Facebook and Twitter are currently the dominant social networks used by over a billion people all over the world while YouTube is the major media sharing sites. The expansion of social media access means more and more individuals have access to increased amount of information. Hence, social media use is important variable need to be investigated in this study. As defined by Correa, Hinsley and Gil de Zúñiga (2010), social media use is the specific consumption of digital media that provides a mechanism for the audience to join, communicate, and interact with each other through direct messaging or social networking sites.

Robertsona, Vatrapub, and Medinaa (2010) noted that traditional media such as television, radio and newspapers were dominated by new media technologies and the Internet during 2008 United States presidential campaign. Hence, social media considerably changed the political condition for both candidates and voters. Young people used social networking sites with the aim of finding political information, mainly information that couldn't be found in the mainstream media.

Nowadays, young people are busy with using social media such as Facebook, YouTube and Twitter through which they can express their political attitudes. Young people learn new information by using social media (Swigger, 2012). According to Adamu (2020) the role of social media on Ethiopia's political transition was huge including issues such as activating people to stand against the overthrow of the government, support the reformist actions, expose illegal actions, criticizing all the dangerous movements and creating awareness among the community easily and promptly.

Moreover, Saldana, McGregger and Gil de Zuniga (2015) discussed that Social media are a source of political news and discussion for large sections of the community, and this computer-mediated engagement with political content contributes to public participation. This is the reality observed in Ethiopia today. According to minority rights group international report (2019), in Ethiopia, extreme views on social media risks aggravating ethnic violence including deadly conflict between ethnic Oromo and Somalis, clashes between armed groups and the rebel group in the west part of Ethiopia, and attacking military and civilian targets and triggering inter communal violence, notably among Guji and Gedeo ([www.peoplesunderthreat.org](http://www.peoplesunderthreat.org)). Whether the impact of mainstream media like radio and television is as influential as that of face book in triggering political violence is not clearly known but the rate of politically based violence and

demonstration is highly increasing year after year in Ethiopia. Hence, this study aimed to investigate the influence of social media on political attitude.

Not only social media and family interaction but also individual personality traits play tremendous role in a person's political attitude. The reaction of a person to media as well as family influence about political attitude cannot be free from a person's predisposition. There might be several correlates of political participation among youth. Demographic factors like age, grade level, sex and race are among the most researched variables. The influence of psychological variables like interest and efficacy were identified in different literatures. For instance, Levy and Akiya (2019) reported having higher political interest and political efficacy make individuals more likely to participate in political activities but political interest may be substantially more powerful in predicting future political involvement than political efficacies. Hence, apart from family interaction and social media factors, individuals' political attitude may also be influenced by individual personality. Personality is defined in different ways by different scholars. For instance, Walters (2000, p. 178) defines personality as "an internalized attribute of reasonable consistency and stability to which individual differences in behavior can be ascribed". This definition of personality includes those specific definitions given for personality traits by different scholars. To put some, personality traits are typically defined as descriptions of people in terms of relatively stable forms of behavior, cognitions, and feelings (Costa & McCrae, 2003). According to Ajzen (2005) personality trait is defined as characteristics of an individual that exerts persistent effect on a broad range of trait relevant responses.

Costa and McCrae (2003), proposed the structure of personality composed of five main factors such as openness to experience, conscientiousness, extraversion, agreeableness and emotional stability. For them openness to experience is explained as multidimensional trait that

can include intelligence, perception and aesthetic sensibility and intrinsic attraction toward new experience.

Extraversion is one of the Big Five factors for which links to civic engagement are most easily imagined because many aspects of political behavior include social components such as discussing with people, joining others, and being friendly while *conscientiousness* includes a basic dispositional sense of dependability, measured with terms such as "organized" and "reliable," and a volitional component captured by hard worker (Mondak, Hibbing, Canache, Seligson & Anderson, 2010). Agreeableness involves terms such as warm, kind, and sympathetic, generous and altruistic, whereas emotional stability is represented with terms such as calm, relaxed, and stable. Here, the association between agreeableness and emotional stability with political behavior was found weak and not significant (Mondak & Halperin, 2008).

Marijana (2010: 181) discussed the relationship between personality traits and political attitude as follows;

Some personality dimensions influence the internalizing of some attitudes and the reflection of their opposite values. For instance, emotional insecurity (high scores on neuroticism) influenced by asymmetric relations in family can cause similar political behavior. Openness to new ideas and extraversion (positive approach) influences the internalizing of democratic attitudes.

Studies found out that the association between Big Five traits and political behavior is significant except the trait of agreeableness which is associated with lower level of participation. For example, people high on Extraversion trait are assertive and sociable, are likely to be drawn to the social engagement aspects of political participation and to be eager to advocate for their preferences. Openness, conscientiousness and emotional stability are also significantly related to

political participation (Gerber, Huber, Doherty, Dowling, Raso & Ha, 2011). Conscientiousness involves adjectives linked to reliability such as 'organization', 'punctuality' and 'reliable' and 'hard-worker' and 'persevering'(Mondak, Hibbing, Canache, Seligson &Anderson, 2010).

In short, many studies identified that extraversion, openness and conscientious traits considerably predict individuals' political attitude with extraversion being strongly related (Mondak &Halperin, 2008; Vecchione & Caprara., 2009; and Mondak, Hibbing, Canache, Seligson & Anderson, 2010). However, such studies have not been conducted in Ethiopia and this study is intended to fill the knowledge gap observed with respect to the political attitude of university students by considering family interactions, big five traits and social media usage as major variables.

## **1.2. Statement of the problem**

University is the place where both academic learning and social life experience is obtained. Individual's behavior may be influenced by several factors of which some are direct and others indirect. As to Besar, Jali, Lyndon and Selvadurai (2015), in Malaysia students' political behavior or attitude was influenced by their family background, campus environment, and racial composition, place of origin, mass media, and university leadership but family impact was the most influential one as students learn political issues from family and neighbor community. Political issue became a topic of discussion among student in campus and their activity always get the attention of the university administration and the government.

Regarding Ethiopian students political behavior, the active participation of university students started during Emperor Haile Sillasie regime. It was the critical time for university students to protest against the king demanding the end of *feudal* system. As discussed by Adamu

and Balsvik (2017), one of the major social and political issues that students raised in the mid-1960s was the abolishment of the feudal land tenure system which was considered a primary factor affecting agricultural productivity. Students advocated the need to implement land reform and marched on the streets of the capital chanting the famous slogan “*Meret Learashu*” which literally means “Land to the Tiller”. The then struggle by students contributed a lot on the overthrow of the king but followed by military rule, the Derg regime. Although some of the demands of the students were answered, particularly the question of land to the tiller answered by the Derg regime, the national and identity questions were jammed by the Derg. Then, the students’ movement with the demand of equality of nations and nationalities as well as the will of democratization of this country continued in Addis Ababa University. Hence, the political behavior in higher education powered by demand of justice, equality of all culture, religion, language and others causes the protest against the Derg government which was finally overthrown after seventeen years of struggle.

Then after the EPRDF took power, some demands of people like the right to learn with one’s language, developing ones culture and generally part of the question of nationalities were answered. But during EPRDF as well the then demand for justice, equality, and fair distribution of resources were not answered so that university students’ protest against the government continued even with the expansion of higher education in Ethiopia. In spite of the fact that the issues of equality of nation and nationalities of people of Ethiopia were incorporated in the FDRE constitution, the dominance of one group and lack of good governance caused students protest against the government. Therefore, until today Ethiopian university students political attitude or behavior is in unstable circumstance and protest and demonstration suddenly comes in some campuses and expanded to others based on information released on social media.

Today, due to advancement of technology and access to different medias, both main stream and social media, information related to political issues disseminated all over the regions of this country within short times. This is good opportunity for university students to engage in political behavior by using social media as channels of communication with friends, groups and individuals they prefer to follow. Though, Social media contributes a lot in obtaining access to timely information, it has to be noted that fake news and hate speech are also disseminated widely and contribute a lot in the instability of a country. For instance, Pate and Ibrahim (2019) discussed that the election process in Nigeria was affected by fake news and hate speech that caused political instability in society. This fake news and hate speech are also becoming major sources of problem of instability in Ethiopia currently. Unverified information, fake news, and hate speech on social media like Facebook and YouTube by large are affecting the political behavior of youth in Ethiopia. Students come to higher education with preoccupied attitude formed or inculcated in their minds by family, peers, school teachers and neighborhood community in general.

Many studies reported that Social media plays great role in determining people's political attitude. For instance, Tesfaye (2013) discussed that Facebook has offered Ethiopians the opportunity to exercise freedom of expression after the antiterrorism proclamation has constrained political discussions on the mainstream media. His study focused on Facebook as alternative political forum in that some people interested in political activity using Facebook for expressing their opinion. However, the extent to which social media influence the habit of discussing political issues with family, friends and peers as well as political interest and attentiveness of youth is not adequately addressed in his study.

On the other hand, Ketema (2017) discussed that in Ethiopia political parties were dedicated in use of social media for election campaign in 2015. Three political parties such as EPRDF, The Blue and Ethiopian Democratic Party were highly engaged in social media use during national election campaign. As statistics shows, there were 6, 200, 000 Facebook users in Ethiopia in January 2019, which accounted for 5.5% of its entire population. The majority of them were men 68.5% (<https://napoleoncat.com/stats/facebook-users-in-ethiopia/2019/01>).

In Ethiopia, adequate research has not been done to the researcher's knowledge about the relationship between personality traits, social media usage and political attitude. The researcher had tried searching several sources in library, offline and online but couldn't come across the study investigated the political attitude of Ethiopian university students' by correlating it with family member interactions, social media use and big five personality traits. Hence, no research deeply investigated to what extent public university students have interest to take part in a given political behavior like discussion about politics using social media such as Facebook and YouTube. Therefore, this study is aimed at examining the influence of social media on political attitude of youth in public universities of Ethiopia. The political attitude in this study is conceptualized as political interest, discussions with family and friends and political attentiveness of public university students.

Furthermore, we don't have adequate information about the influence of family interaction in determining students' political attitude which involves discussion of political issues with any of family member, being interested in political activities online and offline and being attentive of political issues. Family influence in different aspects of life is great and countless. For example, studies found out that parents have tremendous role in increasing their children academic achievement (Habtamu, 2016), and career choice (Daniel, 2015). But the issue

of family influence on children political attitude is not well investigated in Ethiopia though there is a lot of politically motivated violence in the country. For instance, Smith (2007) reported that Ethiopia's domestic politics have produced violence and continuing tension between government and the protests since 2005 election. Hence, both domestic and regional politics have deteriorated, and regional conflict and authoritarian governance have increased. As Matfes (2018) put it, political violence in Ethiopia seems persistent because protests, inter-ethnic conflicts, fatalities and displacements are highly increased even after the new leadership led by Prime minister Abiy Ahimed took power and attempting reform in governance.

Therefore, it is believed that it is very crucial to study university students' political attitude considering the role of big five personality traits, social media, and the family interaction. Hence, the basic research questions of this study are the following:

1. What are the levels of the students' political attitude, social media usage, big five traits, and perceived family interaction?
2. Are there statistically significant interrelationships among political attitude, social media usage, big five traits profile, and perceived family interaction?
3. What proportion of the variance in political attitude is explained by family interaction, personality traits and social media usage separately and jointly?
4. Are there statistically significant differences in political attitude, social media usage and perceived family interaction with respect to demographic variables (i.e., sex, family education level and income).
5. Are there statistically significant differences in political attitude and family interaction with respect to place the students grew up and affiliation to particular political party?

### **1.3. Objectives of the study**

The general objective of this study is to investigate the role of family interaction, social media usage and personality traits on youth political attitude. The following are specific objectives:

- To describe the level of students political attitude, social media use, big five traits profile and family interaction;
- To describe the interrelationships among political attitude, social media usage, big five traits, and perceived family interaction
- To explain proportion of the variance in political attitude explained by family interaction, personality traits and social media separately and jointly.
- To examine if there is statistically significant differences in political attitude, social media usage, and perceived family interaction with respect to demographic variables (i.e., sex, family education level and income).
- To describe if there are statistically significant differences in political attitude and family interaction with respect to place the students grew up and affiliation to particular political party.

### **1.4. Significance of the study**

This study will have paramount importance for Ethiopians as political attitude affects the whole system of the society and government. At first, the validation of instruments of big five personality traits conducted in this study will be useful in many ways. Second, the role of family on students' political attitude in Ethiopian contexts is investigated and the findings could be used by family and government to intervene on important issues of political attitude and behavior for future wellbeing of the country. Third, the extent to which face book and YouTube use for political activities in the country discussed and recommendation made could be used by youths

of the country and the government as well. Moreover, as political attitude determines political behavior, studying factors that predict the attitude enhances our knowledge on the area of political psychology and contributes to understanding the behavior of youth regarding politics of the country. Finally, the findings of this study will be important as a reference for other researchers interested in the area of political psychology.

### **1.5. Scope of the study**

The purpose of this study is to investigate the role of family interaction, social media use (Facebook and YouTube) and big five personality traits on political attitude of public university students. Three universities were the sites of this study: Addis Ababa, Jimma and Mizan Tepi University. Hence, it is delimited in terms of area of the study, population, variables measured and also purpose of the study. In terms of population, only young people of approximately similar age groups are considered so that children and older adults are not involved because the behavior of young age is more relevant to the topic of the study as compared to children, middle adults and old people. Regarding variables measured, this study only focused on political interest, discussion with family members and political attentiveness of the respondents. Issues like political knowledge, political position or orientation of the participants are not addressed as the main purpose of the study is to describe the relationships of family interactions, social media usage and personality traits with political attitude (interest, attentiveness and discussion) among students. The data collected is predominantly quantitative. However, for the purpose of triangulation, the researcher has conducted Focus Group Discussions (FGD) with selected participants.

### 1.6. Operational definitions of terms

**Political attitude** – in this study political attitude refers to discussing politics with family at home and with peer or friends on social media. It also involves having interest in politics and attentively seeking and sharing information about political issues both online and offline. It was measured by questionnaire validated by Pritzker (2008). A total of 30 items are adapted for measuring this variable.

**Family interactions**- this involves the extent to which youth interact or discuss political issues with any member of the family in face to face, or through phone. This is measured using 10 items selected from socialization survey.

**Social media use** – this refers to the behavior of youth on Facebook and YouTube for political purpose. Facebook intensity scale and political activity on Facebook were employed. For example, the scale for social media usage for political activities on Facebook is based on a study by Vitak et al. (2011). They developed an index items for political activity on Facebook. This index consisted of 14 items of political activities that can occur through Facebook's features. Items used to assess political activities on YouTube were also incorporated.

**Big five personality traits** - refers to the five factors such as extraversion, agreeableness, conscientiousness, Neurocism and openness as measured by (John and Srivastava, 1999).

**Extraversion**- is trait that is measured by high score of adjective words such as positive emotions (enthusiastic), warmth, outgoing, sociable, joiner, etc.

**Agreeableness**- is trait that is measured by high score of adjective words such as trust, forgiving, straightforwardness, not demanding, altruistic, etc.

**Conscientiousness**- is trait that is measured by high score of adjective words such as Competence (efficient), Order (organized), Dutifulness (not careless), Achievement striving, etc.

**Neurocism**- is the opposite of emotional stability characterized and measured by high score of adjectives such as Anxiety (tense), Angry hostility (irritable), Depression (not contented), Self-consciousness (shy), etc.

**Openness**- is trait that is measured by high score of adjective words such as Fantasy (imaginative), Aesthetics (artistic), Actions (wide interests), Feelings (excitable), etc.

Personality traits inventory developed by John and Srivastava (1999) was employed. The inventory consists of 44 items adopted and used as tools of measuring the traits.

### **1.7. Limitations of the study**

Although lots of efforts have been made throughout the work of this study, still it has some limitations. First, local resources on the nature of political behavior of Ethiopian university students are not adequate and that limit the chance of widely reviewing the literatures. Even the available resources were those works done by researchers or scholars out of the field of psychology. Hence, the chance of getting psychological variables in those literatures was found minimum. The researcher was highly challenged in searching the study conducted in Ethiopia by correlating political attitude with big five personality traits, social media usage, and family interactions. The second limitation of this study is that university students are in educational settings so that they might be well aware of the political issues and may be more engaged in political activities both offline and online as compared to the less educated youths in different social settings. Hence, had this study involved the less educated youths in different social settings, the result would have been different. The other limitation of this study is that only three

universities are incorporated and involvement of more number of public universities in the country may contribute better understanding of university students' political attitude. Therefore, the next researcher interested in the area will be advised to fill these gaps.

## Chapter Two

### Review of Related Literature

In this section, previous findings regarding the problems under investigation were reviewed and presented in detail. Accordingly, relevant literatures about the role of family interaction, personality traits and social media use on political attitude are presented.

#### 2.1 The Influence of Families' Interaction on Political Attitude

The role of family members' interaction in socializing children is countless. Families socialize their children in different ways. According Mehmood and Rauf (2018), family plays very significant role in political socialization of its young members. Political and social concepts along-with religious ideas are transmitted to younger generation more through parents in the family. In this context, political socialization starts in the family where parents interact with their youth and transmit their values to them. As defined by German (2014) political socialization is the process by which orientations toward the political system are advanced across generation. These orientations include political knowledge; opinions about specific political issues, inner attitudes, and views or values; and behavior such as voting. The process begins early in life and continues throughout the life as discussion of political issue with family members, friends online and offline continue socializing of a person (German, 2014).

According to Ivey and Yaktus(1996) as one of the agents of socialization, family plays an important role in influencing the attitudes of its newborn members. In line with this, study by Jennings, Stoker, and Bowers (2009) indicated that family influence is more successful when the older members of the family are more politically active and involve in political debates and issues.

. Here, it was reported that children tend to identify themselves with their family and learn so many political outlooks and political processes or systems. Moreover, Healy and Malhotra (2013), also identified that childhood experiences can play an important role in influencing people's political inclination, arguing that socialization causes children's view to be similar to that of their parents.

Andolina, Jenkins, Zukin and Keeter (2003) explained that in families where political issues are discussed frequently, children are more likely to vote in their adulthood time, when compared with children in homes where politics is not a topic of discussion. If children have discussion of political topics with their family, the level of interest and engagement in politics increases considerably. Learning from home contributes to the development of the level of political attentiveness, interest and discussion of youth in their day to day life. In line with this, Richardson (2003) reported that frequent political discussions within immediate settings such as among parents or friends enhance adolescents' sense of confidence that could increase their participation in political activities. Influencing one's attitude does not happen overnight but needs continuous or regular exposure to an issue so that one's attitude would be shaped. As Maruskin (2006) noted, the frequencies of youth's discussion about politics with their peers and family members are positively correlated with the frequencies of their involvement in political activities.

. According to Birch cited in Turan and Tıraş (2017) a person can participate in politics in one or more of the following: voting in national elections, participating in propaganda or other campaigns in elections, active membership of a political party, to take part in political demonstrations.

When family interaction to their children's political attitude is investigated, there are several family related factors such as perceived educational status, income and occupation type of the family member needed to be considered. For instance, Lay (2006) discussed that children from lower income and less educated family have low level of political knowledge and interest. Parents with higher economic status (income and education) might have more opportunity to socialize their children in all aspects of life including politics. Moreover, Quintelier, Hooghe and Badescu (2007) discussed that families with a higher socio-economic status are also more successful in transmitting their attitudinal patterns toward the next generation. The point is that high socio economic status leads to better chance of practicing one's attitude by involving in politics. Furthermore, examining the issues of young people's political behavior, Condon and Holleque (2013) explained that children of low income participate less because participation is lower in low-SES communities and children who grow up in disadvantaged circumstances will have had fewer opportunities to observe closely related adults participating in politics. Here, it is meant that political behavior is determined by socioeconomic status as those from higher status got better opportunity to learn from the family. Apart from political attitude, Study by Deckers, Falk, Kosses, and Hörisch (2015) found that children from families with higher SES are more disciplined; tend to be unselfish and less likely to be engaged in risky behavior, and higher achiever in their educational assessment. Whether economic status really makes differences in political attitude of young people in Ethiopia will be answered in the findings of this study but there is few or no available literature regarding Ethiopian political behavior or attitude and economic status.

Regarding the advantage of youth participation in politics, Fanti, Evaghorou and Andreou (2017) argued if there is a mutual trust between governments (political institutions) and

societies in general and adolescents in particular the violence rates within society will be lower and the cohesion levels will be higher. This means that low trust of the government leads to low participation of politics which in turn leads to high rate of violence. Therefore, opportunities should be facilitated for youth part of the society to trust the government, participate in politics so that rate of criminal violence will be reduced.

The general understanding of parental influence on political attitude is again pointed out by Quintelier, Hooghe, and Badescu (2007) in that discussion of politics within the family, and the role model of parents exert a powerful effect on participation patterns of adolescents.

In addition, Urbatsch (2014) reported that family values affect political attitudes at different life stages. Several of the politically active young people confirmed how political discussions in the family influenced the development of their own political interest and parents, mostly fathers, are often acknowledged for having raised political thinking (Levinson & Yndigegn, 2015). For Turan & Tıraş (2017), social factors such as education, gender, occupation, and family background affect the political attitude and behavior of certain individual but the family factor has far greater impact. The family is an underlying influence on children's emotional attachment to a political party because in the process of political socialization of children, in the grafting of political party identity, family is the biggest factor. Among family factors that affect political behavior of young people, Mainar, Servós, and Saz Gil (2015) stressed parents' educational level and model behavior are the most influential family related factor that affects young people political participation. That is, young people observe their parents active participation in politics so that they use their family as a model and of course their parents participation by itself is affected by their educational level where more educated people participate more in politics.

However, politically inactive family had less influence on their young as they rarely discuss political topics within the family. In line with this, Rodrigues, Menezes and Ferreira (2018) reported that the existence of a family member who plays an active role in a particular political party affects how young people write and discuss political content on the Internet. The fact is that parents or other members of the family offer have affects youth's participation in political issues, as volunteers, protestors and petitioner.

In short, family members' interaction has considerable role in influencing young member political attitude which is manifested in having political discussion with friends online and offline, being interested in political issues such as being attentive of political news and seeking information about what is going on in the country.

## **2.2 Sex Differences in Family Member Interaction about Politics**

Family member interaction about political issues may be not the same for male and female members of the family. According to Baer and Bositis (2016), men and women differ in their degree of access to and control of political power. Here, girls and boys learn differently as they are exposed to different experiences. This implies family interaction with their youth is affected by the sex of the youth as male member of the family frequently discuss about politics and other government related issues more often than females do. Families socialize their female and male members differently. Simon (2017) reported that the gender gap in political knowledge and participation was accounted for factors such as age, education status and gender socialization by the family. Here, this gap is generally considered to be a legacy of the patriarchal culture in many societies in which only men were in charge of public affairs. Due to these gender roles, women tend to be less interested in politics and less concerned about their country's government.

The nature of family members' interaction may be affected by several factors. Marks, Bun and McHale (2009) discussed that children are made to learn that women and men act differently observing that mothers spend more time on care-giving and fathers on leisure activities with their children. From this perspective, parents pass their attitudes about gender roles to their children so that male and female behavior in community will be different. Given that parenthood can change the lives of men and women in greatly different ways, women and men think about politics and policy issues as mothers tend to be more supportive to social welfare policy (Banducci, Elder, Greene & Stevens, 2016).

On the other hand, study by Portney, Eichenberg, and Niemi (2009) found evidence that having well-educated parents who are interested in politics affects women more than men. It suggests that talking to parents about politics seems to increase political participation for young women more than for young men. Parental education, interest, and communication variables certainly raise a wide array of questions about parent-child socialization, particularly on gendered nature of that socialization.

Regarding the role of party affiliation on political attitude of individuals, study reported that those who are members (supporters) of an identified political party engage in different political activities more often than those who are not identified. For instance, when the effect of being member of certain political party on the political attitude and behavior was investigated, the study by Gerber, Huber and Washington (2009) reported that those with identified party have higher chance of being registered for election, participate in political rally, advocate for candidates and so on. The implication is that political interest, seeking knowledge about politics, and being attentive of media on news about politician behavior, political parties and overall system of the government are more practiced by those who have some affiliation with

certain political party than those who have no affiliation with any one of the political parties. That is, identifying with a party induces individuals to evaluate members of their group more favorably than members of opposing groups.

To sum up, there are different views about the role of gender difference in family member interactions about political issues but most empirical evidence reported that male members of the family more engaged in political discussion than the female members.

### **2.3 Sex and perceived family status difference in Political Attitude**

People's political attitude is not only influenced by personality differences but it may also be influenced by demographic factors such as socio economic status, sex, ethnicity, and religious affiliation and so on. In this section, the findings of previous studies regarding sex difference in political attitude including discussion about politics, political attentiveness and interest are discussed.

Regarding factors affect women political participation in Ethiopian context, Cherer Akililu Shafo (2010) reported cultural attitudes, social status of women like educational level and professional engagement which in turn affect awareness and information about politics determine political activities of women in Ethiopia. Here, as compared to men Ethiopian women are less educated and have lower social status to participate in political activities as actively as that of men. As far as political knowledge is concerned, Mendez and Osborn (2010) found that women were both less knowledgeable about politics and have lower participation in politics when compare with men. Although it is difficult to generalize, women less participation of political activities may be attributed to having little awareness or information about politics due to the traditional gender stereotypes that undermines women's role in leadership and

political power. Similarly, Burns, Schlozman, and Verba (2001) also found that men had a significantly higher score on measures of interest in politics, knowledge of politics and consumption of news media. Moreover, Wen, Hao, and George (2013) survey of university students in Singapore found out that females were less politically knowledgeable, less politically efficacious, and less likely to engage in political discussion and in offline and online political activities than males. Regarding interest, Lizotte and Sidman (2009) stated that in United States women are more attracted to Democratic Party believing that it is more liberal as compared to the conservative view of republicans. Study by Prarto and Stallworth (1997) discussed that social dominant orientation is more of men attitude in that more male support of conservative ideology while more female are in support of social program and equal rights. But still women were found to be less knowledgeable in political issues compared to men. Moreover, Ihmeand Tausendpfund (2018) also found that there is significant gender difference in political knowledge and political interest as women scored lower than men. The finding emphasizes the relevance of gender stereotypes as a situational pressure that reduces the performance of women in a political knowledge test.

However, as to Krista's (2005) study, there was no gender difference regarding political interest as females' lack of interest matches that of their male peers. It was reported that gender does not appear to be central in explaining which youth are invited to participate. In addition, Helal and Hamza (2015) also reported, among University students there was no gender differences in political activities and voting behavior. In line with this, one study in United States reported that comparatively men are more interested to participate in political activities, join a political party and attend meetings with politicians. Thus, men reported greater political interest, discussion, political knowledge, and attention to news about politics while women participated less (Kittilson, 2016).

Moreover, according to Mendelberg and Karpowitz (2016), the effect of being a man or a woman on an individual's political behavior depends on women's status. Here, the implication is that it is not the sex differences that matters rather the individual status within the group that has more effects on the political attitude or behavior. Study by Gerlich, Browning and Westermann (2010) also reported that no significant differences exist between men and women in their internet usage, social media usage, and also beliefs about social media sites in general.

Looking at the African context, Coffe and Bolzendahl(2010) reported that in sub Saharan regions there was clear gender gaps in political participation wherein women are less engaged in registration to vote, collective action and contact of the politician than men do. This was mainly attributed to lower socioeconomic status and inequality between male and female that predominantly affects African nations

Consistent with the findings of western countries, studies in sub Saharan Africa also proved that there is subsequent gender gap in political participation. For instance, a study of political participation in Zambia finds that gender is one of the most consistent determinants of unequal participation (Bratton 1999). Men and women are equally likely to register to vote and to engage in communal political activities (e.g., meetings and rallying). However, men who were registered to vote were much more likely than women to actually do so, and men were more likely to contact political officials. In line with this, Logan and Bratton (2006) studied fifteen African countries and reported that women were different from men in political attitude in that women were characterized by greater conservatism in ideology. Women were also different from men in political values, community roles and political participation. The gender gap with respect to political attitude may be attributed to the traditional stereotype that women are dependent on men and this kind of thinking may affect African women confidence in political behavior.

Considering themselves as inferior to men and agree on what men state as policy or system of governance in their country, women simply accept and comply with men's position.

On the other hand, Ashmawy (2018) pointed out that when youth group of society are encouraged and included in the party structures and decision-making processes, they develop a great interest in politics. The individuals affiliated with certain political parties have the tendency to participate more in the political world as compared to those who do not identified with a certain political party. The implication is that students are young part of the population and if they are encouraged to engage in politics in well informed manner their participation will have positive impact on the democratization process of a country.

Regarding family socio economic status, several studies suggested that family (father and mother) educational and income level determines personality of children. In most studies of political behavior, it is found that individuals with higher levels of education participate to a larger extent in political activities than individuals with less education (e.g., Verba, Scholzman, and Brady, 1995). This framework supports the idea that political attitude shaped at home will be expressed in political behavior like participation in election campaign, protest, demonstration and other political activities. Regarding religiosity, study also reported that religiosity is associated with conservative political attitude (Malka, Lelkes, Srivastava, Cohen and Miller, 2012).

Ethnic diversity has effect on political attitude as different society or ethnic groups' may have different political attitude or value. As study by Silver and Dowley (2000) discussed, ethnically divided societies differ noticeably in their levels of political interest, interpersonal trust, pride in country, and confidence in political institutions. Political attitudes expressed in

voting behavior are determined by political party affiliation and ethnic differences. In line with this Wallace, Abduk-Khaliq, Czuchry and Sia (2009) reported that in 2004 presidential election, the overall voting results showed a polarization of voting behavior based on ethnicity and party affiliation. African Americans overwhelmingly voted for the Democratic candidate, while Caucasians overwhelmingly voted for the Republican candidate. This implies that voting behavior which is the manifestation of the inner attitude was expressed by the extent to which party affiliation determines individuals' political attitude. Harmon (2015) reported, ethnic diversity has considerable effects on political attitude. People generally perceive in-group similarity and out-group differences in attitude and this in-group preference and stereotyping play an important role in creating hierarchies, just like they do in ethnic and racial prejudice (Snellman and Ekehammar, 2005).

According to Svensson and Brounéus (2013), Ethiopia is a country of multi ethnic groups where these ethnic groups have history of political tension and interethnic violence. Ethiopia follows ethnic federalism which, as some people believes aggravates the ethnic conflicts among different groups and challenges unity of the country (Frank, 2009). According to African report N° 153(2009), ethnic federalism has failed to resolve the “national question”. The EPRDF's ethnic policy has empowered some groups but has not been accompanied by dialogue and reconciliation. Regarding the attitude of ethnic based federalism, as some scholars argued, the current federal system in Ethiopia is one of the major causes of conflict in the country. For instance, Abebaw (2019: 2) put the following about the causes of university students' interethnic conflicts:

The ethnic-based federal system that has been cultivated for more than 25 years and the politicization of ethnicity are at the root of these problems. Moreover, activists and political parties with extremist agendas; unverified, undocumented and twisted historical narrations and hate speeches by academicians and politicians; unethical, unprofessional and irresponsible journalists in both private and government media; irresponsible use of social media; and statements by different government officials are some of the factors contributing to ongoing political unrest and escalating ethnic conflict on campus and beyond.

Ethnicity issue is a very crucial in Ethiopian politics since transitional government. As noted by Abbink (2011), in Ethiopia, ethnic identity is the base for political attitude as identities of previously non-dominant groups were constitutionally recognized and the idea of pan-Ethiopian identity de-emphasized.

The purpose of this study was not to investigate political issues in Ethiopia rather the attitude of university students towards political issues such as federalism. That is, in this study, the respondents' political attitude in terms of political interest, attentiveness and discussion with friends and family with regard to the Ethiopian context is investigated thoroughly.

#### **2.4 The Influence of Social Media on Political Attitude**

In addition to family interaction influence, the use of social media (Facebook) also contributed towards development or maintenance of youths' political attitude. Nowadays, different social Media such as Facebook, twitter, and YouTube are the major sources of information about politics. For instance, in 2008 USA presidential election, Facebook played tremendous role in allowing users to share their political beliefs, support specific candidates, and interact with others on political issues (Vitak, Zube, Smock, Carr, Ellison and Lampe, 2009). According to Stieglitz, Brockmann and Xuan(2012), social media enable individuals to share

knowledge, experiences, opinions, and ideas among each other so that their political participation for democracy is encouraged. Social media use can create an access to information about politics. According to Strandberg (2013), the use of Facebook and Twitter made individuals to engage in politics even for those who lack interest in politics. Yang and Brown (2013) indicated that Facebook as the leading social networking site among young people, facilitates social connections among college students. However, study in Nigeria by Tayo, Adebola and Yahya (2019) reported that social media use is the main activities of university students as students spend 2-3 hours of a day from which large number of students use WhatsApp followed by Facebook.

There are several political activities practiced on Facebook. Study by Vitak et al. (2011) mentioned some of these activities such as posting status updates about politics; posting political messages on friends' walls; writing and sharing political notes within their networks; giving comments on their friend's posts; sharing political opinions; joining political groups; becoming a fan of candidates are all practiced on Facebook. The role of social media over other media is too great in modern world. As reported by Swigger(2012), rather than being a media form like television, sites like Facebook and YouTube encourage users to generate content, share it, and comment on what their fellow users produce. As Sao, Houston, Knight, Kennedy& English (2014) reported, in United States of America YouTube was the most popular social networking site among youth, and followed by Facebook and Twitter.

There is strong link between frequency of using online social network site or social media and political participation as well as interest. As Masiha, Habiba , Abbas , Saud and Ariadi (2018) put it, use of Facebook is crucial in promoting political participation by sharing views and

posting comments on political issues on Facebook so that exchanging opinions and information indicates the understanding of political issues and tendency of youth for political participation.

Social media is considered as a major source of experience, opinion, suggestion and information regarding politics so that social media use predict different kinds of political participation. Hence, the relevance of social media based online communities for political communication is steadily increasing in recent years. Especially, young voters spend more time online in social networks such as Facebook than watching television (Beaufort and Seethaler, 2016; Stieglitz, Brockmann and Xuan, 2012). Similarly, Zhang, Seltzer and Bichard(2013) found that social media use such as Facebook and Twitter have significant effect to political participation, online and offline. Online political participation is predicted from several factors but information seeking and the reinforcement that obtained by participating highly determine the extent of online political activities (Feezell, 2016). Here, the reactions of other on social media or internet encourage people to intensively participate in politics on internet.

Social media use for political purpose depends on individual personal interest in politics or the individual interest in politics motivates him or her to use social media. Several researchers reported that social media use increased the motivation to participate in politics as politically interested people spent much of their time engaging in activities related to political issues (Xenos & Moy, 2007; Lupia & Philpot, 2005; Verba, Scholzman, & Brady, 1995). In line with this, Young Bae(2014) suggested that social media work as a channel through which information flow, and that communicating in these online networks meaningfully relate to individuals' involvement in politics.

Study on university students shows that political participation is explained most prominently by direct connection with public political actors, followed by exposure to shared political information on social media particularly facebook (Tang & Lee, 2013).

## **2.5 Sex Differences in Social Media Use for Political Activities**

A social media is understood as any Web site that allows social interaction including social networking sites such as Facebook, MySpace, Twitter, Instagram and video sites such as YouTube (O'Keeffe & Clarke-Pearson, 2011).

The issue of sex differences in social media use for political activities is important point to be considered in this study. Studies reported that males are more engaged in Facebook use as compared to females. For instance, male university students spent more of their time on Facebook as compared to female students (Aghazamani,2010) describing that face book usage is part of their daily life . In line with this, Dhaha and Igale (2013) explained that the face book use of Somali youth are due to the need of interpersonal habitual entertainment, self-description of own country, information seeking, and passing enjoying time. Hence, the information seeking aspect of social media use helps in political information or other kinds of information helpful in day to day life.

Several studies (e.g, Verba, Nancy and Schlozman, 1997; Coffe and Bolzendahl, 2010), discussed that there is sex difference in aspects of political attitude; men discuss politics in person with others and engage with traditional forms of media for political information more than women. Men are likely to discuss politics frequently, watch politically related television and read national political stories in newspapers. Men also participate more in political activities, such as supporting for a campaign. Men hold party membership; attend political meetings, contact politicians and the media more than women do.

According to Wang & Mark (2017) college students Facebook users reported that they use the platform as their primary news source by following friends. Students experience multiple benefits associated with Facebook news, such as the ability to access different viewpoints, engage in social sense making, or form a personal connection with the news.

## **2.6 Personality Traits and Political Attitude**

Individual personality is shaped by experience, family conditions, cultural factors, and life experiences in addition to genetic factors. As individuals are different in their personality, these differences affect how they respond to stimuli in their environment. According to Gerber, Huber, Doherty, Dowling and Ha (2010), personality traits can be viewed as enduring personality differences that influence over all human behavior including political attitudes and behaviors. Hence, their study found that the effect of Big Five traits is often as large as that of education or income in predicting ideology.

Several study confirmed that there is a relationship between personality and political attitude and behavior (Mondak & Halperin, 2008; Mondak, Hibbing, Canache, Seligson & Anderson, 2010; Blais & St-Vincent, 2011 & Gallego & Oberski, 2012). For instance, Gallego and Oberski (2012) noted that personality is one significant source of individual differences which can be manifested in the way individuals interact with their environments and it affects numerous life outcomes including political behavior.

Moreover, the relationships between the big five traits and political attitude or behavior is described by several researchers in different contexts. For instance, Bize, Krosnick, Holbrook, Wheeler, Rucker and Petty (2004) reported that people who have knowledge or cognitive skill to understand political process are more likely to participate in politics than those people who lack

intelligence. In line with this, Mondak and Halperin (2008) described those individuals high in openness to experience tended to be interested in political attentiveness, information acquisition, and willingness to participate on political discussion. The study also revealed that the Conscientiousness dimension is related to several political attitudes such as voter turnout, attending political meetings and participation on political discussion. Similarly, Jordan, Pope, Wallis and Iyer (2015) reported that openness to experience is independent predictor of online political behavior.

As extraversion is characterized by good social interaction, individuals high on this trait exhibited behavior such as attending political meeting, rally, speaking on meeting, willingness to sign petition and participate on political discussion while individuals score high on agreeableness strongly related with interpersonal relationship and political trust. The emotional stability trait showed no link with political attitude (Mondak & Halperin, 2008). According to Alan and Kabaday (2016) individual with a high level of extraversion personality characteristic and high level of openness personality characteristic, are more inclined to use social media platforms. Extraverts use social media; spend more time using one or more social media platforms.

From the big five factors, openness and agreeableness were found to be strongly linked to political attitude. Highly agreeable personality trait is characterized by being modest, cooperative, and altruistic while those with low level of agreeableness tend to be antagonistic and egocentric (Goldberg 1990;Costa & McCrae 1992).Moreover, personalities high in Openness are described as intellectually curious, open to new information, and self-reflective while low in Openness is labeled as traditional, conventional, and comfortable in familiar routines (Flynn, 2005). Hence, political attitude or behavior of individuals can be predicted from their personality traits to some extent.

On the other hand, Mondak, Hibbing, Canache, Seligson and Anderson (2010) found out that people scoring high in conscientiousness, agreeableness and emotional stability tended to fare poorly in terms of levels of civic engagement while extraversion and openness have predicted civic engagement at large. They explained that individuals high in conscientiousness do not see civic engagement as a duty. On the other hand, the study confirmed the existence of the mediation of personality traits linked to openness to experience and extraversion with political attitude. That is, citizens who possess these psychological traits seek out more information on the political universe, which allows them to take the decision to engage in a protest or movement (Gallego and Oberski, 2012). Similarly study by Quintelier, Leuven and Theocharis(2012) revealed that only openness to experience and extraversion have an effect on online political engagement as others were less related to political behavior.

Nevertheless, other studies found out that the relationship between Big Five Traits and political behavior is significant except the trait of agreeableness which is associated with lower level of participation. For example, people high on Extraversion trait are assertive and sociable, they are likely to be drawn to the social engagement aspects of political participation and to be eager to advocate for their preferences. Openness, conscientiousness and emotional stability are also significantly related to political participation (Gerber, Huber, Doherty, Dowling, Raso and Ha, 2011). From the big five personality traits, openness to experience strongly associated with political attitude (Boston, Homola, Sinclair, Torres & Tucker, 2018).

The common finding about the relationship between the Big Five personality traits and political attitude or behavior is on openness to experience where people with high degree of this trait tend to be open-minded and prefer originality. They always look for new information and experiences; they are intellectually curious and more likely to discuss and engage in politics

(Mondak & Halperin, 2008; Hibbing, Ritchie & Anderson, 2011; Quintelier, Leuven & Theocharis, 2012). For Schoen and Schumann (2007), the relationship between personality traits and political behavior is indirect and it is incorrect to perceive that the five factors directly affect people attitude towards election.

Apart from big five traits, some researchers, for example, Anderson (2009) argued that what determines political behavior or attitude is individuals' sense of community. This idea pays more attention to the social interaction and group based aspect of political behavior or attitude so that it is in contrast to the psychologists' point of personality traits. For instance, the more recent study by Hatemi and Verhulst (2015) found that political attitude develops independent of personality traits. Their longitudinal study rather concluded that political attitudes are often more stable than the personality traits expected to be predicting them.

However, several studies on the association between big five personality traits and political attitude confirmed the relationship between the two. According to Gerber, Huber, Doherty, Dowling and Ha (2010), Conscientiousness is associated with overall conservatism attitudes while Openness is related to liberal attitudes. Agreeableness is associated with liberal attitudes and emotional stability is also associated with holding conservative social policy attitudes. The study also reported that more Extraverted people are somewhat more conservative on both social and economic policy attitudes.

Generally, although there is evidence that reported political attitude developed apart from personality traits, majority of research findings concluded that big five traits have certain association with political attitude.

### **2.6.1 Big Five Personality Traits and Social Media Usage**

Much work has been done with personality as it relates to our lives and the choices we make. In terms of relationships with others, many relationships have been identified. Personality type is linked to whom users choose to friend on Facebook. Shaver and Brennan (1992) found that extraversion, agreeableness, and openness correlated with friendship selection.

The motivation to use social media like face book and YouTube is affected by several factors including personality traits. The five personality factors have been shown to relate to people's behavior in a broad variety of social contexts. It is likely that they predispose people's tendency to form more or fewer social ties, or they may be related to the extent which others form and maintain relationships with other. For instance, extraverted individuals have been found to have larger networks and show higher contact frequencies (Russel, Booth, Reed, and Laughlin 1997; Anderson, John, Keltner, and King, 2001). The association between big five traits and Facebook usage was investigated by several scholars and found that extraversion trait is more connected with Facebook usage among other traits (Correa, Hinsley, and De Zuniga, 2010; Przyblylski, Murayama, DeHaan and Gladwell 2013). Moreover, Jenkins-Guarnieri, Wright, & Hudiburgh (2012) also reported that extroversion is positively correlated to higher levels of interpersonal competency and Facebook use.

On the other hand, McCrae (1996) suggested that openness to experience may have the strongest influence on social and interpersonal phenomena. Individuals with high scores on openness are more likely to try and use the new social networking technologies. Hence, McCrae (1996) illustrated that personality dimension of Openness is relevant to the study of social phenomena as its impact is seen in political groups and social movements. On the other hand, high score of conscientious trait tends to be associated with more frequent contact with family

members (Asendorf & Wilpers, 1998). Furthermore, one might expect this trait to be the central source of strategic network formation. Wanberg, Kanfer & Banas (2000) study on job-seekers reported that higher levels of contacting and asking are associated with high levels of conscientiousness. According to McCarty & Green cited in Wehrli (2008), agreeableness and conscientiousness were most highly correlated with personal network structure. Agreeableness is associated with positive relations to others, and enhances peer recognition and friendship formation. Nevertheless, Correa, Hinsley and Gil de Zúñiga (2010) found that among the five traits, extraversion and openness to experiences were positively correlated with social media use while neuroticism was a negative predictor of social media. The extraversion trait is measured with specific indicators like joiner, friendliness, sociable so that the need for social connection with other on social media like Facebook is higher for individuals characterized with this trait. Openness also involves the tendency to see something new and trait of experimenting new technology may be practiced more by individuals with high score of openness.

Study by Mark & Ganzach (2014) suggests that global internet use is positively related to Extraversion, Neuroticism, and Conscientiousness. It was reported that extraversion is highly correlated with the most different internet activities such as online discussion, academic, and economic activities. In contrary to this, Blachino, Przepiorka & Rudnichka (2013) found that the usage of social media is negatively correlated with neuroticism and conscientiousness. Here, Social media (Facebook) usage is strongly associated with openness and extraversion since the two traits are characterized by high rate of information seeking.

On the other hand, study conducted to find out the relationship between personality traits and social media fatigue indicated that the Big Five personality traits could explain 38.5% of social media fatigue phenomenon (Lee, Chou, and Huang, 2014). In line with this, study across

different culture revealed that while extraversion, agreeableness, and conscientiousness are all positive predictors of different types of social media use, emotional stability and openness are negatively related to them (Zuniga, Diehl, Huber and Liu, 2017). The finding suggested that the high rate of those personality traits were associated with high rate of social media use for social interaction except the traits of openness and emotional stability which were negatively correlated.

To sum up, there is confirmed relationship between big five traits and social media usage. Openness and extraversion were found to be associated with high frequency of social media usage followed by conscientious and agreeableness. The trait neuroticism negatively associated with social media particularly Facebook usage. Therefore, investigating the mediation role of social media between big five traits and political attitude seems logical to understand and explain the degree of the relationship.

### **2.7 Family Interaction and Personality Traits**

The relationship between family interaction and personality traits is not adequately investigated. There is not enough literature that explains the degree to which the big five personality traits are explained by parental factors. However, to present a few Nakao, Takaishi, Tatsuta, Katayama, Iwase, Yorifuji and Takeda (2000) discussed that extraversion was negatively associated with overprotection and with maternal participation in child rearing.

On the other hand, Wang (2006) reported that parental excessive protection and severe punishment of their children lead to emotional instability. Moreover, parent's emotional status and attitude to the life directly affect children's personality of introversion and extroversion. That is, if the parents hold an optimistic attitude to the future, the children will form the personality of extroversion more easily (Fu, Hou, Jia, Qiu, Qin, Meng, and et al., 2013).

According to David (2007) the quality of parent –child relationship is significantly associated with children's social skill or competence, good peer relationship, warmth, and stability with family relationship which are aspects of personality traits like extraversion and openness to experience. Similarly, Josefsson (2012) reported that parental home-environment were strongly associated with offspring character traits reflecting personality maturity such as self-directedness which is aspect of conscientiousness and cooperativeness which is agreeableness.

The environment in which children grow up certainly has some impact on what type of personality characteristics they develop. Regarding the relationship between parenting and personality traits, Prinzie, Dekovic, Stams, Reijntjes and Belskey (2009) reported that higher levels of Extraversion, Agreeableness, Conscientiousness, and Openness and lower levels of Neuroticism were related to more warmth and behavioral control, whereas higher levels of Agreeableness and lower levels of Neuroticism were related to more autonomy support. This implies that parents with good relationships with children develop the personality of being openness which may contribute for the specific traits of open mindedness and prefer liberal characteristics than conservative ones.

If the family environment is characterized by the recurrence of conflict and the children are drawn into hostilities, they are much more likely to have a personality that is conflict-driven as they grow older (Hartline, 2017). Hence, adolescents' behavior with neurotic personality trait may develop from family in conflict background.

The family environment involves parental education as important factor in influencing children personality. For instance, Chen and Berdan (2006) explained that adolescents'

personality is determined by the interaction pattern in the family. Here, understanding the quality of relationship in the context of family is more explanatory than the family's socioeconomic status. In line with this, Steinmayr, Dinger, and Spinath (2010) discussed that children's intelligence, openness to experience and conscientiousness are partially associated with parents' education. Moreover, Deckers, Falk, Kosse and Horisch (2015), reported that children from family with high socio economic status are more patient, tend to be more unselfish, and less likely to be risky seeking and high achievers in their education.

On the other hand, Connolly and O'Moore (2003) have put that children who get low level of emotional support from their family tend to be characterized by lower openness, high neuroticism, and high extraversion score. Similarly Jin, Cheng, Liu, Zhou, and Wang (2016) asserted that children from poor and uneducated family experienced more negative parenting, such as excessive permissiveness, punishment, rejection, and blame. As a result, they exhibit low openness and agreeableness, and high impulsivity. Hence, such traits lead to juvenile delinquency.

Generally, studies reveal that children behavioral characteristics are influenced by both children's genetic makeup and the way their parents treat them (eg. Maccoby, 2000).

## **2.8 Family Interaction and Social Media Use**

The rapid internet developments, the quick expansion of mobile technology have introduced a new interaction avenue and a communication factor in the relationships among parents, teachers, and students (Patrikakou, 2016). Hence, parents –children communication is enhanced with the advancement of mobile technology and internet use.

However, it is believed that parents are rarely involved in and monitor their children social media use. For instance, Rosen, Cheever and Carrier (2008) reported that although parents have high estimates of online dangers, they were unaware of their teen's online behaviors and exert low rates of monitoring them. Dor and Weimann-Saks (2013) also reported that parents have moderate to low levels of awareness, involvement, and monitoring in their children's social media usage. The involvement of parents in adolescents' social media use is not enough as compared to the amount of time adolescents spent on using social media. Study by Moawad and Ebrahim (2016) suggested that parents need to be aware of social media and the ways their teens may use it to help them understand and navigate the technologies.

A study by Hopper-losenicky (2010) revealed that though parents had high concerns about dangers of online situations, but they pay less or no attention to what social network their children are using. Similarly, Blackwell, Gardiner and Schoenebeck (2016) reported that many parents underestimate how many and which social media sites their teenage children are using. The number of parents who use social media in context of this study is unknown but for developed countries many parents today use technology incredibly well and feel comfortable that their children and adolescents are using (O'Keeffe & Clarke-Pearson, 2011).

Regarding parental attitude about their children media use, Ofcom (2016) reported that more parents are concerned about the time their child spends online than are concerned about the time their child spends watching Television. Yet parents seem to have different opinion with regard to the sex of their children who use social media; parents are more concerned about girls who go online than boys. Lee (2012) pointed out that parental perception of the negative influence of internet use included exposure to pornographic content, exposure to violent content, negative influences on academic performance, health problems and interpersonal relationship

problems so that parents like to impose restriction to minimize the risks. Similarly, Sorbring (2014) ascertain that many parents feel uncertain about the actions and experiences their teenage children have on the internet so that causing worry and concern due to the fear that when using the internet teenagers will come into contact with dangerous individuals, inaccurate information, bloody pictures, and pages which are hateful. Blackwell, Gardiner and Schoenebeck (2016) also stated that the rise of technology in family life from radios - televisions to mobile phones further complicates family relationships as teens are active technology users and being online almost constantly due to the presence of mobile devices.

According to Duque, Antonio and Brazil (2017) college students' social media use is not the result of the influence of their parents. That is, there were no significant correlations found between the level of social media involvement and parental relationship of the college students.

## **2.9 Theoretical frame work**

There are different theories that explain people's political attitude. According to Bell, Schermer and Vernon (2009), political attitude is explained from the perspective of behavior genetics. Others, for instance, van den Berghe cited in Bell, Schermer and Vernon(2009) understood political attitude from socio cultural perspective in that political attitudes and behaviors are a product of one's social situation, including the culture to which one has been exposed. Some also believe that important sources of political views are found in a person's family, religious, friendship network, or work environment focusing on social learning theory (Bell, Schermer & Vernon, 2009). In this study, social learning theory and trait theory are the two theories selected as they are very relevant to the variables under study.

### **2.9.1 The social learning theory**

The social learning theory is considered because both family interactions and social media influence on political attitude is more explained in line with the principles of the theory. According to Bandura (1971) social learning theory focuses on the learning that occurs within a social context. It considers that people learn from one another through imitating the behavior of the model. Social learning theory, occurs when an observer's behavior changes after viewing the behavior of a model. An observer's behavior can be affected by the positive or negative consequences-called vicarious reinforcement or vicarious punishment- of a model's behavior. Many behaviors can be learned through modeling. A person's behavior can affect his feelings about himself and his attitudes and beliefs about others. Likewise, much of what a person knows comes from environmental resources such as television, parents, internet, and books.

For Bandura (1971) modeling is governed by four interrelated processes: Attention, retention, production and motivation or reinforcement. Attention, a person learns much by observation through paying attention to or recognizes the essential features of the model behavior. Attention to the model is determined by the quality of a model observed and the characteristics of the observer. Regarding political attentiveness, individuals pay attention to what good and famous activists may post on their timeline. The goodness of these people depends may be on similarity of attitude between observer and a model or credibility of that model to some extent.

The second important process involved in observational learning concerns long term retention of activities that have been modeled at one time or another. This idea represent knowing the political issue that has been posted online or displayed in internet in any form be it

audio or video. Retention of political message requires rehearsing like reading again and again or listening to that stimulus repeatedly.

The third component of modeling is concerned production or putting in to practice the behavior. However, this process requires certain skill to perform or put together some things. Hence, University students are knowledgeable enough to use social media so as to disclose their political attitude. As using Facebook is very common in campus, students may engage in political issues by posting political messages on their time line or liking and reacting to any kind of political message posted by any one on Facebook.

The fourth element of observational learning is reinforcement and motivational process. In social learning theory, reinforcement is considered as a facilitative rather than necessary condition because there are factors other than response consequences that can influence what a person will attend to. In social media use and political attitude (interest, attentiveness and discussion), the direct or indirect reinforcement individuals obtain from peer, family, friends and other for posting political message online or discussing political issues with family or friends encourage them to continue to do the behavior persistently.

### **2.9.2 Trait theories of personality**

A trait generally is a description of behavior, for example, friendliness; social, assertive are words that describe human behavior (Hall, Calvin & Lindzey, 1978). Trait refers to a relatively stable, consistent, and enduring internal characteristic that is inferred from a pattern of behaviors, attitudes, feelings, and habits in the individual.

Different psychologists have formulated different types of trait theories. Fleeson and Jayawickreme (2015) described that psychologist Gordon Allport categorized traits into three

levels: Cardinal traits which are rare, and dominate, usually developing later in life. The second one is Central traits which are not as dominating as cardinal traits; they describe the major characteristics you might use to describe another person. Terms such as "intelligent," "honest," "shy," and "anxious" are considered central traits. The third one is secondary traits that are sometimes related to attitudes or preferences often appear only in certain situations or under specific circumstances include public speaking anxiety.

Friedman, Sasek and Wakefield (1976) discussed that trait theorist Raymond identified closely related terms and 16 key personality traits. Eysenck cited in Hampson (2012) developed three dimensions of personality: Introversion/extraversion- introversion involves directing attention to inner experiences, while extroversion relates to focusing attention outward on other people and the environment. The second one is Neuroticism which refers to an individual's tendency to become upset or emotional. The third one is Psychoticism referring to individuals who have difficulty dealing with reality and may be antisocial, hostile, non-empathetic, and manipulative.

Since this study focus on the big five traits, the five factors model is emphasized here. The "Big Five" model of personality dimensions has emerged as one well-regarded measures of personality structure. The work of several researchers contributed to the historical development of big five traits. For example, from twenty two variables listed by Cattelle and Fiske (1949); Tupes and Christal as cited in John and Srivastava (1999) have rearranged, reanalyzed and identified five relatively strong and recurrent factors. The five structures have been replicated by Norman (1963) and labeled as: (I) Extraversion (talkative, assertive, and energetic), (II) Agreeableness (good-natured, cooperative, and trustful), (III) Conscientiousness (orderly, responsible, dependable), (IV) Emotional Stability (calm, not neurotic, not easily upset), and (V)

Culture (intellectual, polished, independent-minded). These factors finally called the Big five by Goldberg just to emphasize that each of these factors is extremely broad (John and Srivastava, 1999).

According to Goldberg (1990) five factors does not mean personality traits are condensed to only five dimensions. He used more than 1700 descriptive terms to study personality and identified the five factors represented and replicated in different factor extraction and rotation. Based on intensive studies over years, Goldberg reduced the number of adjective terms used to measure traits in to fifty item instruments. As John and Srivastava (1999) noted, the cross-language research suggests that the Big Five can be replicated except factor V, culture, which was later named as openness by Costa and McCrae showed weakness in replication. Big five has been studied differently by different researcher. For example, lexically based research by Goldberg (1990) and questionnaire-based research by Costa and McCrae (1992) were the famous among others. Costa and McCrae (1992) developed the 60-item NEO-FFI to measure the five factor personality traits. The reliabilities reported were adequate, with a mean of .78 across the five factors. Moreover, as John and Srivastava (1999) evaluated, the problem raised in studying big five is to answer question of 'which big five' or 'whose big five' as researchers differ in their preferences for factor labels even when the factor content is quite similar.

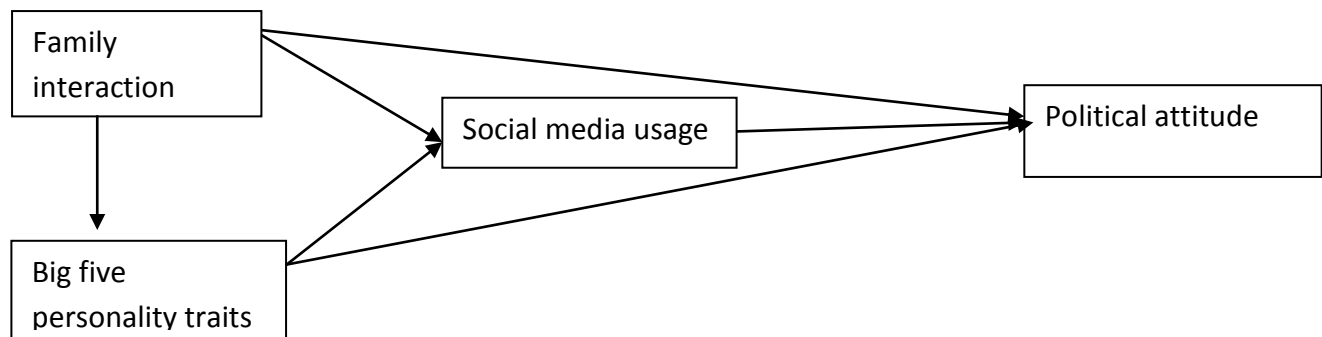
To put it shortly, the models five domains of personality, Openness, Conscientiousness, Extroversion, Agreeableness, and Neuroticism, were conceived by Tupes and Christal as cited in John and Srivastava (1999) as the fundamental traits that emerged from analyses of previous personality tests. Costa and McCrae (1992) continued five-factor model research and consistently found generality across age, gender, and cultural lines. Additional research has proved that different tests, languages, and methods of analysis do not alter the models validity.

Political attitude of people may vary in accordance with one's prevailing personality trait. Therefore, in this study the five factor model used by Costa and McCrae (1992) and John and Srivastava (1999) is employed in line with the main objective of the study. In the general framework of the study, political attitude is explained due to variation in big five traits along with social media usage and family interaction.

### **2.9.3 Conceptual Framework**

The purpose of this study is to investigate the influence of family interaction, social media usage (Facebook and YouTube) and personality traits on political attitude of university students. There are four important variables: family interaction, social media usage (Facebook and YouTube), big five personality traits and political attitude already defined. The family interaction is conceptualized as interaction and discussion of youth with their family members regarding politics or issues related to politics. Here, there is assumption that family might have impact on youth's political attitude directly or indirectly. The relationships between family interaction with big five personality traits and social media usage are also examined.

Sex differences in social media use, family interaction and political attitude need to be identified to check the difference if there is difference with regard to these variables. Here, the assumption was that family interaction with male members and female members may not be the same or similar. The relationship between social media and personality traits are investigated assuming that variation in social media usage is there due to differences in personality traits. The political attitude is a dependent variable which is explained as a result of the influence of perceived family interaction, social media usage (Facebook and Youtube) and big five personality traits. A path analysis model of this study is presented in Figure 1.

**Figure 1:*****Path analysis model***

According to Carrey (1998), the coefficients for path analysis may be expressed in either unstandardized which uses the measurement scale of the original variables or standardized which this is the result of a regression performed on all variables that have been transformed into standardized variables which is mean of 0 and standard deviation of 1. In this case, the path coefficients equal the standardized regression coefficients (the  $\beta$  weights), and the purpose is to explain the proportions of variance and the correlations among variables.

As observed from figure1, family interaction and big five traits have direct effect on political attitude as these are depicted by straight arrows going in to political attitude from family interactions and big five traits. The magnitude of this effect is quantified by the standardized regression coefficient. Family interactions and Big five traits have one indirect effect. This indirect effect arise because family interaction and big five traits are correlated with social media usage (Facebook and YouTube) directly predict political attitude. This is depicted by the pathway starting from family interaction and big five traits going into Social media usage, and

then exiting from social media directly into political attitude. Here, social media usage act as dependent variable on family interaction and big five traits and also act as independent variable for political attitude. This means, it is mediation of the political attitude influenced by family interaction and big five traits. Family interaction and big five traits are independent variables that directly affect political attitude.

## Chapter Three

### Research design and Methods

This chapter discusses the research methods applied in this study. It covers discussion about research design, population and sampling techniques, instruments of data collection, procedure of data collection, pilot test, methods of data analysis, and ethical issues considered in undertaking the study.

#### 3.1 Design of the Study

This study employed predominantly a quantitative approach but for the purpose of triangulation and supporting the data, qualitative data were also needed. Hence, the embedded design was employed. According to Creswell, Plano, Gutmann and Hanson (2003), the embedded design is a mixed methods design in which one data set provides a secondary role in a study based primarily on the other data type. The core assumption of the mixed research approach is that mixing quantitative and qualitative methods provides a complete understanding of the research problem than using only one type of method (Creswell, 2014). Moreover, Creswell (2014) has mentioned that pragmatism is the philosophy that permits mixing paradigms, assumptions, approaches and methods of data collection and analysis. Hence, research should be designed and conducted in the best way that serves to answer the research questions regardless of its underlying philosophy. That means Pragmatism is all about the notion "what works".

The ontological stance: in pragmatism philosophy reality is both subjective and objective. Morgan (2007) has argued that pragmatism implies that pragmatic research is "intersubjective" which means being subjective and objective at the same time, accepting both the existence of one reality and that individuals have multiple interpretations of this reality. Hence, in this study, the

researcher believes that it is important to understand both the objective and subjective views of reality.

The Epistemological Stance: Knowledge in social sciences is completely different than knowledge in natural sciences as most of it is not observable by nature. Most of the variables that we deal with such as feelings, beliefs, attitudes, and intentions are not outside us to be measured in the same way of measuring objects in natural sciences. So, both quantitative tools and FGD were used as methods of collecting data in this study.

The statistical analyses run in the study mostly examined the relationships or associations among variables. The coefficients of correlations were calculated to check the degree of the relationship among variables. Correlation can be defined as the statistical test used to determine the tendency or pattern for two (or more) variables or sets of data to vary consistently (Creswell, 2012). This design helps to predict score and explain the relationship among variables. There is no attempt to control or manipulate the variable rather to see the link, degree of association between or among variables. It is prediction design just to predict outcome using certain variables as predictors. Accordingly, family interaction, social media usage and personality traits are predictors of the outcome or dependent variable, political attitude.

### **3.2 Population, Sample and Sampling Techniques**

The population of this study is public university students in Ethiopia. The researcher was interested in university students because currently political behavior is widespread among youth where considerable number of these young people is found in different universities and colleges. It is assumed that nature of population of university students in Ethiopia is diverse in that students come from different ethnic, religions, and geographic background found in all universities. Addis Ababa University, Jimma University and Mizan Tepi University main

campuses were selected purposefully because these universities are more accessible for the researcher and it was more convenient to collect the data with the support obtained from the staffs of these universities. Addis Ababa University is the oldest university in Ethiopia and it is well known place where students' political movement started historically. So, it is pertinent to incorporate the sample from this known university. The researcher is also staff of Mizan Tepi University so that the process of data collection was run smoothly. Then, from each university, respondents were selected at random particularly stratified random sampling was employed to include students from different colleges in the three main campuses.

Hence, from Addis Ababa University, College of Education and Behavioral studies, College of Social Science, College of Humanities Language Studies, Journalism and Communication were represented in the sample. From Jimma and Mizan Tepi Universities, College of Social Science and College of Education and Behavioral studies were selected. From the selected colleges, departments were randomly selected using lottery methods. Students in each year levels were taken from the selected departments. A stratified sample guarantees that members from each group were represented in the sample. Therefore, respondents from heterogonous groups were included in the sample. Based on the total number of regular students enrolled for regular program in College of Social Sciences, College of Education and Behavioral Studies, and College of Humanities Language Studies Journalism and communication at Addis Ababa university, college of Education and Behavioral Studies and College of Social Sciences at Jimma and Mizan Tepi University in the 2019/20 academic year, sample size was determined by applying Slovin Formula as cited in Israel (1992). The formula is as follows:

$$n = \frac{N}{1+Ne^2} \quad \text{where } n = \text{sample, } N = \text{total population, } e = \text{margin of error (0.05)}$$

Accordingly, there were a total of 1147 students enrolled in regular program at Addis Ababa University (from 198 students in the School of Journalism and Communication, the number of females were 102; from 511 College of social sciences, the number of females were 238; and from 438 College of Education and Behavioral Studies, the number of females were 175). Hence, from total number of 1147 population at the three colleges in Addis Ababa University, the total number of females was 515 while that of males was 531. At Jimma University College of Social Science there were 1614 of which 857 female students enrolled in 2019 academic year. In the College of Education and Behavioral Studies there were 346 of which 219 were female students. Hence, from the total number of 1960 population at Jimma University, the number of females was 1076 while that of males was 884. At Mizan Tepi University there were 564 male and 600 female students enrolled for social sciences in 2019 academic year.

By adding together the total number of students in the three universities, total population becomes 4271. When the formula is applied the sample size is determined to be 366. But for the principle of the larger sample size is the better when we employ factor analysis and structural equation model, data was collected from 540 respondents from which 6 students wrongly responded to the questions/items were discarded from final analysis of the data. Therefore, the analysis of final data was done on 534 respondents.

For the qualitative data, FGD were held with selected female and male students. The FGD is preferred to interview because it is better techniques of obtaining different viewpoints and arguments during discussions. For FGD 12(6 male and 6 female) students from Mizan Tepi University and 12(6 male and 6 female) from Jimma University participants were selected based on the recommendation obtained from their instructors. Four FGDs were organized: two at Mizan Tepi university main campus and two at Jimma university main campus. The FGDs were

conducted where Females and males participants were separated in groups. As the study was predominantly quantitative and the qualitative aspect played secondary role, the researcher believed that organizing another FGD at Addis Ababa university was not necessary. In addition, the insights obtained from Mizan Tepi and Jimma universities were found to be more or less similar and having more FGDs may not have new additional contributions.

### **3.3 Instruments of Data Collection**

In the present study, four types of tools were used to collect quantitative data. Personality traits inventory developed by John & Srivastava (1999) was used for measuring big five personality traits. Study from different samples showed the internal consistency reliability of the big five personality inventory lies between Cronbach's alpha .75 to .90 for all subscales. All of the 44 items were used for pilot test of the inventory. For social media use, scales used by Vitak, Zube, Smock, Carr, Ellison, &Lampe's (2011) to assess Facebook use for political activities and Facebook intensity scale is used. They developed an Index Items for Political Activity on Facebook. This index consisted of 14 items of political activities that can occur through Facebook's features. The reliability of these items was checked in pilot test. The Facebook Intensity Scale has eight questions designed to measure active engagement and emotional connection with Facebook. The reliability of the scale in Labrague (2014) was  $\alpha=.83$ . Example questions are "Facebook is part of my everyday activity" and "I would be sorry if Facebook shut down." In addition to Facebook, similar items regarding YouTube use were used. All of these social media use for political activities was measured on a 5-point Likert scale ranging from 1(Disagree strongly) to 5 (Agree strongly). A total of 18 items were used for pilot test. Eighteen items used for pilot test of social media (Facebook and YouTube) use for political activities were also used in the final data collection.

Family interaction was measured by selecting relevant items from political socialization survey used by Quintelier (2007). Ten items were used for pilot test. These items generally ask questions about how frequently youth discuss political issues with family members. Some of these items include: *How often do you discuss with your family about elections; how often do you discuss with your family about current events; how often do your families give you information about politics?* The scale point 0-4 (never to most of the time) for all items. Never means in this context, 'I have no any interaction with any member of my family with regard to political issues'. The internal consistency reliability was checked in pilot test and all of the items were used in the final data collection.

Finally, political behavior questionnaire developed by Pritzker (2008) was used for measuring political attitude. One of these items as example, *in my day to day interaction with people I like to discuss political issues.* The scale point was 1-5 (strongly disagree–to–strongly agree). Strongly disagree represent the response that the participant rate himself as he dislikes political issues and not interested to be attentive of political activities. In the other extreme, strongly agree represents the idea that the participant is highly interested in political issues have discussion of political topics with friends and family both offline and online. This scale of political attitude (interest and attentiveness had internal consistency reliability of .83 as checked by Grootel (2010). A total of 31 items were used for pilot test. All of these tools are adapted and necessary modifications were made to validate in the context of the study's culture. The items written in western context is modified to fit the Ethiopian context. Irrelevant items such as "I will certainly occupy public buildings as a form of protest in future" and "I read a book about politics, government or current events that was not assigned by a teacher" are dropped because occupying government building is not habituated means of protesting in Ethiopian culture and

the influence of reading books on political attitude is not topic of interest in this study. Based on the results of item validation made during pilot test, 1 item was removed and 30 items were used for final data collection.

All instruments or tools of data collection are written in English language because the population of the study is public university students where the language of instruction is English language. The researcher believed that preparing the tools with one or two of Ethiopian languages are not appropriate and manageable because students in the public universities come from different language background which may be from more than eighty different languages. Hence, it was appropriate and feasible to prepare the tools in the English language which is the common language we use for teaching and learning in higher education. The fear and doubt developed was whether students can really understand English language and appropriately respond to each item in the tools. In order to minimize difficulties, the first thing done was making the language as easy as possible keeping the meaning conveyed the same with the original version. In addition, to minimize risk of errors and invalid data, the selected respondents were oriented properly and advised to raise questions for clarification in the mean time before wrongly responding to the items or statements they felt difficult and unclear during data collection. This was effectively done as some students raised questions for the administrators and got clarification on time during pilot study.

In addition, the researcher collected information about the preferable language of data collection from four Jimma university staff earlier before preparation and administration of instruments. The suggestion obtained was making the language English because English is the language of instruction for all departments except some departments which deliver Ethiopian languages like Amharic and Afan Oromo. Supporting respondents where they feel difficulty in

understanding some vocabularies during administration of tools was done effectively. Of course, great attention was made in making the language of the instruments as simple as possible before duplication of the papers. Some of the items worded with a kind of new vocabularies were adapted and modified to the common words that can really represent the original ones.

### **3.4 Procedures**

In this study different procedures of conducting scientific study were followed. Accordingly, instrument validation, scoring and pilot testing procedure, data collection procedure and data analysis procedure were followed.

#### **3.4.1 Instrument Validation Procedure**

Validity of a research instrument assesses the extent to which the instrument measures what it is designed to measure (Robson, 2011). Content Validity is the extent to which the questions on the instrument and the scores from these questions represent all possible questions that could be asked about the content or skill (Creswell, 2012). It ensures that the questionnaire includes adequate set of items that tap the concept. The content validity of the items used in this study was checked with help of 6 panels of experts in the area. These experts were six PhD students, 2 from applied social psychology, 2 from applied developmental psychology, 1 from sociology and 1 from political science and international relations.

Whether the items were 'essential' or not essential with respect to the purpose of study, they were given to rate the items on a three-point scale (1 = not necessary, 2 = useful, but not essential, and 3 = essential). Therefore, from the total of 44 big five inventory, 43 items were judged as essential while 1 item was judged as useful but not essential. All 10 items for family interactions were judged as essentials. From the total of 34 items in political attitude scale 31

items were judged as essential, 3 items judged as not essential. For the social media usage, all 18 items were judged as essential. Accordingly, essential items were selected and used for pilot test.

### **3.4.2 Scoring procedure**

Social media usage scale, Political attitude scale and Big five personality inventory were given on 5 point scale (1= strongly disagree, 2= disagree, 3= neither disagree nor agree, 4= agree and 5= strongly agree). Majority of the items were written in positive statements and some were written in negative statements. So, the score of the items in negatives statements were reversed before running the analysis. Accordingly, the Social media usage scale has 18 items and the maximum score is 90 and the minimum is 18. The political attitude scale has 31 items and the maximum score was 155 and the minimum was 31. The Big five inventory has total of 44 items subdivided in to the five factors (extraversion, agreeableness, conscientiousness, neuroticism and openness). Hence, extraversion has 8 items with maximum score of 40 and minimum 8, agreeableness has 9 items with maximum score of 45 and minimum 9, conscientiousness has also 9 items with maximum score 45 and minimum 9, neuroticism has 8 items with maximum score of 40 and minimum 8 while the openness scale has 10 items with maximum score of 50 and minimum 10. The family interaction questionnaire was also given on 5 point scale (0= never, 1= rarely, 2= sometimes, 3= usually and 4= always). There were 10 items with maximum score of 40 and minimum 0.

### **3.5 Procedure of the Pilot test**

Pilot test was conducted at Jimma University. These students were selected based on the stratified random sampling methods. Strata were made on college so that sample from College of

Social Science, Education and Behavioral Studies, Business and Economics, Natural Science and Language and Humanities were represented. Listing all specific departments under each college, a department from each college was selected using lottery method. Accordingly, Geography from Social Science College, Psychology from Education and Behavioral Studies, English language department from college of Language and Humanities, Biology department from Natural Science College, and Economics department from College of Business and Economics were selected. As year level was not an issue for the study, attention was given to the college representation. A total of 330 students of which 160 were male and 170 were female participated in the pilot study. However, 26 students of which 16 were male and 10 female students wrongly and inappropriately responded to the items. Some of them, 8 respondents left the questionnaires incomplete because the other side of the question paper was not responded, and 18 of the respondents responded wrongly because they intentionally perhaps put uniform response like choosing all option 5, or 4 or 3 which means it was a kind of fraud and carelessly responding to the items. Therefore, all of these respondents' questionnaires were discarded from analysis of the pilot study. Hence, the pilot test analysis was made on 304 respondents of which 144 were male and 160 were female students. (See Table1 for demographic characteristics of pilot study participants).

The purpose of pilot test was to make sure that everyone in the sample understands the questions clearly and in the same way. By pilot test the researcher can check if any questions make respondents feel uncomfortable. It is also possible to find out how long it takes to complete the survey in real time. The pilot data was analyzed in terms of instrument validation, checking the internal consistence reliability, factor analysis and the findings of the study with regard to the

association or relationship between variables under study. Factor analysis was done to so as to check the factor loaded for the big five traits as well as for the political attitude.

The process of pilot data collection was made with the help of 4 lecturers from Jimma University. They really intensively engaged in bringing students to a lecture hall and supervised them on each type of tools. In addition to the direction given on the questionnaire, oral directions were given to students to clearly understand how to respond to each item. Moreover, the researcher was moving around respondents with support of four staff of Jimma University and clarified the doubt that respondents were raising during data collection. Given few questions respondents asked for clarification, all of their few questions were on personality inventories. No respondent raised question for clarification on all of the rest of tools indicating that they clearly understood it.

A total of 155 students from social sciences, 86 from natural sciences, 66 from business and economics, and 27 from language studies participated in the study. In the analysis the year level and department difference were not emphasized. The researcher only focused on the sex differences as the important demographic difference in the analysis of the result. The strata made were just to make the students representative of the university students.

### **3.6 Reflections on the Results of Pilot Study**

In this section, the appropriateness of the tools used for data collection are checked, analyzed, validated and presented along with the findings of pilot study. Whether the tools are good enough to use for data collection, different measure on the quality of scale are computed. Some of the major one is checking the internal consistence reliability of all items using

Cronbach's alpha and components factor analysis done for validation of the usability levels of the tools employed in data collection.

### **3.6.1 Reflections on methods of study**

This study is a mixed approach where embedded design is applied. But predominantly it is quantitative and correlational research. In this design, the relationships as well as the predictive values of the associations between variables are examined. Accordingly, path analysis using structural equation modeling was used to examine the association among the variables. That is, association among social media (Facebook and YouTube) use, family member interaction, big five personality traits and political attitude of the respondents were run. The magnitude of variance explained ( $R^2$ ) determines the explanation of political attitude due to family interaction, social media usage and big five traits. The difference in demographic variables like sex, family educational level, and perceived family income status are identified with regard to social media use, family interaction, and political attitude. Here, independent sample t-test, one way ANOVA and Pearson product moment correlation coefficient were run to examine the relationships among variables. The mean and standard deviation of each variable is interpreted along with effect size. Regarding the items validation, different raters have checked the tools and suggested some modification particularly on personality inventory. Some of the items in personality inventory were found difficult and vague to understand in Ethiopian context. Therefore, necessary modifications were made for pilot study. On average, respondents completed responding to all items in one hour and 15 minutes. One focus group discussion took about 1 hour and 45 minutes.

Therefore, the design, sampling, tools of data collection, techniques of data analysis were all feasible and appropriate for this study.

### 3.6.2 Reliability and validity of Instruments

The internal consistence of the instruments is measured using Cronbach's Alpha and the obtained values of each are indicated in Table 2:

**Table1:**

*Cronbach's Alpha of the of the original Instruments*

Type of instrument	Cronbach's Alpha	N <sup>o</sup> of Items
Family interaction	.874	10
Political attitude	.924	31
Social media use	.927	18
Extraversion	.658	8
Agreeableness	.612	9
Conscientiousness	.642	9
Neuroticism	.584	8
Openness	.707	10

The pilot test results of the internal consistency reliability check using Cronbach's alpha revealed that all of the instruments are very good to use for data collection in scientific research. A general accepted rule is that alpha of 0.6-0.7 indicates an acceptable level of reliability, and 0.8 or greater a very good level. However, values higher than 0.95 are not necessarily good, since they might be an indication of redundancies (Hulin, Netemeyer, and Cudeck, 2001). The internal consistency reliability coefficient of .874 is above the average requirements of the acceptability standard of the scale. The highest coefficient of the Cronbach's alpha .927 is very strong internal consistency reliability in social media use items. The big five personality inventory items have relatively low coefficient that need to be modified and improved well for final data collection. The political attitude scale items have above average internal consistency as their Cronbach's alpha coefficients of .924 are very strong and acceptable for data collection instruments.

The coefficients of reliability of the instruments for the final data were checked by running the Cronbach's Alpha. Cronbach's alpha is a measure of internal consistency, that is, how closely related a set of items are as a group. It is considered to be a measure of scale reliability.

Technically speaking, Cronbach's alpha is a coefficient of reliability (or consistency).

Here under the Alpha value and number of items used for each type of instrument is given in the following table.

**Table 2:**

***Reliability Statistics of the final Instruments***

Instruments	Cronbach's Alpha	Number of items
Family interactions	.860	10
Political attitude	.919	30
Social media usage	.946	18
Extraversion	.632	7
Agreeableness	.675	5
Conscientiousness	.707	6
Neuroticism	.752	5
Openness	.738	8

Table 2 shows that the reliability of each of the instrument used in the final data collection are good and acceptable. George and Mallery (2003) provided the following rules of thumb: “\_ > .9 – Excellent, \_ > .8 – Good, \_ > .7 – Acceptable, \_ > .6 – Questionable, \_ > .5 – Poor and \_ < .5 – Unacceptable”. Hence, with exception of agreeableness and extraversion which were in the category of questionable, the other items were above the range of acceptability level.

### 3.6.3 Factor Analysis

For further refinement of the instruments used in data collection, factor analysis was done for personality inventory, political attitude scale, family interaction and social media use scale. Prior to conducting factor analysis, inspection of the correlation matrix was done and it indicated that most of the item coefficients were 0.3 and above. The analysis of Measure of Sampling adequacy and Partial Correlations showed that the value of Kaiser- Meyer-Olkin for measuring of sampling adequacy (KMO/MSA) was 0.786. It exceeds the minimum value of 0.6 for a great factor analysis (0.8 – 0.9). Bartlett's test of sphericity was significant at  $p < 0.001$  where it supported the factorability of the correlation matrix.

**Table 3:**

*Total Variance Explained by Components of Big Five Factors*

Factor	Initial Eigenvalues			Extraction Sums of Squared			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	Loadings		Total	% of Variance	Cumulative %
					% of Variance	Cumulative %			
1	6.140	18.057	18.057	1.942	5.713	5.713	3.578	10.525	10.525
2	2.596	7.635	25.692	4.809	14.144	19.857	2.786	8.193	18.718
3	2.000	5.881	31.573	1.938	5.699	25.556	1.706	5.019	23.736
4	1.712	5.034	36.607	1.261	3.708	29.264	1.517	4.462	28.198
5	1.516	4.460	41.067	1.042	3.065	32.329	1.404	4.130	32.329

Factor1 (openness) contributes for 18% of the original data, 5.7% before rotation and 10.5% after rotation. So the factor is affected by the rotation as it increased from 5 to 10% a difference of five. Factor2 (extraversion) contributes 7% of the variance in the original data, 14% before rotation and 8% after rotation.

Factor 3 (conscientiousness) contributed 5% of the original data, 5% before rotation and 5% after rotation. Hence, it is not affected by the rotation. Factor 4 (agreeableness) contributed 5% of the

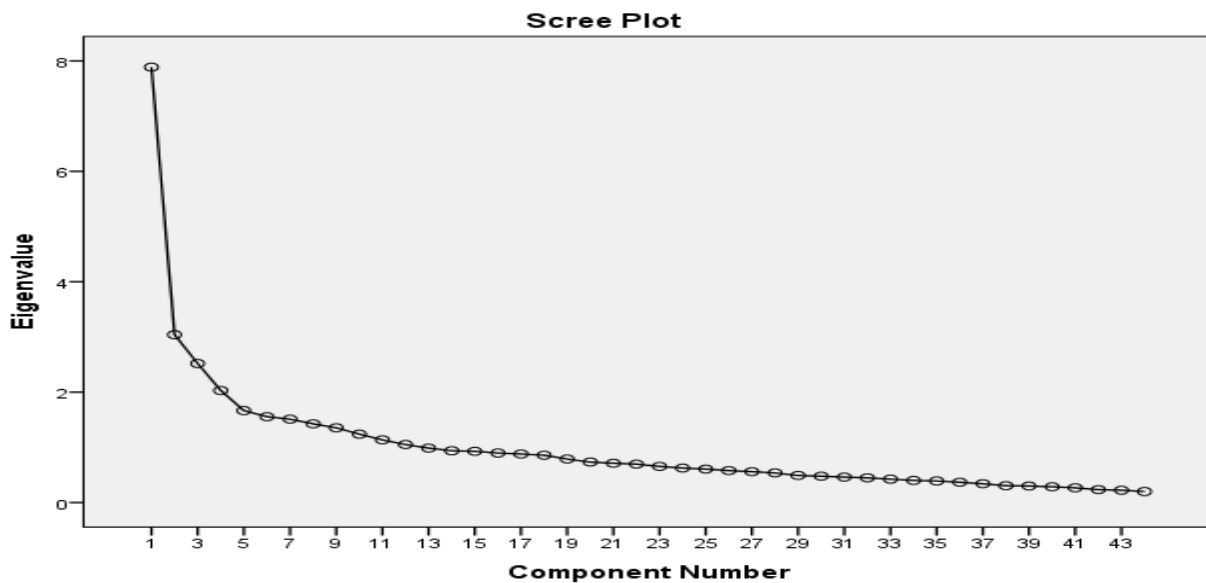
variance in the original data, 3% before rotation and 4% after rotation. Factor 5(neuroticism) contributed 4% to the original data, 4% before and after rotation. Hence, it is not affected by the rotation.

The five factors contributed 41% of the variance of the personality inventory. This is fair in that the given items measure the personality construct.

Before conducting exploratory factor analysis using maximum likelihood estimation, PCA approach was employed to explore the data and examine the factor structures underlying the latent construct of personality traits. In this procedure, a five factor structure was evident as suggested by an elbow at the fifth factor in the scree plot (see Fig 2)

**Fig 2:**

*The Scree Plot of the Components of the Big Five Traits*



In order to conduct exploratory factor analysis, a maximum likelihood estimation method using varimax rotation was employed, as the sub scales or the latent factors underlying

personality traits are heterogeneous. Using a two-step iterative procedure, a personality construct consisting of 31 items with a five factor structure emerged.

In the first iterative procedure, item 32, 33, 20, 26, 43, 12 and 4 were removed because they were found to cross load on different factors indicating that they do not differentiate between different latent variables. After the removal of these items the total variance explained increased from 38 to 40% of the variance.

In the second iterative procedure, after removing items 10 and 22, the total variance explained increased to 41%. A total of 31 items are refined for the final data collection because they are properly loaded for the five different factors. Factor 1 includes items 42, 40, 41, 38, 44, 39, 36, 35, 34, 30, 37, and 25. Factor 2 included item 13, 11, 17, 15, 9, 7, 16, 6, and 5. Factor 3 includes 1, 2, 3, and 8. Factor 4 includes 31 and 23 while Factor 5 includes 19, 18, 14, and 21.

Some items are loaded consistently for the factors they need to be loaded. That means in the original version of the inventory, 8 items such as items 1, 6, 11, 16, 21, 26, 31, and 36 are planned to measure extraversion trait. But some of these items are loaded with other items to measure other factor. Only item 6, 11, 16, are consistently loaded together while the other items are loaded coming from different factors. For example, in the original version of the inventory, item 13 supposed to be loaded with other items to measure conscientiousness trait while items 7 and 17 were planned to measure agreeableness trait. Similarly, items 5 and 15 were intended to measure openness trait while item 9 is neuroticism trait. Hence, these items are either inappropriately understood by respondents or due to cultural reasons these items are perceived together as similar components. The agreeableness items in the original version are loaded together with extraversion items in most cases indicating that the two factors have inter-correlations.

Therefore, revising the items is highly needed to measure personality traits for the final version of data collections. See the appendixes for *Rotated Factor Matrix for the Big Five Traits*

Based on the results of factor reduction, Cronbach's alpha reliability coefficients for the five factors were computed and the obtained result was presented in table 4.

**Table 4:**

***Cronbach's Alpha of the Five Factors after Factor Analysis Conducted***

Factors	Cronbach's Alpha	No of Items
Openness	.799	8
Extraversion	.767	7
Conscientious	.675	6
Agreeableness	.670	5
Neuroticism	.588	5

Factors inter correlations of the five factors after factor analysis was done and the obtained result revealed that the inter correlation coefficients were .352, .182, .237, .246, .311, .140, .317, .162, .193 and .243. (See appendixes)

All the factor inter-correlations were less than 0.7, indicating that the items within the five factors are heterogeneous and are not amenable to composite scoring. The significant correlation coefficient indicates that the whole items measure construct personality traits. The item total statistics for the 31 items of measuring personality traits are given in appendixes.

To summarize the validation results of big five inventory, from the original version of 44 items 31 items are valid measures of the construct personality. 13 items were removed from using in final data collection as some of these items are loaded for two or more factors and some items are not loaded for any one of the factors.

For the validation of political attitude scale again factor analysis was run. Prior to conducting factor analysis, inspection of the correlation matrix was done and it indicated that most of the item coefficients were 0.3 and above. The analysis of Measure of Sampling Adequacy and Partial Correlations showed that the value of Kaiser- Meyer-Olkin for measuring of sampling adequacy (KMO/MSA) was 0.906. It exceeds the minimum value of 0.6 for a great factor analysis (0.8 – 0.9). Bartlett's test of sphericity was significant at  $p < 0.001$  where it supported the factorability of the correlation matrix. Without rotation and fixed number of factors, seven factors are identified with 64.36% of the total variance explained.

However, with rotation the 3 factors cumulatively captured 48.88% of the variance. With the removal of item 14 which is loaded for more than two latent variables, the total variance explained is improved to 50%. Factor 1, 2, and 3 contributed 35 %, 9% and 6% of the common variance with Eigen values of 9.83, 2.4 and 1.67 respectively. The factor loading values for the scales were in the range of .30 to .99

**Table 5:**

*Total Variance Explained by Components of Political Attitude*

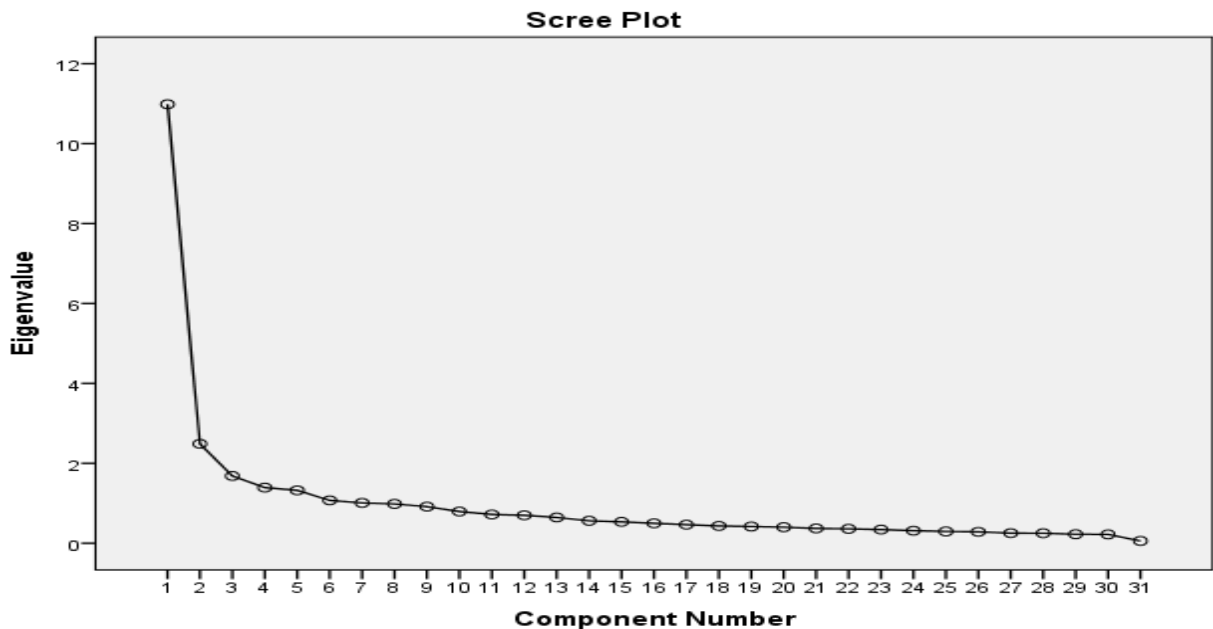
Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.83	35.13	35.13	9.83	35.13	35.13	6.76	24.17	24.17
2	2.47	8.82	43.96	2.47	8.82	43.96	5.18	18.51	42.69
3	1.67	5.96	49.92	1.67	5.96	49.92	2.02	7.23	49.92

These three factors include political attentiveness, political interest and discussion. Before conducting exploratory factor analysis using maximum likelihood estimation, PCA approach was employed to explore the data and examine the factor structures underlying the latent construct of

political attitude. In this procedure, a three factor structure was evident as suggested by an elbow at the third factor in the scree plot (see Fig 3).

**Figure3:**

*The Scree plot of the components of political attitude*



As seen from Fig.3, the shape of the graph is at horizontal direction between 2 and 4 Eigen value which means three components are identified. The pattern and structural matrix of the political attitude scale is attached in the appendixes. Rotated Factor Matrix for Political Attitude Scale is also attached in the appendixes section.

A total of 30 items were found relevant and with few modifications of language, they were used in the final data collection tools. Cronbach's Alpha after factor analysis was conducted and removal of item 14 has changed it to .920

Factor analysis was also computed for family interaction questionnaire and social media use scale. Prior to conduct factor analysis, inspection of the correlation matrix was done and it indicated that most of the item coefficients were 0.3 and above. The analysis of Measure of

Sampling Adequacy and Partial Correlations showed that the value of Kaiser- Meyer-Olkin for measuring of sampling adequacy (KMO/MSA) was 0.91 for family interaction and .93 for social media use scale. These exceed the minimum value of 0.6 for a great factor analysis (0.8 – 0.9). Bartlett's test of sphericity was significant at  $p < 0.001$  where it supported the factorability of the correlation matrix.

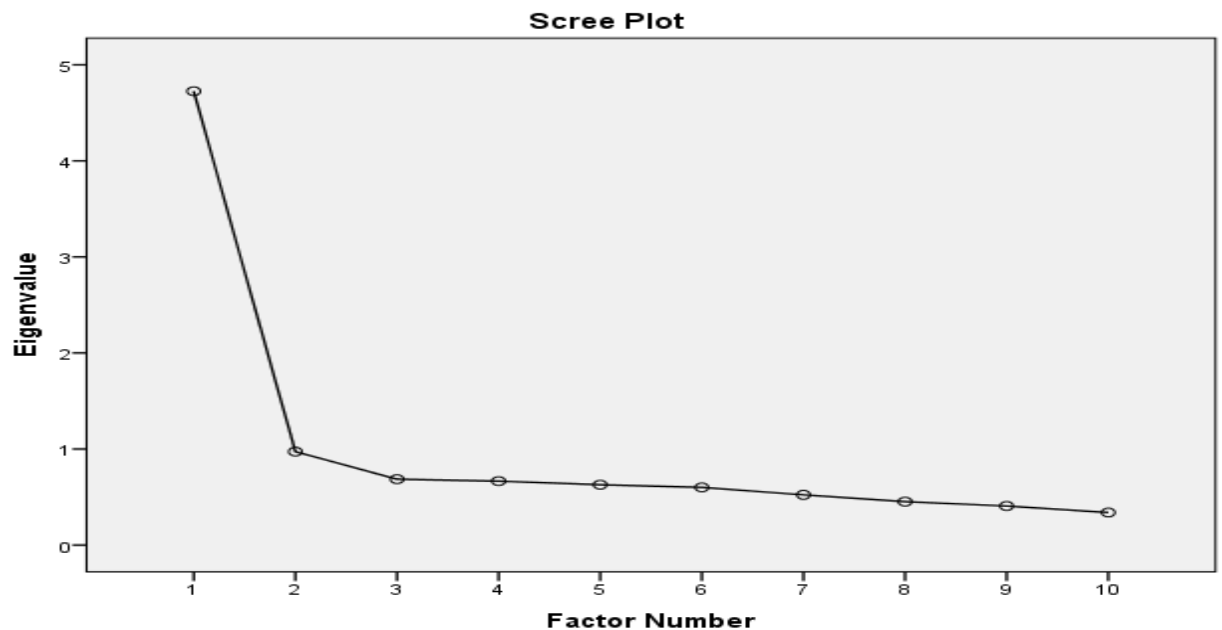
**Table 6:*****Total Variance Explained By Components of Family Interactions***

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.725	47.253	47.253	4.150	41.499	41.499
2	.973	9.731	56.984			
3	.686	6.857	63.842			
4	.666	6.657	70.499			
5	.628	6.282	76.781			
6	.600	6.005	82.785			
7	.523	5.230	88.015			
8	.452	4.525	92.540			
9	.407	4.068	96.608			
10	.339	3.392	100.000			

Extraction Method: Maximum Likelihood.

One factor contributed 47% of the variance of the family interaction questionnaire. This is fair in that the given items measure the construct family interaction.

The Principal Component Analysis approach was employed to explore the data and examine the factor structures underlying the latent construct of family interaction. In this procedure, a factor structure was evident as suggested by an elbow at the first factor in the scree plot (see Figure 4).

**Figure 4:***The Scree plot of family interaction components*

In general, family interactions items are properly measuring the one construct they were intended to measure. Therefore, all the items were used for final data collection.

Regarding social media use scale, 67% of the variance in social media use is explained. Here, three factors namely: Facebook intensity, Facebook for political activities and YouTube use are extracted. Many of the items used for social media use are effective in measuring the construct intended to measure so that they were used in final data collection. But, items 5, 6, 11, 12, 14, and 15 are loaded for two factors and these items needed modification or improvement for final data collection.

To summarize, the instruments used in pilot study were found good to measure the construct they were intended to measure. But some improvement or modifications were needed and made with regard to personality trait inventory because the reliability coefficients of separate five factors were relatively low as compared to the standard. Hence, refining the language or wording in personality inventory was done for final data collection.

Credibility and usability of the FGD guides were also checked by comparing the meaning those questions given to four different individuals. Here, the individuals were asked to reflect their understanding of what the items intended to explore. All of them agreed with similar ideas being explored with the guide. Therefore, all items used in focus group discussion guide were dependable and clearly communicate the purpose of the study.

### 3.7 Reflections on Results

This section presents description of the general characteristics of the sample with regard to level of political attitude, social media use, big five traits profile, and family interactions in the first place. Then the relationships among major variables of this study are indicated.

#### 3.7.1 Demographic characteristics of pilot respondents

In this part, demographic characteristics pilot respondents according to their department and sex distribution is presented in Table 1:

**Table 7:**  
*Sex and Department Distribution of Pilot Sample*

		Departments					Total
		Geography	Biology	Economics	English	Psychology	
Sex	Male	36	38	31	7	32	144
	Female	24	48	35	20	33	160
Total		60	86	66	27	65	304

As seen from Table 7, from the total of 304 students who participated in pilot study, females were 160 and males were 144. The sample was drawn from five colleges so that 60 students from social science (Geography), 86 from Natural science (Biology), 66 from Business and Economics (Economics), 27 students from Language Studies (English Language) and 65

students from Education and Behavioral studies( psychology) . The instruments were administered on 330 students but 26 respondents inappropriately responded and they were discarded from the analysis. Believing that the larger the sample size, the better representative of the university students, the pilot study was conducted on 330 students. But the final analysis of the pilot data was conducted only on 304 respondents who appropriately and correctly responded to all items.

### **3.7.2 Level of Social Media Use, Perceived Family Interaction, Personality Profiles and Political Attitude**

In order to identify the frequency distribution and level of students political attitude, perceived family interaction influence, big five traits and social media usage, mean and median values are used to classify the sample in to high, medium and low or strong, moderate or weak based on variables considered. The mean, median and number of cases above the median score is presented in the Table 8.

**Table 8:**

#### ***Level of Social Media Use, Perceived Family Interaction, and Political Attitude and Personality Profiles***

Variables	Mean	Median	Number of Cases
Perceived Family Interaction	18.74	19	147
Social Media Use	91.47	53	150
Political Attitude	52.69	91	149
Extraversion	24.42	25	122
Agreeableness	27.48	27	149
Conscientious	26.30	26	141
Neuroticism	23.38	24	130
Openness	31.50	32	132

*Note: the number of cases implies the total number of respondents who scored above median point.*

Table 8 reveals that the numbers of cases are categorized as high in variable being measured based on median values. From the total sample of 304, 147(48.35%) of them perceived they have high rate of family member interaction about politics. With regard to social media usage, 150(49.34%) of the respondents use social media highly. Regarding political attitude of the sample, 149(49.01%) of the respondents are strongly interested, attentive and discuss about political issues.

Similarly, the distribution of the sample in terms of personality traits is indicated just to have personality profiles of the sample. Here, the median values are used to determine respondents' above median value to be labeled or characterized as the traits being measured. Accordingly, 122(40.13%) of the respondents have high scores of extraversion traits; 149(49.01%) of respondents have high score of agreeableness trait; 141(46.38%) of the respondents have high score of conscientious; 130(42.76%) of the respondents have high score in neuroticism and 132(43.42%) of the sample have high score of openness personality trait. The percentage of the traits reveals that there is high probability of one case or individual to share high score of two or three traits at the same time. That means one can be high in extraversion, openness and conscientious traits at the same time. Some scholars, e.g., Chen (2013) used mean score as the point to determine high score and low score of the traits measured.

When we exclude the overlap condition and notice the high score on one of the big five traits, only 26(8.55%) of the sample are predominantly characterized by the five traits. That means only 4(1.31%), 7(2.30%), 6(1.97%), 6(1.97%), and 3(0.98%) are predominantly high in extraversion, agreeableness, conscientiousness, neuroticism and openness traits respectively. This implies that the rest of the respondents have high score of two or more traits at the same time.

### 3.7.3 The Relationship among Major Variables of the Study

In order to see the degree of the relationship among perceived family interaction, social media use and political attitude, Pearson product moment correlation was computed.

**Table 9:**

*Zero Order Correlation Coefficients among Major Variables of the Study during Pilot Test*

	Political attitude	Extraversion	Agreeab leness	Conscientiousnes s	Neuroti cism	openness	Media use
Family interaction	.508**	.227**	.186**	.124*	.100	.189**	.246**
Political attitude		.377**	.370**	.395**	.279**	.430**	.517**
Extraversion			.594**	.612**	.578**	.655**	.259**
Agreeableness				.575**	.577**	.660**	.242**
Conscientiousness					.648**	.575**	.371**
Neuroticism						.609**	.334**
Openness							.298**

\*\* . Correlation is significant at the 0.01 level

\*. Correlation is significant at the 0.05 level

Here, the table reveals that there is a significant relationship between family interaction and students' political attitude. The Pearson coefficient of .508\*\* is significant implying that students who have had discussion of political issues with their family members, tend to have strong political interest, discussion and attentiveness on media, with friends and both online and offline. Similarly, the correlations between social media usage and political attitude is significant as  $r=.517^{**}$  implies that high value of Facebook and YouTube usage is associated with strong political interest, attentiveness and discussion about political issues.

The correlation between perceived family interaction and social media usage is also significant as  $r=.246$ , ( $P < 0.01$ ) implying that students who have more political discussion with their family tend to use Facebook and YouTube for political activities.

The coefficient of correlations observed between big five traits and political attitude lies moderate to weak. The largest coefficient which is the moderate relationship is .430 between openness and political attitude whereas the weak relationship is .279 which was observed between political attitude and neuroticism.

#### **3.7.4 Challenge faced in pilot study**

There were several challenges that the researcher faced in the process of pilot data collection. Some of these challenges include less motivation of students to persistently read the items and understand the meaning conveyed. Some students were not disciplined in the class where questionnaires were distributed. They try to look at ones response and also engaged in side talk. Data collectors and the researcher tried to stop their side talk and copying the response from each other as much as possible. It was really a tiresome moment for us to move here and there in class room, lecture hall, to control them. The second major challenges faced was to get students free time together. There were irregularities in classroom so that some students did not attend the class time when we oriented them the purpose of the study. They come and go before times which in turn affect them not to complete the questionnaire properly. Thus, 26 of them left the questionnaires incomplete. It was wastage of resources because these questionnaires were discarded from pilot data analysis. The third and other challenge was that of lengthy questionnaires that can create discomfort for respondents. Some respondents feel upset by shuffle looking at pages and number of the items they were to respond. Their discomfort might have forced them to provide inappropriate and incomplete responses to questions asked in questionnaires particularly for those 26 respondents excluded from the analysis. With regard to focus group discussions, one main challenge faced was that some participants were not talkative,

inarticulate and go astray from the main point so that correcting and listening to them were too time consuming and tiresome.

### **3.8 Techniques of Data Analysis**

In this study, both descriptive and inferential statistics are computed to summarize the results and test the relationship among variables under consideration.

#### **3.8.1 Descriptive Statistics**

The purpose of these statistics was to summarize and describe the variables involved in the study. Here, frequency distribution regarding the characteristics of the sample in terms of department, gender, big five personality profiles and social media use are computed. Measure of central tendency particularly mean and measure of variability like standard deviations are run to describe the numerical summary of the characteristics of the sample. Mean and standard deviation for personality traits, political attitude, social media usage and family interactions tools are calculated to represent average location and distance of the scores of every respondent from the mean.

#### **3.8.2 Correlations**

The relationship among variables of study (such as big five traits and social media usage, family interaction and political attitude), social media usage and political attitude, and big five traits and political attitude were examined by using Pearson product moment correlation coefficient. Pearson correlation coefficient helps to determine the strength and the directions of the relationships among variables measured on continuous scale to make appropriate interpretation. As assumptions, for Pearson correlation to be appropriate, variables should be

measured on continuous scale. The distribution needs to be normal and there should be no outlier, and the relationships need to be linear. Hence, all these assumptions were met before the analysis.

### **3.8.3 Multivariate Analysis of Variance/MANOVA**

The general purpose of multivariate analysis of variance (MANOVA) was to determine whether multiple levels of independent variables on their own or in combination with one another have an effect on the dependent variables. MANOVA requires that the dependent variables meet parametric requirements. According to Tabachnick and Fidell (2013), MANOVA is used under the same circumstances as ANOVA but when there are multiple dependent variables as well as independent variables within the model which the researcher wishes to test. MANOVA is also considered a valid alternative to the repeated measures ANOVA when sphericity is violated. In order to examine students' political attitude status due to the differences in perceived family educational level, family income, sex, year level, place grew up, and political party affiliation, multivariate analysis of variance /MANOVA was computed. Family educational level is categorized in to seven levels for both father or mother level of education. All the major assumptions of MANOVA such (as large sample size, linearity, no outliers, normality, and multicollinearity) were checked in this study.

### **3.8.4 Factor Analysis (FA)**

The goal of FA is to identify not-directly-observable factors based on a larger set of observable or measurable indicators (variables). It attempts to identify underlying variables or factors that explain the patterns of correlations within a set of observed variables. FA is often used in data reduction to identify a small number of factors that explain most of the variances observed in a much larger number of manifest variables. According to Balasundaram (2009)

Factor Analysis is a generic term for a family of statistical techniques concerned with the reduction of a set of observable variables in terms of small number of latent factors. It has been developed primarily for analyzing relationships among a number of measurable entities (such as survey items or test scores). The underlying assumption of FA is that there exists a number of independent variable (or “latent variables”) that account for the correlations among dependent variables. In this study, the dependent variable is political attitude (PA) which is predicted by Family Interaction (FI), Social Media(SM), and Big five personality traits (BFPT).

The two types of Factor analysis (exploratory and confirmatory) were run in this study. The purpose of exploratory factor analysis was to determine the number of common factors in influencing a set of measures. Accordingly, the construct personality trait has five dimensions and five different subscales. So, the big five inventory was used in measuring the five factors. In order to perform the exploratory factors analysis all the necessary steps such ( as Collecting measurements, obtaining the correlation matrix, selecting the number of factors for inclusion, extracting the initial set of factors, rotating factors to a final solution, and interpreting factor structure) were done. In factor extraction, maximum likelihood selected because it was believed to be best so long as the measures has multivariate normality. For factor rotation, the best orthogonal rotation, Varimax rotation, was selected because it is widely believed to be easier for interpretation in the case of uncorrelated factors (Pallant, 2010). The primary objective of a Confirmatory Factor Analysis is to determine the ability of a predefined factor model to fit an observed set of data. In performing confirmatory factor analysis, necessary steps such as defining the factor model, collecting measurements, obtaining the correlation matrix, fitting the model to the data and evaluating model adequacy were performed. Model fitting procedure is done by

Maximum likelihood estimation. The most commonly used test of model adequacy in this analysis was chi square goodness-of-fit test.

### **3.8.5 Structural Equation Modeling (SEM)**

Path analysis using AMOS software was employed to determine the overall fit (variance explained) of the model and the relative contribution of each of the predictors to the total variance explained. The outcome or dependent variable 'political attitude' is predicted from social media, big five personality traits and family interaction. Structural equation modeling is a methodology for representing, estimating, and testing a theoretical network of (mostly) linear relations between variables (Rigdon, 1998). The purpose of the model, in the most common form of SEM, is to account for variation and covariation of the measured variables (MVs). According to Kline (2010), model specification, identification, parameter estimation, model evaluation, and model modification are steps in SEM. Model specification defines the hypothesized relationships among the variables in an SEM based on one's knowledge. Model identification is to check if the model is over-identified, just-identified, or under-identified. Model coefficients can be only estimated in the just identified or over-identified model. Model evaluation assesses model performance or fit, with quantitative indices calculated for the overall goodness of fit. Modification adjusts the model to improve model fit, i.e., the post hoc model modification. Hence, using path analysis, the extent of variation in political attitude due to family interaction, big five personality traits, and social media usage (Facebook and YouTube) were examined and interpreted. Assuming that all these three factors influence or affect political attitude, which one of these factors mostly predict is identified using regression weights or beta values between each variable. In explaining advantages of SEM over multiple regressions, Dion (2008) put the following:

- SEM estimates all coefficients in the model simultaneously. Thus, one is able to assess the significance and strength of a particular relationship in the context of the complete model.
- In many models, an independent variable in one relationship, social media usage for example, becomes a dependent model in other relationships.
- Multi-co linearity is a problem in multiple regressions. In SEM multi co-linearity can be modeled and thus assessed. When using SEM the relationships between predictor variables can be modeled. What this means is that the coefficients between the predictors and the dependent variables are partial derivatives. Thus the influence of one predictor on another is held constant when estimating the predictor–dependent relationship.
- When using latent variables in SEM, measurement error is eliminated and thus more valid coefficients are obtained.

The following issues are addressed as assumptions of running structural equation model:

The requirement of sufficient sample size - a desirable goal is to have a 20 to 1 ratio for the number of subjects to the number of model parameters. However, a 10 to 1 ratio may be a realistic target. If the ratio is less than 5 to 1, the estimates may be unstable. Hence, assumptions related to the measurement instruments, multivariate normality, parameter identification, outliers, missing data, and interpretation of model fit indices are all needed to be checked for SEM analysis (Schumacker & Lomax, 1996).

To mention model fitness, according to Hu and Bentler (1999), *Chi-square test* ( $\chi^2$ ) tests hypothesis that there is a discrepancy between model-implied covariance matrix and the

original covariance matrix. Therefore, the non-significant discrepancy is preferred. For optimal fitting of the chosen SEM, the  $\chi^2$  test would be ideal with  $p > 0.05$ . Comparative fit index (*CFI*) represents the amount of variance that has been accounted for in a covariance matrix. It ranges from 0.0 to 1.0. A higher CFI value indicates a better model fit. In practice, the CFI should be close to 0.95 or higher (Hu and Bentler 1999). Similarly, *Goodness-of-fit index (GFI)* has range of GFI 0–1.0, with the best fit at 1.0. Moreover, Root Mean Square Error of Approximation (RMSEA) is related to residual in the model. RMSEA values range from 0 to 1 with a smaller RMSEA value indicating better model fit. Therefore, in this study fit indices such as CFI, GFI, RMSEA and AGFI were used in determining model fitness.

### **3.8.6 Basics of Data Analysis**

The quantitative data were analyzed using SPSS 21 version and different assumptions of statistical analysis were met to avoid error committed. Accordingly, descriptive statistics like mean and standard deviations, correlation coefficient, multivariate analysis of variance, and structural equation model (SEM) were employed. The qualitative data was analyzed separately but mixed with the quantitative data in interpretations of results as the purpose of FGD done in this study was to serve as secondary role or support role for the main data.

In order to proceed with advanced statistical analysis, ensuring data quality through data screening, cleaning, and testing model assumptions is essential. Data screening and cleaning was made by checking the descriptive frequency like minimum and maximum values in the score. For example for scale on 5 point (1 to5), if some number out of this range is wrongly put or encoded, it will contaminate the findings of the study. Hence, careful observation, edition, and cleaning the data were done. Therefore, data screening was done to check if there is wrong score that is, out of the range score, missing data, outliers and means of dealing with the outliers.

For the parametric testing the assumptions like normality, linearity, homogeneity of variance, and multi-collinearity were tested. Assumptions of normality were tested using skewness and histogram. In meeting assumption of structural equation modeling, Kumar (2015) explained that the observations must be drawn from a continuous and multivariate normal population. But normality of data is a condition which happens rarely in the real situation. So the researchers use the estimation technique as per the skewness and kurtosis of data in hand. Since variables in the study reveal normality, the maximum likelihood (ML) technique of approximation was used to find the estimates of parameters. Testing the assumption of homogeneity of variances was done by employing Levene's tests. Collinearity was examined using scatterplot and coefficient of correlation among variables. Accordingly, if the mean and median score on each variable is approximately equal or near, the distribution is considered as normal. Correlation coefficient of  $r_{xy} > \text{or} = 3$  implies the relationship between the two variables are linear. Therefore, all these assumptions were met before running the analysis of the results. The homogeneity variance is non-significant if alpha value is greater than 0.05.

### **3.8.7 Analysis of Focus Group Data**

The first step in many approaches to the analysis of focus group data is to get the entire interview transcribed. As such, transcription of the audio data was effected verbatim. Following transcription, major themes were identified and organized under the main research question that FGD was designed to support. Hence, themes such as role of family interaction in political attitude of university students, the social media usage and the political attitude, the level of political attitude and gender differences in perceived family interaction and political attitude were identified. In doing so, thematic analysis with deductive and semantic approach was

employed. The meaning and interpretations of participants' reflection on the identified themes were elaborated.

Questions prepared for FGD guides were discussed with participants and different ideas were raised by respondents one after the other. Hence, participants' reflections on each question are classified in to themes and more complete narratives were written. Here, thematic method of analysis with deductive and semantic approach was employed. The view that social media and family interaction influence university students' political attitude is examined with the approach. The already identified themes are deduced from the interpretations of the semantic or meaning of the opinion reflected by participants. Accordingly, qualitative data on themes such as the influence of gender difference, role of family interactions and role of social media usage on political attitudes or behaviors were identified.

### **3.9 Ethical considerations**

The whole process of data collection and conclusion made on the findings of this study are in line with the common ethical guidelines suggested by APA for any psychological research. Accordingly written letter from School of Psychology was delivered to the officials of the university administration. Then consent was gained from officials to access students or respondents. Based on sampling, respondents selected were first asked whether they were willing voluntarily to take part in filling the questionnaire. Here, the purpose of the study was disclosed to the participants and permission of their participation was confirmed. No respondent was forced to participate and no one was harmed both physically and psychologically for responding to items in the questionnaire. This also means that each item used in questionnaire respects the culture of Ethiopian people so that it did not violate the norms. Nobody's name was identified in

the study. Generally, basic ethical issues of psychological research were maintained consistently in data collection, analysis and final reflections of the findings of the study.

## **Chapter Four**

### **Results**

In this chapter analysis of the quantitative and qualitative data is made in accordance with the variables under consideration. At first the quantitative part was presented with statistical figures and tables followed by the analysis of qualitative data. Then the interpretations of the finding were presented.

#### **4.1 Demographic Characteristics of Respondents**

In this section, the overall background of the respondents in terms of university, sex, year level, family educational level, place they grew up and family income status are presented (See Table 10).

**Table 10:**  
*Demographic Characteristics of the Sample*

	Variables	Frequency	Percentage
Sex	Male	258	48.3
	Female	276	51.7
Year level	First	168	31.5
	Second	143	26.8
	Third	223	41.8
Univer sity	Addis Ababa	185	34.6
	Jimma	167	31.3
	Mizan Tepi	182	34.1
Perceived family income	Less than 1000	96	18.0
	1000-3000	115	21.5
	3000-5000	68	12.7
	5000-7000	64	12.0
	7000-9000	49	9.2
	9000-1000	66	12.4
	Greater than 10000	76	14.2
Father educational level	No formal education	154	28.8
	Primary level	146	27.3
	Secondary level	70	13.1
	Certificate	22	4.1
	College diploma	22	4.1
	Degree	97	18.2
	Maters and above	23	4.3
Mother educational level	No formal education	215	40.3
	Primary	148	27.7
	Secondary	71	13.3
	Certificate	19	3.6
	College diploma	31	5.8
	Degree	39	7.3
	Masters and above	11	2.1
Place grew up	Rural	200	37.5
	Small town	186	34.8
	Urban	76	14.2
	Large city	72	13.5
political party affiliation	Yes	136	25.5
	No	398	74.5

As seen from the Table 10, a total of 534(276 females and 258 males) participated in this study. In terms of year level, 168 first year, 143 second year and 223 third year students participated. 185 from Addis Ababa University, 167 from Jimma University and 182 from Mizan Tepi University took part in this study.

Regarding the place where they grew up, 200 from rural, 186 from small town, 76 from urban and 72 from large city. Here, majority of the respondents grew up in rural and small town.

With regard to perceived family monthly income, 279(52.24%) of the respondents responded that the approximate monthly family income is less than 5000 and only 76(14.2%) the respondents responded that approximate monthly family income is greater than 10,000. The remaining are between 5000 and 10000.

As far as family educational level is concerned, 154 of the respondents reported that their fathers have no formal education and 215 of the respondents reported their mothers have no formal education. Majority of the respondents reported their father and mother educational level is no formal education and primary level. That means, 56% of the respondents' father educational level is primary and below and 68% the respondents' mother educational level is primary and below. However, about 11(2.1%) and 23 (4.3%) of the respondents reported their mother and father educational level is masters and above. The remaining reported secondary level, certificate, diploma and degree.

Considering the respondents political party affiliation, 136(25.5%) of them reported they are close to certain political party in the country. This means they have same kind of affiliation with political party. And the majority of them 398 (74.5%) of them reported that they do not have any affiliation with a political party in the country.

## 4.2 Results of Quantitative data Analysis

In this section, the findings of the quantitative data were presented in line with basic research questions.

### 4.2.1 Level of Social Media Use, Perceived Family Interaction, Personality Traits

#### Profiles and Political Attitude

In order to identify the frequency distribution and level of students political attitude, perceived family interaction influence, big five traits and social media usage, mean is used to classify the sample and identify the number of cases scored above the mean.

**Table11:**

*Level of Social Media Use, Perceived Family Interaction, Personality Traits Profiles and Political Attitude*

	N	No of cases	No of items	Min	Maxi	Mean	Std. Deviation	Percentage
Political attitude	534	264	30	30	144	87.159	20.939	49.43%
Family Interaction	534	256	10	0.0	40	18.147	8.514	47.94%
Social media	534	264	18	18	90	51.273	18.026	49.43%
Extraversion	534	242	7	8	34	21.118	5.008	45.31%
Agreeableness	534	272	5	7	25	17.206	4.122	50.93%
Conscientiousness	534	275	6	7	30	20.391	4.730	51.49%
Neuroticism	534	271	5	5	24	13.750	4.377	50.74%
Openness	534	275	8	10	40	25.511	5.780	51.49%

*Note: The number of cases implies the total number of respondents who scored above mean.  
Percentage implies the proportion of the sample that score above the mean the variables.*

Table11 indicates that from the total of 534 respondents 256(47.94%) of the respondents' of have relatively high rate family interaction with regard to political issues. This implies that they

frequently discuss political issues like about the Ethiopian government, the current prime minister of Ethiopia, about political parties in the country, and policy issues in the country.

About 264(49.43%) of the respondents have relatively high interest in political issues. They are more attentive of political news, discuss political issues online and offline, engage in political activities such as protest, demonstration, petition, and so on.

Similarly 264(49.43%) of the respondents highly use social media particularly Facebook and YouTube. Here, the rate of social media usage for political activities reportedly high among them. Almost half the total number of respondents' use social media for political activities. That means reacting, posting, sharing, and commenting political messages are relatively high with them. From different types of social media platform, Facebook, telegram, YouTube and Instagram consists of 50%, 34%, 8.4% and 5.1 % respectively. Hence, about 97.5 % of social media that students use were taken by these four social media platforms. 50% of the respondents reported that they use Facebook at first followed by telegram which is 34%. From among the different types of social media platforms 53% of the respondents reported the use of Facebook for political activities like sharing, reacting, commenting political messages.

Regarding personality profile, 242(45.31%) of the respondents scored above the mean in measure of extraversion trait, 272(50.93%) of the respondents scored high in the measure of agreeableness, 275(51.49%) of the respondents scored above the mean in measure of the conscientiousness trait, 271(50.74%) of the respondents scored above the mean in neuroticism trait and 275(51.49%) of the respondents scored above the mean in openness trait.

The percentage of the traits reveals that there is high probability of one case or individual to share high score of two or three traits at the same time. That means one can be high in

extraversion, openness and conscientious traits at the same time. Scholars, e.g., Chen (2013) also used mean score as the point to determine high score and low score of the traits measured.

When we exclude the overlap condition and notice the high score on one of the big five traits, only 26(8.55%) of the sample are predominantly characterized by the five traits. That means only 4(1.31 %), 7 (2.30%) , 6(1.97% ) , 6(1.97%), and 3(0.98 %) are predominantly high in extraversion, agreeableness, conscientiousness, neuroticism and openness traits respectively. This implies that the rest of the respondents have high score of two or more traits at the same time.

#### 4.2.2 The Interrelationship among Major Variables of the Study

In order to see the degree of the relationship among perceived family interaction, social media use and political attitude, Pearson product moment correlation was computed and the obtained result is presented in the following Table 12.

**Table 12:**

#### *Zero order Correlation Coefficients among Major Variables of The Study*

	Political attitude	Extraversion	Agreeableness	Conscientiousness	Neuroticism	openness	Social Media use
Family interaction	.514**	.121**	-.025	.038	.174**	.074	.235**
Political attitude		.156**	.074	-.056	.182**	.204**	.479**
Extraversion			.132**	.117**	.154**	.224**	.079
Agreeableness				.363**	-.077**	.333**	-.155**
Conscientiousness					-.128**	.248**	-.141**
Neuroticism							.217**
Openness							.048

\*\* . Correlation is significant at the 0.01 level

\* . Correlation is significant at the 0.05 level

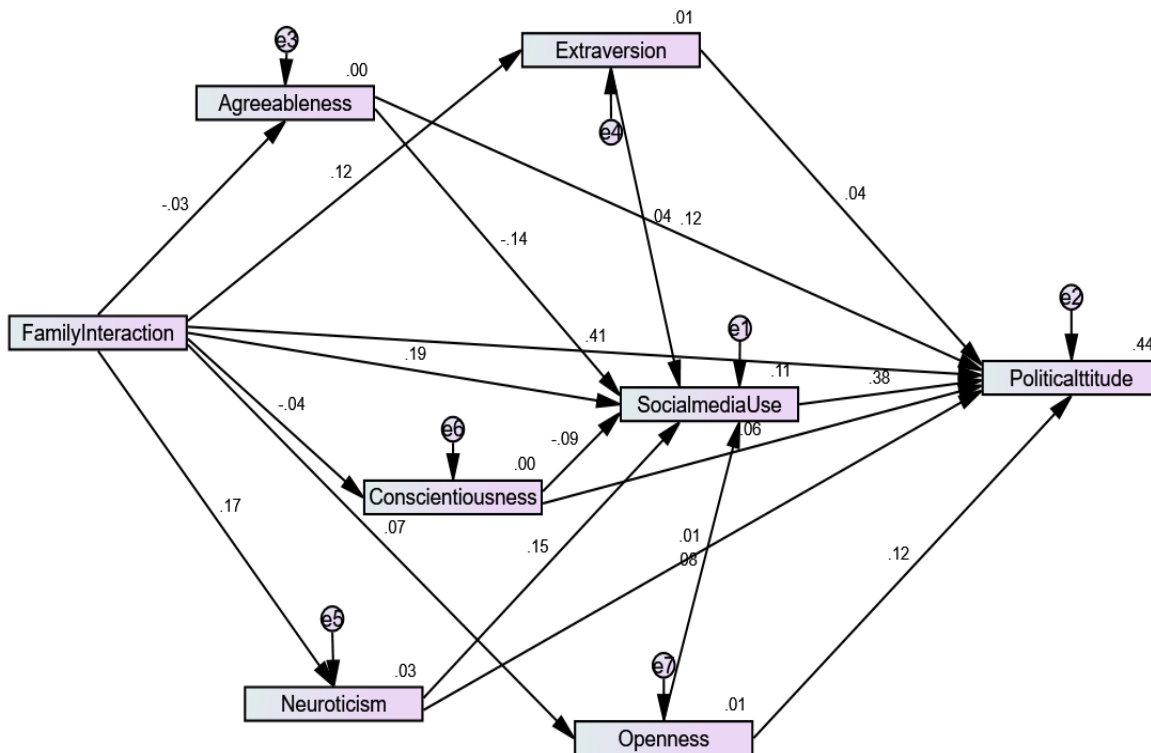
Here, the table reveals that there is a significant relationship between family interaction and students' political attitude. The Pearson r coefficient of .514\*\* is significant implying that students who have had discussion of political issues with their family members, tend to have

strong political interest, discussion and attentiveness on media, with friends and both online and offline. Similarly, the correlations between social media usage and political attitude is significant as .479\*\* implies that high value of Facebook and YouTube usage is associated with strong political interest, attentiveness and discussion about political issues. The coefficient of correlations observed between big five traits and political attitude seems weak as the largest coefficient is the relationship between openness and political attitude which was .204 followed by the relationship between neuroticism and political attitude which was .182.

#### **4.2.3 Proportion of the Variance in Political Attitude Explained by Predictors**

One of the main purposes of this study is to answer the basic question 'what proportion of variance in political attitude is explained by family interaction, social media usage, and the big five traits jointly and separately'. In order to answer this question, the structural equation model (SEM) of path analyses using Amos software was employed. Hence, the basic assumptions of SEM were met before the main analysis.

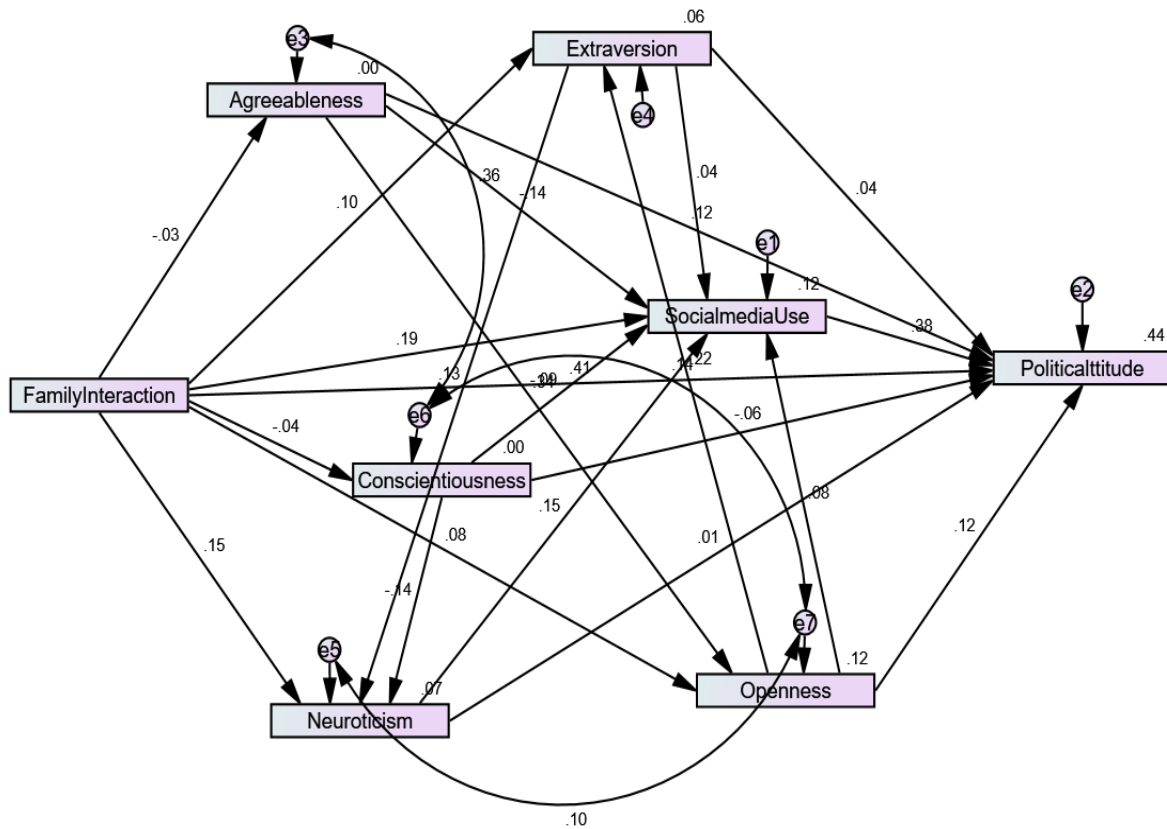
Conceptual model of the study (see Figure 5) went through modifications until the final most fitting SEM model was obtained. Figure 5 shows the initial output model from AMOS.

**Fig 5:***Initial model*

Chi-square = 208.402, Df = 10,  $P < 0.001$ , that means there is statistically significant difference between the proposed model and the obtained data. Fit indices of this initial model were poor. For instance, the Comparative Fit Index (CFI) close to 1 implies best model but in this initial model, CFI=.660 which suggests the modification of the model necessary. In addition, Root Mean Square Error of Approximation (RMSEA) is related to residual in the model. RMSEA values range from 0 to 1 with a smaller RMSEA value indicating better model fit. However, in the initial model, RMSEA value was .193 which suggests the necessity of modification to make it closer to zero. Modification indices indicated the direction in which the fitness of the model could be improved

Therefore, all of the modifications were made either by drawing path between dimensions of personality (4 arrows) or by allowing errors associated with the dimensions of personality to covary (3 curves). These modifications are logical and supported by theory and empirical studies (Grace& Bollen, 2005; Chih-Ping& Bentler, 2002) because all of the dimensions belong to a single bigger construct, that is, personality. With an adequate measurement model, attention needs to be focused on the structural relations among latent variables. The following Figure 6 indicates the modified and final model of the SEM

**Figure 6:**  
*Modified and Final model*



Model Chi-square = 5.131, with 3df,  $P = .162$ . Hence, the first assumption of fit indices is met as the chi-square test is not significant indicating that the model is acceptable. The test of normality was done and the obtained results are presented in Table 13.

**Table 13:***Assessment of normality*

Variable	Min	Max	skew	C.R	kurtosis	C.R.
Family Interaction	0.000	40.000	.158	1.494	-.435	-2.050
Agreeableness	7.000	25.000	-.222	-2.096	-.644	-3.040
Openness	10.000	40.000	-.070	-.656	-.415	-1.957
Conscientiousness	7.000	30.000	-.176	-1.658	-.554	-2.614
Extraversion	8.000	34.000	-.019	-.181	-.331	-1.562
Neuroticism	5.000	24.000	.077	.728	-.675	-3.186
Social media Use	18.000	90.000	.022	.203	-.938	-4.426
Political attitude	30.000	144.000	-.013	-.122	-.332	-1.567
Multivariate					3.812	3.482

*Note that Critical Ratio is statistics obtained by dividing an estimate by its standard error*

As observed from Table 13, the data is multivariate normal because the critical ratio value of 3.48 is less than 5. Therefore, it is now clear that one of the major assumptions of SEM is met. Most indices are now good, in addition to chi square; CFI and RMSEA are also good. Thus interpretations of the path coefficients and contributions will be meaningful.

For SEM to be acceptable, RMSEA should be close to 0. In this conceptual model, RMSEA = .037{(90% CI) (.00, .09), PCLOSE =.59}. In addition, HOLTER at .05 and .01 need to be greater than 200 for the model to be acceptable. Hence, for this conceptual model, HOLTER at .05 and .01 is 812 and 1179 respectively. This indicates that sample size used to test the model was adequate. The comparative fit index is close to 1 to be best fit. Accordingly, in this model, CFI=.996 which is closer to be 1. Good of fitness index (GFI) = .998 which also very good (See appendices).

As compared to the saturation model and independent model, this conceptual model has Akaike Information Criterion (AIC=71.12) and Browne-Cudeck criterion (BCC=72.26) which were lower than that of saturation model whose AIC =72.00 and BCC= 73.23. Therefore, the lower value of AIC and BCC for this conceptual model implies the fitness of the model (see appendices).

Once, the fit indices are in acceptable range, the next level of analysis of structural equation model/SEM is computing the Beta value or the standard regression weights. In this study the value on curve is the path estimate which reveals a unit change in a predictor is followed by the amount of the estimate on the dependent variable. Hence, path coefficients or the regression weights of the predictors family interactions, big five traits and social media usage are indicated in the next table shows the maximum likelihood of the estimates in the standard regression weights. The standard regression weights of all the predictors are presented in the following Table 14.

**Table 14:**  
*The Standardized Regression Weights*

			Estimate	S.E.
Agreeableness	<---	Family Interaction	-.025	.021
Openness	<---	Family Interaction	.083*	.028
Extraversion	<---	Family Interaction	.104*	.025
Conscientiousness	<---	Family Interaction	-.038	.024
Neuroticism	<---	Family Interaction	.152***	.022
Social media Use	<---	Family Interaction	.191***	.088
Social media Use	<---	Extraversion	.045	.152
Social media Use	<---	Agreeableness	-.139**	.199
Social media Use	<---	Conscientiousness	-.090	.170
Social media Use	<---	Neuroticism	.148***	.174
Social media Use	<---	Openness	.079	.140
Political attitude	<---	Family Interaction	.409***	.083
Political attitude	<---	Extraversion	.038	.141
Political attitude	<---	Agreeableness	.122***	.186
Political attitude	<---	Conscientiousness	-.063	.158
Political attitude	<---	Neuroticism	.012	.163
Political attitude	<---	Openness	.121***	.130
Political attitude	<---	Social media Use	.381***	.040

Note: \*\*\* =  $P < 0.001$ , \*\* =  $P < 0.01$ , \* =  $P < 0.05$

From Table 14, it is revealed that because  $p > .05$ , the regression weight for Family Interaction in the prediction of Agreeableness is not significantly different from zero at the 0.05 level (two-tailed). However, the regression weight for Family Interaction in the prediction of Openness is significantly different from zero at the 0.05 level (two-tailed). This means that when other variables are controlled, as Family interactions increase in one unit, openness trait increases by

.083. The regression weight for Family Interaction in the prediction of Neuroticism is significantly different from zero at the 0.001 level (two-tailed). This implies that as Family interaction is increased in one unit, neuroticism is increased by 0.152. Similarly, the regression weight for Family Interaction in the prediction of Social media usage is significantly different from zero at the 0.001 level (two-tailed). As family interaction increases in one unit, social media usage increases by 0.191. The regression weight for Agreeableness and Conscientiousness in the prediction of social media usage is significantly different from zero at the 0.05 level (two-tailed). While the regression weight for neuroticism in the prediction of social media usage is significantly different from zero at the 0.001 level (two-tailed).

The regression weight for Agreeableness, openness, family interactions and social media usage in the prediction of political attitude is significantly different from zero at the 0.001 level (two-tailed). Here, from big five traits, political attitude is explained by agreeableness and openness while the other three factors such as neuroticism, extraversion, and conscientiousness are not significant. Family interaction and social media usage significantly explain the political attitude. As family interaction increases in one unit, political attitude increases by 0.409. When social media usage increases in one unit, political attitude increases by .381. Both family interactions and social media usage took the larger proportion of the variance explained in political attitude. When the proportion variance is explained separately, the  $R^2$  coefficient of the relationship among variables is given in the following Table 15.

**Table15:**  
*Variance explained in Political attitude by the predictors*

Predictors	Estimate ( $R^2$ )
Big five Personality Traits	.088
Social media usage	.23
Family interactions	.265
Personality and Social media	.284
Family Interactions and Big five personality Traits	.311
Family interactions and social media	.40
Family Interactions , Social Media and Big five personality Traits	.440

As observed from Table 15, when joint and separate contributions of the major variables to Political Attitude is considered, the joint contribution of all of the variables to Political attitude indicated in the tested path model above is 44%. That means 44% of variance in political attitude is explained by family interactions, big five traits, and social media usage jointly. When two combined contributions are considered, Family interactions and social media:  $R^2 = 40\%$ , Family Interactions and Personality traits:  $R^2 = 31.10\%$  and Personality traits and social media:  $R^2 = 28.40\%$ . From two combined contributions, Family Interactions and social media contributed the highest; personality and media did the least.

When separate single contribution is analyzed, only Family Interaction:  $R^2 = 26.50\%$ , only Social media usage:  $R^2 = 23\%$ , and only Personality traits:  $R^2 = 8.80\%$ . From separate single contributions, Family interactions contributed more than others. Big five Personality trait is the least contributor.

#### **4.2.4 Differences in Political Attitude, Social Media Usage, and Perceived Family**

##### **Interaction as a Function of Demographic Variables**

In order to examine differences in political attitude, social media usage, and perceived family interaction with respect to demographic sex, family income, father and mother educational level, and year level, multivariate analysis of variance(MANOVA) was computed and the obtained result were not statistically significant. That means the level of political attitude for respondents from low income or high income family and less educated and highly educated were not significantly different from each other. In addition, there were no significant sex differences in perceived family interactions, social media usage and political attitude. (See appendices).

#### **4.2.5 Differences in political attitude and family interaction with respect to place of grew up and affiliation to political parties**

The diversity in university is explained in many ways including the place where the students grew up, their affiliation towards certain political party, and the year level in respective program. Therefore, this study aimed at explaining if there are differences in political attitude and perceived family interaction with respect to political affiliation and place they grew up. To analyze this, MANOVA was run because multiple independent variables with different levels and multiple dependent variables can be best interpreted by F statistic and the obtained result is presented in the following Table 16.

**Table 16:*****Mean and Standard Deviation of Family Interaction and Political Attitude with Respect to Place of Grew Up and political Party Affiliation***

	Place grew up	Political party affiliation	Mean	Std. Deviation
Political Attitude	Rural	Yes	89.1404	26.83777
		No	86.2587	19.72369
	small town	Yes	98.8000	18.01789
		No	83.0840	20.13189
	Urban	Yes	86.9333	25.58310
		No	86.3607	20.63656
	large city	Yes	95.6667	12.90349
		No	85.3333	18.39530
Family Interaction	Rural	Yes	18.0526	8.86087
		No	14.6154	7.58977
	small town	Yes	21.5091	7.81469
		No	17.8855	7.92527
	Urban	Yes	20.6000	8.41597
		No	21.2459	8.16834
	large city	Yes	25.2222	9.28410
		No	19.2698	9.24262

Note that party affiliation is dichotomized as 'Yes' and 'No'

Table 16 reveals the M and SD of political attitude and family interaction with respect to where respondents grew up in rural, small town, urban and large city. Moreover, the mean and SD differences in perceived family interaction and political attitude were also analyzed with respect to respondents who have political party affiliation and who do not have.

Accordingly, the mean scores of political attitude for respondents who grew up in rural, small town, urban, and large city and who perceive themselves as close to any political party are 89.14, 98.80, 86.93, and 95.67 respectively. In all of the four places they grew up, political attitude of those who have affiliation in any political party is stronger than those who do not have party affiliation.

The mean scores of perceived family interaction for respondents who grew up in rural, small town, urban, and large city and who perceive themselves as close to any political party are 18.05, 21.50, 20.60 and 25.55 respectively. Here also except those who grew up in urban, the mean score of perceived family interactions for respondents who grew up in rural, small town and large city and those who perceived themselves as close to any political party are stronger than those who do not have any close relationship with any political party.

Whether the mean score differences are significant or not the multivariate tests are presented in the following Table 17.

**Table 17:*****Multivariate Tests***

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared
Place grew up	Pillai's Trace	.059	5.340	6.000	1052.000	.000	.030
	Wilks' Lambda	.941	5.390 <sup>b</sup>	6.000	1050.000	.000	.030
	Hotelling's Trace	.062	5.439	6.000	1048.000	.000	.030
	Roy's Largest Root	.058	10.110 <sup>c</sup>	3.000	526.000	.000	.055
Political party affiliation	Pillai's Trace	.021	5.499 <sup>b</sup>	2.000	525.000	.004	.021
	Wilks' Lambda	.979	5.499 <sup>b</sup>	2.000	525.000	.004	.021
	Hotelling's Trace	.021	5.499 <sup>b</sup>	2.000	525.000	.004	.021
	Roy's Largest Root	.021	5.499 <sup>b</sup>	2.000	525.000	.004	.021
Place grew * political party affiliation	Pillai's Trace	.027	2.370	6.000	1052.000	.028	.013
	Wilks' Lambda	.973	2.370 <sup>b</sup>	6.000	1050.000	.028	.013
	Hotelling's Trace	.027	2.369	6.000	1048.000	.028	.013
	Roy's Largest Root	.020	3.570 <sup>c</sup>	3.000	526.000	.014	.020

In all the multivariate tests  $p < 0.05$  implying that there is significant differences among groups. For instance, The Wilks' Lambda is significant at alpha 0.05 implying that there are statistically significant differences in political attitude and family interactions among groups. The mean differences in political attitude and perceived family interaction is statistically significant as presented in the following Table 18.

**Table 18:**

*Differences in political attitude and Family interactions due to political party Affiliation and place of grew up (MANOVA Summary Table)*

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Place grew up	Family Interaction	1700.357	3	566.786	8.513	.000	.046
Political party Affiliation	Political attitude	3342.846	1	3342.846	7.891	.005	.015
	Family Interaction	587.376	1	587.376	8.822	.003	.016
Place grew up * Political party Affiliation	Political attitude	4077.267	3	1359.089	3.208	.023	.018

From Table 18, it is observed that there is statistically significant mean differences in perceived family interactions among respondents who grew up in rural, small town, urban and large city. That is,  $F_{(3, 530)} = 8.53, p < .01$ . This means the Tukey's post hoc multiple comparisons revealed that the mean scores of perceived family interactions for rural group is significantly lower than that of small town, urban and large city. Regarding effect size, as revealed in the table, Partial Eta Squared is .046 implying that 4.6% of variance in family interaction is accounted for place where respondents grew up. The mean score of rural group which was 16.34 is significantly lower than that of small town, urban and large city which were 19.69, 20.92, and 22.24 respectively.

The mean differences in political attitude with respect to place grew up is not statistically significant. This means respondents grew up in rural, small town, urban and large city have almost similar political attitude. On the other hand, there are statistically significant mean differences in political attitude and perceived family interaction between respondents who have had close affiliation to political party and those who do not have. That is,  $F_{(1, 532)} = 8.82, p < .01$ . Here, the mean score of perceived family interaction which was 21.34 for those who have affiliation to a particular political party was significantly greater than the mean score of 18.24 for those who do not have close contact with any political party. Similarly, there was a statistically significant mean difference in political attitude between respondents' who reported that they have close affiliation with particular political party and those who do not have affiliation. That is,  $F_{(1, 532)} = 7.89, P < .01$ . Partial Eta Squared is .015 implying that 1.5% of variance in political attitude is accounted for respondents' party affiliation. The mean score of political attitude for respondents who reported as having affiliation to particular political party was 92.63 which was significantly greater than mean of 85.25 for those respondents who do not have affiliation to a

particular political party. That means respondents who have close contact with particular political party have frequent discussion with family about political issues and also they are more interested in political issues, more attentive of political news and discuss political issues more often than those who are not identified with a particular political party.

### **4.3 Results of Qualitative Data Analysis**

In this section, the FGD participants' reflections on the interview guides were presented according to the identified themes.

#### **4.3.1 Role of family interaction in political attitude**

Participants of FGD were asked a question: *Do you think your family members influence your political attitude? How often do you discuss political issues with your family members?* Their responses generally tend to entail that their family members have same role in sowing seeds of political attitude in them. From their reflection, it appears discernable that discussion on political issues would be taken up at home following events in the country. The contents of their interaction, discussion and sometimes argument were ongoing political dissipation across country. The following verbatim is from one of the male participants at Mizan Tepi University whose idea is shared:

*I discuss with my family members on the information that we heard from media about current events in the country. So, the sources of political discussions at our home are events happened here and there in the country. Events particularly, violence, war, displacements and interethnic conflict associated with current events are the issues on which we discuss with family member. The best example is the killing of civilians at Gura Ferda wereda of Benchi Sheko zone in SNNP,*

*Metekel zone and in Oromia region during youth protests. We usually have very hot discussion on such issues with family members.(Male, MTU main campus)*

Other participants were also of similar views that information they heard from media opens the ways to have discussion of political issues with any of their family member. For instance, one female participant from Mizan Tepi University responded that though her father does not support discussion of political issues at home, she discusses with her brothers and sisters. She reported,

*In our family we discuss political issues with my brothers and sisters. We based our discussion on what we heard or see on media like Television. But our father doesn't like political issues and he insist us not to engage in any kind of political activities. He advises us to concentrate on our education only.(Female, MTU main campus)*

Some of the participants said no member of their family likes politics and they are not allowed to engage in political related interactions at home. On the other hand, as some of the participants indicated, discussion of political related issues are highly practiced in their family but only the adults take part in it. One of the male participants from Jimma University reported; "My father likes politics and usually discusses about it with adult friends at home. But he does not share with us as family members". Participants reported that politician parents or parents who are active political party member themselves do not share or discuss political issues they encounter with their family member.

#### 4.3.2 Gender Difference in Family Member Interaction About Political Issues

Regarding this, questions raised for participants were: *How do you express the gender issues in your family with regard to discussions of political topics? Probe; male or female are active? Why?*

In response to these questions, participants reported that male members of the family dominate the discussions at home. They argued that in many cases females do not have time to attend issues pertaining to politics on media. Women, most of the times, give their attention for entertainments programs like drama, films, and music than political related issues. One of the female participants from Jimma University reported and whose idea most of women supported has the following to say:

*In our home political topics are raised most of the time by male members of the family. Our father is very attentive of media particularly Television. He prefers watching the discussion by politicians and comments the speakers. So, our father opens the topic of discussion for us. My brothers argue with him on some points and agree with his idea on many issues. Hence, only the male members are involved in political discussion in the family.( Female, Jimma University main campus)*

There may be different reasons for why only male members mostly participate in discussions of political issues. Different explanations were forwarded by participants and the issues reflected were similar. For example, one of the male participants from Jimma University put his reflection as follows:

*Not only at home but also on the space or street we men have opportunity to sit in group under tree or on the field and discuss political issues. My friends and I are always on debate on supporting and opposing some political figures. Our sisters and my mom have no such like chance because they are busy with activities at home.( Male, Jimma University main campus)*

The implication of the idea is that females have no time, opportunity and space to discuss political issues as compared to the male members of the family. Females appear to be busy with domestic chores which male members of the family are rarely concerned with.

However, one of the female discussants from Jimma said she has the opportunity to discuss political related topics with her brother at home. She reported:

*My brother highly support one known politician in the country who is actually from the opposition party but I support and like the current PM of Ethiopia, Dr Abiy and we always argue each other. Every moment we see and hear news from Television we have reflection and argue each other.*  
*( Female, Jimma university main campus)*

Nevertheless, as some female participant reported both male and female are not welcomed to discuss political issues in their family. One female participant indicated that in their family politics have no place at all. "We have no such like experience at all" she added. Her parents are more interested on religious issues and they watch Spiritual channels most of their time. They don't have political related model at home. Her father is a religious leader and hence seems to be less interested to be engaged in politics. Some family brought up their children with a perception

of considering politicians as sinners and evil doers. From this it follows that, male or female, political issues can never be contents of their interaction with family members.

#### **4.3.3 The Role of Social Media on Political Attitude**

Political attitude implies being interested in political issues, being attentiveness of politics and having discussion of political issues. Accordingly, the main question raised here was: *How do you see the role of social media (face book) in influencing your attitude regarding politics and political participation?*

Reflection on this question, many of the male participants reported how social media influenced them. They feel that Social media particularly Facebook is source of their political news, knowledge, information, and generally they got several lesson related to politics from Facebook. They like to read posts made by political activists and highly interested in reading comments given by followers. They enjoy reading comments because they said that they learned a lot of things from what people interact, insult, and share ideas under known political figures. They reported that whatever people write or comment in replying to the poster or the commentators are lesson for them. They consider political activists as a model and passionately look after what they write and post on Facebook.

In influencing political attitude of the participants, social media was reported to have played tremendous role. Some of the participants considered social media especially Facebook as source of knowledge regarding politics. Others said their interest, political attentiveness and discussion of political issues were more raised by Facebook. For instance, the following was a view held by a male participant from Jimma was also shared by others:

*The role of social media is great because I log in Facebook from my mobile phone. No need of TV or Radio to be attentive of political issues now days. All information I need is there on Facebook so that I read different TV news from Facebook because almost all television channels I know have Facebook accounts and they always display the news on their page. Hence, social media is source of information of whatever kind not only political issues.( Male Jimma university main campus)*

The other respondents endorse the idea that social media plays crucial role for their political knowledge and interest. They reported that they use Facebook for all purposes including politics because they share their opinion regarding the Ethiopian government and known political figures in the country. They reported that they react, comment, share and post different political related issues on their time line. They are very much interested in it. Facebook gave them great opportunity to get timely news supported by picture or video evidence. The main stream media like TV and radio spread the news several hours after the issues were already posted on Facebook. Hence, they believe that the time factor attracted their attention on Facebook because the government media even deny what really happened at some place and they do not give media coverage for their political benefit. But any ordinary individual with smart phone can take the picture or video of the actual events and post on Facebook within a few minutes. So, they feel that they can get more reliable and fast news on Facebook than other mainstream media in the country.

However, there are also differences in usage of social media among participants. Some participants discussed that they use Facebook or YouTube not for political purpose but for entertainment and education purposes. They reported that they use social media for other

entertainments and they do not like to read political issues at all. They have no interest in it feeling that all things written on Facebook are fake news. Entertainments, memes, and play are their favorite.

One of the male participants from Mizan Tepi added- '*Kumneger Facebook lay altebikim*', literally meaning 'I don't expect something serious on Facebook'.

Regarding being in campus and social media usage for political activities, a question was raised: *How do you describe your Facebook / YouTube use for political activities in campus?* In reaction to this question, some participants said they use social media not only for political purpose but also for all information they want in life. Others said they never use social media for political activities. To put quite from their words, one participant from Jimma university indicated the following shared by others:

*I see that campus life is everything for me. I come to know so many new things in campus. I am using Wi-Fi, internet and Facebook here in campus. Regarding politics, I am not active but I like to see news and read current events happening in our country.( Jimma university)*

Participants were of the view that they use social media in campus for information sharing about class, and courses they take in their respective departments. They reported that for the mere purpose of getting Political information, they do not use Facebook or YouTube. One male participant from MTU reported his experiences as follows:

*In the first place my intention of using face book or YouTube is entertainment but if very popular political news is shared by several people on Facebook, I start to read and watch it. So, I don't see myself as social*

*media user for political activities but sensitive political issues shared by many people attract my attention.( Male, MTU main campus)*

In similar expression, other participant from MTU discussed that he uses social media for information seeking and he does not like politics. The participant reported:

*I don't use Facebook for political activities but for getting news on time. I don't react on what I read but I consume it for information purpose. For example, I got information on what happened in certain region regarding conflict, death, and violence.( male, MTU main campus)*

#### **4.3.4 Comparing Social Media and Family Interaction**

In order to understand the perception of university students on the role of Facebook or YouTube and family interaction on their political activities, the following question was raised for them: *from social media and family interaction which one is more powerful in influencing your political attitude (interest, attentiveness and discussion)? Why?*

In reaction to this question, participants' discussed that both influence their attitude but the degree may differ from one to another. For example, participants discussed that they read news on Facebook and watch from YouTube and come to discuss with their family members. So, the original source of information is social media and interaction with family is just to confirm whether the issues may be trustful or not. They think social media influence them more because they reported that they see that several people with different ideological background write and post or record and upload on YouTube. Therefore, interest in politics is more influenced by social media than family members' interactions. One participant from Jimma University argued- "usually members of a family might have common ideology. But on Facebook or YouTube I see

something quite opposite to my ideology and listening or reading this opposite view impresses me much than the similar ones”.

Others also share similar views in that social media more influence them to be interested in political issues, being attentiveness, and discuss the political related issues with friends and peers both offline and online. Social media is a place where they get lesson about politics and what is going on in the country. One male participant from MTU reported:

*I learn many issues of our country's politics from social media and the role of my family is low. My parents are farmers and they know little or nothing about political issues. So, my interest and knowledge of politics is shaped by my teachers, friends and social media particularly Facebook.*

The influence of family interaction on their political knowledge was perceived less because participants reported social media is sources of everything they got regarding political issues. The reflections of other participants also support the idea in that their feeling of political parties and politicians are highly affected by what they see and read about them on social media. Parents could not tell them about political parties and political activists and different political topics because it seems that they are less knowledgeable. However, on social media, extensive writings made by popular political figures including government officials orient them a lot about the system, ideology, right and wrong, better and worse of what is going on in the country.

Hence, social media play important role as compared to family interaction in development of political attitude. As some reported they have no interest in political issues but comparing the role of their family and social media, social media is very influential because information on

social media comes from diverse sources and it is the collection of all things. But within the family, they may share some limited information or knowledge they have.

Therefore, participants reported that social media influence their political attitude more than the family interactions do.

#### **4.3.5 Level of Political Attentiveness, Interest and Discussion**

As one of the purposes of this study is to describe the level of political attitude which is expressed in terms of political issues interest, attentiveness, and discussion, the participants were asked to discuss their view by answering the following questions: *How do you describe how attentive you are on political issues? Can you describe your level of interest and discussion you have in your day to day interactions?* Attentiveness in political issues was characterized by attending such media as radio, television, newspaper, referring political group's website, and so on. Regarding this, participants reported their experience and the extent to which they find their involvement in political issues. For example, one participant expressed his view but shared by others too:

*I like to talk about politics with any one nearby me. I like reading newspaper with political topics. Though I rarely watch television, I watch a few times if it is political discussion by very popular and known politicians. I don't know the different between many political parties in my region but I like individuals with attractive speech and persuasive capacity. I am not supporter of a party but I have several individuals I like and support regardless of their political group in which they are. (Male, Jimma university main campus)*

News about events reported to have attracted some participants. The situation in the country contributes considerable role in their attentiveness, interest and discussion on political issues with friends. The following is reflection by a participant but highly endorsed by others:

*I don't want to miss the news especially the one at evening at 8:00 pm. I do it because I want to hear or see what is going on in my country, where the PM has been today, and what unusual event happened today. So, I am very attentive because the conflict, war, violence and so many tragedy events happens some places in our country provoked me to pay my attention to the news of political parties, protest, demonstration, etc.( Male, MTU main campus)*

However, one participant reported she does not attend any political news by herself but she hears when people talk about it. Attentiveness requires purpose or need of getting information or knowledge about some issues. Political attentiveness in this context requires intentionally pursuing news from both mainstream media and social media just to have information and knowledge related to the international and local politics. Therefore, the reflection indicated in this study represents those who are interested in attending what news is there today.

One of the main points on which participants were asked to discuss was their feelings, opinions, and views about ethnic and language based federalism in Ethiopia that goes: *What do you feel or think about current ethnic and language based federalism in Ethiopia?*

In reaction to this question, some participants were highly emotional and argued that the cause of all the interethnic conflicts, displacements, and violence is this ethnic based federalism. One participant argued which actually others agreed to is:

*I don't like the ethnic and language based federalism including some articles of the Federal Democratic Republic of Ethiopia. It doesn't guarantee the security and peaceful coexistence of the people of Ethiopia. If every ethnic group has its own flag and region, Ethiopia is going to be divided in to more than eighty regions and eighty different flags are representing one country. So, this kind of system of governance totally dissolves the country's unity and sense of Ethiopianism ('Ethiopyawinet') completely destroyed in the mind of Ethiopian citizen. Therefore, I wish we did not expose ourselves to such like division and fragmentation of Ethiopian nationalism.(Male, MTU main campus)*

Similar to the above reflection, other participants also indicated their view that there was no ethnic based conflict in Ethiopia as they were told by elders in their community. The division along line of ethnicity came as issue in Ethiopia after the Derg regime was overthrown. They indicated that there was no ethnic based conflict or simply interethnic conflict before the reign of EPRDF. But currently, the ethnic based federalism subdivided the people of one country in to different small states. Hence, their reflections seem to stand against the ethnic based federalism because they believe that source of such different evils as conflict, displacement, and violence was accorded to the federal system.

Contrary to this, other participants argued in different ways and reported that they like the current federal system but proper implementation is lacking. For example, they argued that the problem as to their thinking is not on the system but the implementers have misunderstood it. For example, if we take Amhara region, there are different ethnic groups who exercise the right of self-rule based on their languages and their psychological makeup. They see it as something

good example of ethnic based federalism. But in some regions like Oromia, there are different ethnic groups but there is no right of self-rule exercised by other ethnic groups except the Oromos. They think that this is where the problem lies as far as ethnic based federalism is concerned. Only the Oromo group is recognized in Oromia region and other ethnic groups are not represented at all. They reported that this kind of irregularities is not acceptable in our federal system.

However, there were also some participants who tend to strongly support the language and ethnic based federalism. The views upheld by one male participant from Mizan Tepi university actually endorsed by some others are as follows:

*I am strong supporter of the ethnic federalism because the right of self-rule is exercised more by this method than any other kind of administration. So, I like it and vote for that. When we come to the unity of the people of Ethiopia, respecting diversity is the means of achieving the unity because once respected and recognized, people feel the issue of unity. Otherwise by means of dominating other culture with few mainstream cultures we can't expect the unity we aspire.*

The difference in views of the participants may be based on the ethnic diversity of the participants. Some of the participants highly support and love the system indicating that nation, nationalities and people of this country need to rule themselves and exercise the authority over their regions. Of such view is a male participant from Mizan Tepi University reported:

*I think the federalism which is language and ethnic based is good for our country because nation and nationalities of this country have different*

*backgrounds and the opportunity to exercise self-rule could only be achieved if there is system of ethnic based federalism.*

The views of some participants tend to support the real implementation of the system in all federal states and all ethnic groups and demand for representation and recognition under the umbrella of federalism

## **Chapter Five**

### **Discussion**

In this chapter attempt was made to discuss the major findings of this study in line with the existing literature. The results of the research questions are evaluated and discussed by comparing and contrasting against the previous studies.

#### **5.1 Level of Social Media Use, Perceived Family Interaction, Personality Traits Profiles and Political Attitude**

The outcome variable of this study is the political attitude which is manifested by indicators such as political discussion, interest and attentiveness. The findings of this study revealed that many respondents like to talk about politics with people close to them and like reading newspaper with political topics. Attentiveness in political issues was described as listening to radio, watching television, reading newspaper, joining political group's website, and so on. Interest on the other hand is measured using items that ask about how much an individual is interested in political issues in his or her discussion with friends, family, and teachers in day to day interaction. When the number of cases scored above the mean in political attitude scale is concerned, almost half of the respondents have relatively high interest in political issues. They are more attentive of political news, discuss political issues online and offline, engage in political activities such as protest, demonstration, petition, and so on. Similar to the findings of this study, Tang and Lee(2013) study on university students shows that political participation is explained most prominently by direct connection with public political actors, followed by exposure to shared political information on social media particularly Facebook.

When social media usages of university students are observed, the findings of this study reveals that there is high usage of social media. Students engage in Facebook and YouTube usage for several reasons including political activities. When the mean score of social media usage was 51.27, about 49.43% of the respondents scored above average implying that they are highly using Facebook and YouTube for political activities. Usage of Facebook is highly practiced among university students so that political issues related with Facebook usage also affect the practice of the students. In similar vein, findings of the study by Tayo, Adebola and Yahya (2019) in a university in Nigeria showed that social media use is the main activity of university students, as students spend 2-3 hours of a day from which large number of students use WhatsApp followed by Facebook. According to information obtained from respondents, in university students use social media for education, information, entertainment and other unknown reasons. But what seems more logical to discuss here is that the need of information includes the political related information which is directly or indirectly the reason why they frequently log in to Facebook. Most of the time, social media like Facebook serve as immediate source of information on which students rely to update themselves on what is going on in the country and the world at large. That is what several studies on the use of social media reported, e.g. Vitak et al. (2011).

The use of social media is important to get information and being attentive of political news because other mainstream Medias like TV and radio seem to be not timely and accessible for online generation. In line with the finding of this study, the relevance of social media based online communities for political interaction is increasing as young voters spend more time on social networks such as Facebook than watching television (Beaufort & Seethaler, 2016; Stieglitz, Brockmann & Xuan, 2012).

According to the findings of this study, the purpose of social media usage is to gain updated news about politics in the country and to know how the political issues in the country is going on. It is just being attentive and interested in hearing and seeing news about incidents happening here and there in the country. This does not mean that social media is utilized for information seeking purposes only. Education, relationship and entertainment are also the purposes of using social media as respondents of this study reported. In line with the findings of this study, Sao, Houston, Knight, Kennedy & English (2014) reported that in United States of America YouTube was the most popular social networking site among youth, followed by Facebook and Twitter. Hence, time spent on YouTube was positively correlated with their intention to participate in political activities. Once, young people spent their time on social media, their interest in political issues raised because they want to imitate or follow the model. As findings from the qualitative data indicated, the social media like Facebook and YouTube are the main sources of political knowledge and information about what is really going on in the country. Among social media platforms, Facebook was found to be the main one to share information about political issues. This is quite similar with studies reported by previous researchers. For instance as Masiha, Habiba , Abbas , Saud and Ariadi (2018) put it, use of Facebook is significant in promoting political participation by sharing their views and posting comments on political issues on Facebook. The exchanging opinions and information indicates the understanding of political issues and tendency of youth for political participation. Social media (Facebook) open the chance of immediately hearing the political news and current events that may not be disclosed by mainstream media. The main stream media have the fear of being controlled by broadcast authorities so that they are afraid to broadcast news that may work against the will of the ruling party or the government. Users of social media on the other hand

have no fear because individuals may hide their identity and post political message and news by posting picture and video as evidences of what happened at certain places.

Regarding the level of perceived family interactions, the findings of this study reveals that almost half of the respondents' have relatively high rate of family interaction with regard to political issues. This implies that they frequently discuss political issues such as about the Ethiopian government, the current prime minister of Ethiopia, about political parties in the country, policy issues in the country. Young people talk to their family member about political issues. Party affiliation is inculcated in the mind of family member and individual is socialized to love or join the political party the elder member of the family may identify with. This finding is similar with the idea of social learning theory (Bandura 1971) in which observing the behavior of the model (family member in this case), the tendency of political party affiliation and the intention to join certain political party increases. Therefore, the rate of family member interaction about political issues being high may be because family members want to share their attitude to all of the members or the possibility to share ideas and learn from one another is high, and also the tendency to change the attitude of one member of the family is there in the process of family interactions. As the findings of this study indicates events happen here and there in the country become the main points and contents of the discussion they have at home.

As far as the profile of respondents with regard to the big five personality traits is concerned, the findings of this study reveals that majority of the respondents are characterized by conscientiousness, openness and agreeableness. Neuroticism and extraversion are relatively characterized by less number of the respondents. The high score on the traits were determined by the score above the mean. Therefore, the number of cases above the mean score is perceived

as individuals with the characteristics of those traits. For instance, high in agreeableness implies that the respondents score on traits such as Trust (forgiving), Straightforwardness (not demanding), Altruism (warm), Compliance (not stubborn), Modesty (not show-off) and Tender-mindedness (sympathetic) are high. That means the respondents are characterized with these traits and the sum score of the traits gives as construct agreeableness. Those who scored less in these traits are rarely identified with agreeableness characteristics as their personality characteristics. The same understanding applies for the other four of the big five traits.

Considering conscientiousness as example, one who is identified with this trait need to score high in indicators such as Competence (efficient), Order (organized), Dutifulness (not careless), Achievement striving (thorough), Self-discipline (not lazy) and Deliberation (not impulsive). For such items indicated in the measurement of this trait scoring higher in the trait would define the individual with the character in general. Coming to the traits of openness, high score on traits such as Ideas (curious), Fantasy (imaginative), Aesthetics (artistic), Actions (wide interests), Feelings (excitable) and Values (unconventional) would give a person the tendency to be identified with the trait openness. Hence, when an individual score is high in all the items intended to measure the trait openness, he or she would be identified with the trait openness among the big five traits. Identified with the trait Neuroticism means is scoring high on specific traits such as Anxiety (tense), Angry hostility (irritable), Depression (not contented), Self-consciousness (shy), Impulsiveness (moody), and Vulnerability (not self-confident). To be extraverted, the individuals score on specific traits such as Gregariousness (sociable), Assertiveness (forceful), Activity (energetic), Excitement-seeking (adventurous), Positive emotions (enthusiastic), and Warmth (outgoing) need to be high.

However, in the calculation of the level of personality profiles, there is overlap condition. That means the chance of being high scorer in two or more traits are there as the characteristics of an individual may fulfill at least two of the five traits. For example, one can be high in conscientiousness and openness at the same time.

## **5.2 Correlations among Major Variables of the Study**

The major variables of this study were family interactions, social media usage, big five personality traits and political attitude. The interrelationships of these variables were analyzed using zero order correlation coefficients and the findings show their relationship were moderate linear. For example, when the Pearson correlation between family interactions and political attitude is concerned, there is moderate relationship in that relatively high level of political interest, attentiveness, and discussion were reported by respondents who have frequent interactions and discussion with family member about political issues. Similar with the findings of this study, Andolina, Jenkins, Zukin and Keeter (2003) also explained that children in families who discuss politics frequently are more likely to vote as compared to children in homes where politics is not topic of discussions. The frequent discussion about the government, the political party, the election, and current affairs with members of the family would result in high level of political attentiveness and discussion.

University students have relatively better awareness about politics as they are interested in political issues like using social media to express their opinion about the ideology they favor and disfavor. The interrelationships of social media usage with political attitude reveals that respondents with high level of social media usage tend to have high interest in political issues like discussion of politics, being attentive, and being interested in political topics on media. The findings of this study showed that high level of Facebook and YouTube usage was correlated

with strong political attitude. For example, the more students spent their time on watching political speech or debate on YouTube, the higher they are interested to discuss issues related to politics with their family and friends both offline and online. The findings of this study are consistent with Strandberg (2013) in that the use of Facebook and Twitter allowed individuals to engage in politics even for those who lack interest in politics. Moreover, Yang and Brown (2013) indicated that Facebook is the leading social networking site among young people, facilitates social connections among college students. In university, students share knowledge and experience they have about politics by using social media and this in turn increases the level of interest in political issues in the country. Nowadays, there are several events that attract the attention of people regarding political related conflict, violence and war. The sources of the information required are most of the time available on social media than on mainstream media. Hence, the relationship between the social media usage and political attitude seems high and reasonable to accept this strong relationship.

As far as the relationship between social media usage and family interaction is concerned, the correlation is significant but lower. That means the higher rate of perceived family interactions did not necessarily result in higher usage of social media. Consistent with the findings of this study, Dor and Weimann-Saks (2013) reported that parents have moderate to low levels of awareness, involvement, and monitoring in their children's Facebook usage. The involvement of parents in adolescents' social media use is inferior to the amount of time adolescents spent on social media. Having political discussion with members of the family may not necessarily exhibit social media usage. This implies that respondents who have relatively lower level of family interaction on political issues may be engaged in social media usage highly or the vice versa.

The interrelationships among family interactions and the big five traits, big five traits and political attitude, big five traits and social media usage were found to be weak. The coefficient of correlations among the above mentioned variables were found weak implying that political attitude is formed independent of personality traits, personality traits weakly related with the family interactions about political issues.

The findings of this study revealed that the interrelationship among the five traits and social media usage is weak. It was found that extraversion and openness traits which are found to be highly correlated with Facebook usage in previous studies are weakly correlated in this study. For instance, extraverted individuals have been found to have larger networks and show higher contact frequencies (Russel, Booth, Reed, and Laughlin 1997; Anderson, John, Keltner, and King, 2001). The association between big five traits and Facebook usage was investigated by several scholars and found out that extraversion trait is more connected with Facebook usage among other traits (Correa, Hinsley, and De Zuniga, 2010; Przyblyski, Murayama, DeHaan and Gladwell 2013). However, in this study, none of the five traits significantly correlated with social media usage but there is weak positive relationship among extroversion and openness and negative relationships between agreeableness, conscientiousness traits with social media usage. Neuroticism was weakly and positively correlated with social media usage. This weak relationship between big five traits and social media usage may be attributed to the overlapping conditions of the traits among respondents and the fact that the level of social media usage is high among respondents regardless of the personality traits one is dominated by. In short, the association between the big five traits and social media usage is very weak as to the findings of this study.

### **5.3 Proportion of Variance in Political Attitude Explained by Family Interactions, Social Media Usage and Big Five Personality Traits**

The main research question of this study was to explain the proportion of variance in political attitude explained by family interactions, big five traits and social media usage jointly and separately. The results obtained from the path analysis of the structural equation model (SEM) for separate and joint contribution of the variables were discussed.

#### **5.3.1 The Variance in Political Attitude Explained by Family Interactions**

The findings of this study revealed that considerable proportion of variance in political attitude is explained by family interaction. That is, 26.56% of the political attitude of the respondents was explained by family member interactions. Although, there are several other variables that can explain the political attitude of the respondents, family interaction alone contributes 26.56% meaning that the relationship between family interactions and political attitude is strong. The finding of this study supports the studies reported on the high influence of family on their children political attitude. To mention some, Ivey and Yaktus (1996) reported that family is a very important and powerful institution in influencing the attitudes of children because social interaction, communication, formation and maintenance of attitude to gender roles, marriage, parenting, children, career, etc. is imposed by family. When family member interact about political issues at home, the level of interest in political issues, attentiveness of political news, and discussion of political topics will increase considerably.

The influence of the family about the political attitude even starts in childhood during socialization of children. For instance, Maruskin (2006) noted, the higher the frequencies with which young people discuss politics with friends or family, the higher the frequency their

engagements in political activities. Exposure to political issues begin from home so that if children have the opportunity to discuss issues concerning the government, political system, and how the system of administration is going on in the country, the rate of participation, engagement in democratization process will be increased in future when they become adults.

The role of family in attitude formation is countless and the attitude formed at earlier age will be determinant in later development of individuals. In line with this, German (2014) explained that political orientations are influenced by agents of socialization, including family. In a family member interactions where political issues are not content of the interactions, political interest, attentiveness and participation through discussion will be the minimum. Data from FGD participants show that some family consider being politician or talking about politics as sin and they advise their member to shy away from politics related topics anywhere anytime. Politically inactive family had no influence on their young as they never take up political topics within the family. In line with this, as Rodrigues, Menezes and Ferreira (2018) reported, the existence of a family member who plays an active role in a particular political party affects how young people publish and discuss political content on the Internet. Therefore, the role of family interactions in political attitude of young people were found high for those families who have high interest in politics related discussion than those who do not.

The high frequent that students have discussion of political issues such as about national election, current events, politicians, incumbent prime minister, political parties, and policy issues in the country with members of their family lead them to be more interested in politics. That is, they engage in political debate with friends, participate on demonstration and petition, participate on election campaign, criticize or support federal government and the federal system, join political parties, follow the web site of political groups, express views about political topic at a

public meeting and so on. As Quintelier, Hooghe, and Badescu (2007) pointed out, the discussion of politics within the family, and the role model of parents exert a powerful effect on participation patterns of adolescents. Here, the family plays role model in the attitude and behavior of their adolescents so that the young member of a family follows an adult with an active involvement in politics. The principle of social learning theory by Bandura (1971) effectively works on how political attitude is influenced by observing the model behavior in social context. In this case, the model could be family member, popular politician, and international leaders and so on. In social learning theory, reinforcement is considered as a facilitative rather than necessary condition because there are factors other than response consequences that can influence what a person will attend to. In social media use and political attitude (interest, attentiveness and discussion), the direct or indirect reinforcement individuals obtain from peer, family, friends and others for posting political message online or discussing political issues with family or friends encourage them to continue to do the behavior persistently.

Therefore, sharing political message, attentively following popular politicians, commenting and reacting on political related posts and several of political attitudes of university students are influenced by social learning theory principle like attention, retention, production and motivation as all of them are involved on how individuals engage in political issues.

### **5.3.2 The Variance in Political Attitude Explained by Social Media Usage**

Social media usage played a mediator role in path analysis of this study because social media usage was assumed to be influenced by the family interactions, and the big five traits. However, the interrelationships of social media usage with family members' interaction and the five traits were found to be weak. But the influence of social media on political attitude is

significant because the coefficient of the regression weight of the predictor social media on political attitude was found .38. This means that as social media usage is increased in 1 unit, political attitude is changed in .38 units. This point is great because the value of regression weights is powerful in that proportion variance in political attitude explained by social media usage is  $R^2 = 23\%$ . That means although political attitude of university students is explained by several factors, we are certain that 23% is due to social media usage.

Several studies have explained that Facebook plays greater role in political attitude of individuals. For instance, Study by Vitak et al. (2011) mentioned several political activities such as posting status updates about politics; posting political messages on friends' walls; writing and sharing political notes within their networks; g commenting on their friend's posts; sharing political opinions; joining political groups; becoming a fan of candidates were among the political activities done by respondents. When people use social media particularly Facebook, there is highly likely that they engage in political activities online. Reacting to the political message posted on someone timeline indicate that a person is interested to support or oppose the view posted on someone's timeline. Hence, the political attitude of the person is affected by using social media. Consistent with findings of this study, Swigger(2012) reported rather than being a media form like television, sites like Facebook and YouTube allow and encourage users to generate content, share it with each other, and comment on what their fellow users produce. This implies information obtained from social media activate a person to engage in political activities of commenting, sharing and liking the message which shows that he or she is interested in the view raised by the writer or speaker.

Facebook usage plays greater role in election campaign, calling for demonstration, protesting, sharing information about the leaders, corruption, and so many issues which seems

impossible to be broadcasted by main stream media like television and radio and such print media as magazine and newspaper. Parallel to the finding of this study, Ariadi (2018) put it, use of Facebook is essential in enhancing political involvement by sharing their views and posting comments on political issues on Facebook so that exchanging opinions and information were carried out. Not only for information purpose, but also social media like Facebook plays tremendous role in education of political issues. In similar vein, FGD participants of this study have explained that social media particularly Facebook is the source of their political knowledge because popular politicians write several political issues and post on their time line. Then by reading their article one can learn what kind of system the country is in, what conflict happened in certain place and what is to be done according to the principles of the constitution or law of the country. Hence, Facebook plays education role as far as political attitude is concerned.

Similarly, several researchers reported that social media use increased the motivation to participate in politics as politically interested people spent much of their time engaging in activities related to political issues (Xenos & Moy, 2007; Lupia & Philpot, 2005). Apart from information and education roles that it plays, social media gives freedom to express view which may go against the government or ruling body which are actually impossible to do on mainstream media. That means one can express his opposing view of the government in nick or pseudo name and it may take time to identify the real person who wrote or posted something that oppose certain body. But on mainstream media like TV, and radio such opportunity is limited and censorship is highly practiced by the government. In line with this, Young Bae (2014) suggested that social media works as a tool through which information flows, and that interacting in these online networks increases the chance of individuals' involvement in politics and expressing views that are political. Thus why social media act as window of opportunity in

countries where freedom of speech is restricted. The finding of this study complement with what for instance, Tesfaye (2013) discussed that Facebook has provided people the chance to implement freedom of expression after the antiterrorism proclamation has inhibited political discussions on the mainstream media. The ruling party or the government in our context, is less accommodative of the view that oppose their ruling system and that criticize the government. Hence, if somebody is engaged in such like activities, punishment will follow. In order to be free from accusation of the government, usage of social media is the alternative way of opposing the government.

The findings of this study reveals, high rate social media (Facebook and YouTube) for political activities involves posting a status updates about politics , posting a wall comment about politics , posting or sharing a photo/video/link about politics , writing or sharing a note about politics, joining a group about politics , going for a political event , discussing a political issue on message , clicking “Like” on a political party or politician’s fan page , watching political debate on YouTube , and posting political message video on YouTube. The social media usage, thus, is an opportunity to exercise the freedom blocked by dictators.

### **5.3.3 The Variance in Political Attitude Explained by Big Five Traits**

The finding of this study revealed that the big five traits were less related with the political attitude of the respondents. The coefficient of correlation between the five traits and political attitude were moderate to weak in all the five factors. In order of the magnitude, openness, Neuroticism, and Extraversion were moderately correlated with political attitude while conscientiousness and agreeableness were weakly correlated. When the proportion of variance is concerned, big five traits contribute less than family interaction and social media usage in explaining political attitude. That means only 8.8% of the variance in political attitude is

explained by the big five traits. This does not mean political attitude is independent of personality traits because the minimum proportion implies that the tendency of political attitude to be affected by personality traits is there in the relationship.

Several studies reported that political participation, engagement, discussion, and overall political behavior of individuals are affected by the personality traits. For instance, the trait openness to experience is highly correlated with political activities because people with high degree of this trait tend to be open-minded and prefer originality so that they always look for new information and experiences; they are intellectually curious and more likely to discuss and engage in politics (Mondak & Halperin, 2008; Hibbing, Ritchie & Anderson, 2011; Quintelier, Leuven & Theocharis, 2012). The finding of this study also revealed that openness trait contribute the greatest among the big five traits. Similarly, Gerber, Huber, Doherty, Dowling, Raso and Ha (2011) also reported that openness trait was more associated with political participation while Jordan, Pope, Wallis, & Iyer, (2015) explained that openness trait is independent predictor of online political participation. The openness trait is characterized by being open minded and individual who scored high in this trait tends to be curious, imaginative, artistic, actions (wide interests), feelings (excitable) and unconventional. These specific traits contribute relatively better in political interest, being attentive of political news, having political discussion with family and friends both offline and online. In line with this, Mondak and Halperin (2008) described those individuals high in openness to experience tended to be interested in political attentiveness, information acquisition, and willingness to participate on political discussion. Similarly, Quintelier, Leuven and Theocharis (2012) revealed that openness to experience have an effect on online political engagement. From the big five personality traits

openness to experience strongly associated with political attitude (Boston, Homola, Sinclair, Torres, & Tucker (2018).

The finding of this study reveals that extraversion trait is the predictor of political attitude. It is quite consistent with the previous studies as far as the association between extraversion and political attitude is concerned. Study by Gerber, Huber, Doherty, Dowling, Raso and Ha (2011) reported that people high on Extraversion trait are assertive and sociable, they are likely to be drawn to the social engagement aspects of political participation and be eager to advocate for their preferences. The specific traits by which extraversion is identified with include sociable, assertiveness, energetic, excitement-seeking, positive emotions or enthusiastic and warmth or outgoing. The high score in each of these specific traits contribute to final evaluation of an individual to be characterized as extraverted person. Therefore, in this study extraversion is the contributor of political attitude proving that sociable, joiner, and talkative people more engage in political activities to certain extent. Similar the findings of this study, Quintelier, Leuven and Theocharis (2012) reported that extraversion was associated with online political engagement

According to Mondak and Halperin (2008) conscientiousness dimension is related to several political attitudes such as voter turnout, attending political meetings and participation on political discussion. However, as to the findings of this study, conscientiousness contributed less to the political attitude. It is known that conscientiousness trait is characterized by the tendency of being competent (efficient), order or organized, dutifulness, achievement striving, self-discipline and hard worker. Hence, students with high scorers of this trait engaged in their education, achievement and academic success more than being attracted to political issues. May be they are more occupied with the grade they score in the courses they learn and they don't have

enough time to engage in online and offline discussion of political issues. Hard workers are busy with activities that change their life and the life of their community. In our context, several problems like violence, conflict, war, displacements are all associated with something political and the fact that people high in conscientiousness character are interested in knowing the causes of problems, finding the solution and providing appropriate remedy to the problems more often than being part of the problem.

The findings of this study revealed that agreeableness contributes less in political attitude. Consistent with the finding of this study, several studies reported low association between the trait agreeableness and political attitude. For instance, Mondak and Halperin (2008) reported that agreeableness is less related to political behavior. This implies that if individual is characterized by agreeableness trait, he or she scores high in indicators such as trust, not demanding, altruism, not stubborn, not show-off and sympathetic. These specific traits contribute less to the attitude in political issues like being interested in politics, being attentive of political news, events, and happenings, and having discussion about political issues with family and friends. In this study, the individual high in agreeableness may also score high in traits such as conscientiousness or openness and thus why the coefficient of correlation between political attitude and the agreeableness trait is less than neuroticism and extraversion. But still the degree of the relationship implies that there is weak relationship between political attitude and agreeableness. Benignly, similar with findings of this study, Mondak, Hibbing, Canache, Seligson and Anderson (2010) found out that people scoring high in agreeableness and Neurocism tend to poorly engage in political attitude or behavior. The forgiveness and submissive nature of agreeableness trait hinder those people identified with the trait to be less interested in political issues. Being politically active requires criticizing some view and imposing one's own belief or

view on other people. But people high in agreeableness trait are not characterized by critiquing someone or some view because they agree with what is already said by leader, politician or other persons.

The neuroticism trait was associated with political attitude and the finding of this study is inconsistent with several studies on personality traits and political attitude. The events happen here and there in the country may put people in anxious situations and they are more alert about the political situations in the country. As the trait neuroticism is characterized by specific traits such as anxiety, hostility or irritable, depression, shy, moody, and vulnerability, it might be difficult for an individual who rate himself as high in this trait to be shy away from political issues because they feel anxious about the lack of peace and stability in the country. Hence, they like being attentive of political news, events, interested in political topics for discussion, and spending time on listening or watching media broadcasting political debates. In contrary to the finding of this study, Mondak, Hibbing, Canache, Seligson and Anderson (2010) reported that neuroticism was poorly associated with civic engagement.

Regarding the relationship between big five traits and political attitude, there is some differences in explaining the relationship between the two. Some say there is relationship and one's political attitude is affected by individual personality traits. Others discuss that other variable determines political attitude more than the personality traits. For example, Anderson (2009) argued that what determines political behavior or attitude is individuals' sense of community where people believe that their community is their property and their political discussion is the byproduct of social interaction. So, sense of community is about feeling of belongingness about a community in which one lives and that feeling actually contribute to the political attitude he or she exhibits in day to day interaction. However, it has to be noted that

sense of community may be one of the specific traits among the big five traits. For example, openness may be expressed in sense of community. On the other hand, there was a study that reported political attitude develops independent of personality traits. For example, study by Hatemi and Verhulst (2015) found that political attitude develops independent of personality traits. Their longitudinal study rather concluded that political attitudes are often more stable than the personality traits expected to be predicting them. That means personality traits change over time as compared to the political attitude which remains the same in the given time of their study. However, had the study been cross-sectional, the results would have been different. This study is not longitudinal and the data about the personality traits that predicting the political attitude was taken only once and it is not known whether there is change in personality traits overtime or not in case of this study.

#### **5.4 Differences in Political Attitude, Social Media Usage, and Perceived Family Interaction as a Function of Demographic Variables**

The finding of this study revealed that there are no statistically significant sex differences in perceived family interaction, social media usage and political attitude. That means both male and female respondents almost equally reported that they have family member interaction about political issues, engage in social media usage and political attitude.

Regarding family member interaction, the finding of this study revealed that there is no significant difference between, male and female respondents with respect to family member interactions. This occurs, may be because currently the situation in the country forces both male and female members of the society to share ideas about events happening here and there in the country. News of political violence, crime, war, conflict and displacements in Ethiopia became the 'normal' contents of broadcast the last three years and thus why regardless of the sex

differences, all members of the family may engage in discussion of the current political issues in the country. In contrast to the finding of this study, Simon (2017) reported that the gender gap in political knowledge was attributed to such factors as age, academic competence and sex role socialization by the family. This gap is generally considered to be a legacy of the patriarchal culture in many societies, in which only men were in charge of public affairs. But this issue is becoming history in context of the finding this study as family member interaction about political issues was perceived by almost similarly by male and female respondents.

However, the finding of qualitative data is different as far as gender difference in family member interaction about political issues is concerned. Data from FGD discussants indicated that male member of the family dominate the discussion of political issues because females are busy with other domestic activities in the home liking cooking, cleaning, and preparing dinner when male member of the family sit and watch TV or listen to media that facilitate topics of discussion about the political issues. The gender gap in family member interaction is part of the socialization in rural part of the country in that doing the domestic activities in home is mainly practiced by females in most culture of this country. This factor hinders females the chance of sharing experience with male family members about political issues in the country. However, the quantitative data of the study revealed that there is no statistically significant sex difference with respect to family member interaction about political issues. This result is obtained, may be because of female respondents of this study is university students so that the family member may give them credit to participate in discussion. In addition, females are currently empowered by family, school, and community to participate in any kind of issue that concern the public.

Coming to social media usage, the findings of this study revealed that there is no statistically significant gender difference in rate of social media usage among university students.

Both males and females intensively utilize social media for education, information and entertainment. The issue of gender difference with media usage does not work for university students because in campus life there seems equal opportunity for both males and females. There are no domestic chores that make them busy at university unlike female at home. The opportunity of having Wi-Fi access and internet library in universities enable women to use social media platforms like Facebook, YouTube, telegram and others as actively as men. The current situation in Ethiopia may push men and female equally to follow media particularly social media like Facebook and YouTube to get information about political issues of the country. Therefore, a sex difference in social media usage for political activities is not significant.

Inconsistent to this finding, Aghazamani (2010) reported that male university students spent more of their time on Facebook as compared to female students. Male spend much of their time on Facebook chatting while females are on offline chatting with their friends. Moreover, men are active on media usage for political activities like election campaign, going for meeting and others. In line with this, Coffee and Bolzendahl (2010) discussed that men also participate more in electoral politics, such as supporting for a campaign. Men hold party membership; attend political meetings, contact politicians and the media more than women do. Women are not politically active as men because of traditional gender role orientation in that females are not expected to play public roles like leadership.

The political attitude in this study is described as feeling of being interested in political issues, having discussion of political issues with family and friends and being attentive of the political news, events, and activities on media, like television, radio, newspaper, magazine, social media like Facebook, twitter, YouTube, telegram and so on. The gender difference, with respect to the political attitude of university students was examined and the finding of the study

reveals that there was no statistically significant gender difference. That means both males and females were strongly interested in political issues, attentive of political news, and have discussion with family, friends, and network sites. In contrast to the finding of this study, Burns, Schlozman, and Verba (2001) found that men score significantly higher on measures of interest in politics, knowledge of politics, consumption of news media, and feelings of political efficacy. Moreover, Mendez and Osborn (2010) found that women were less knowledgeable about politics and participate less in political issues with their partner. The sex difference in political attitude in literature supports the traditional stereotype in that females have less capability in politics so that their knowledge is limited, their interest for political participation also inferior to that of men. The FGD data in this study also supports the stereotypes that females are not as active as males in political issues. Their knowledge, interest, and political attentiveness in general are not comparable with male. Lack of enough time due to routine activities at home females have less opportunity compared to male member of the family and community which in turn minimizes the interest and knowledge of females in political issues.

However, nowadays attention is being given by the government of Ethiopia to bring women on onboard to higher offices leadership position, the political interests of females are on increasing as the women on ministerial position may play role model for young women in universities. In addition, the situation in our country like war, conflicts and violence that happen here and there unwillingly attract the mind of all individuals including female group so that attention to media, government activities, and overall political issues increased in women too. The current study found out that females equally participated in social media usage, political interest, seeking information about politics, and having discussion of political issues with family

and friends. Thus, there was no statistically significant sex difference observed with respect to political attitude.

### **5.5 The Role of Place of grown up and Political Party Affiliation on Perceived Family Interactions and Political Attitude**

One of the research questions of this study was to identify whether there are statistically significant differences with regard to political attitude and perceived family interaction among respondents who grew up in rural, small town, urban and large city as well as those who have a particular political party affiliation or not. Accordingly, the finding of this study revealed that there were statistically significant differences among those from rural, small town, urban and large city with respect to perceived family interactions. That means respondents from rural background have less family members interactions as compared to those from small town, urban and large city. The conservative nature of rural community may affect the family members' interaction about political issues. The condition may not be conducive for those grew up in rural areas to have discussion of political related topics with family member. This could be due to lack of media access that open the way for contents of the discussion and lack of electricity in many rural parts of the country hinder access to usage of mainstream media like TV. These barriers may create differences in family members' interactions for those respondents who grew up in rural areas.

Regarding the influence of a particular political party affiliation, the finding of this study revealed that there were statistically significant differences in perceived family members interactions and political attitude with respect to those respondents who have party affiliation and who have not. That is, those respondents who have a particular political party affiliation have greater family member interaction and strong political attitude. Discussion about political issues

requires having interest in politics and political party. Hence, those individuals who have close contact or affiliation to certain political parties, the frequency of family member interactions on political issues increased because the behavior of discussion resulted from the attitude of liking.

The media usage, online political discussion, attending party meeting, election campaign, protest, demonstration and other political activities are more practiced by those who have party affiliation than those who do not have affiliation at all. When individuals are identified with certain political parties, there is opportunity that they learn about politics, engage in political activities like debate about ideology and system of government from the party they follow or want to join. They attentively listen or watch the speech that the leaders of the political party they like make. They consider some politicians as a model and want to imitate what those leaders argue for their position. Reading newspaper, being attentive of both social media and mainstream media are practiced by members or affiliates of a political party than those who do not have a particular political group. Similar with the findings of this study, Wallace, Abduk-Khaliq, Czuchry and Sia (2009) reported that in 2004 presidential election, the overall voting results showed a polarization of voting behavior based on ethnicity and party affiliation. Those who identified with political parties mostly participated on election and the turnouts of those who do not have party affiliation were so much less than the counterpart.

In Ethiopia, there are several political parties with different attitude about the country's constitution and the current federal system. Some believe that the current federal democratic republic of Ethiopian constitution is the main cause of political violence, interethnic conflict, internal displacements and different chaos that occur in different corners of this country. For example, political parties like National Movement of Amhara, Balderas for True Democracy Party, Ethiopian Citizens for Social Justice (Ezema) party and others believe that the current

Ethiopian constitution is biased and work against the interest of their political ideology. They believe that ethnic and language based federalism divide the country in to several small states and part of the FDRE constitution like article 39 of the FDRE constitution is strongly opposed by EZEMA and Balderas for True Democracy parties in particular. Geographic federalism is more preferred by those parties and the self-rule issues of nation and nationalities can be accommodated in the geographic administration rather than in language based one.

On the other hand other political parties like OLF, ONLF and TPLF believe that the current ethnic based federalism should be more exercised and the right of self-rule by nation, nationalities and people of this country should be respected by recognizing article 39 of the constitution. They argue for multinational federalism which is based on language and ethnic grouping. They believe that without proper administration of this system the unity of the country cannot be achieved. Here, there is two opposite extreme as far as the ideology of the political parties mentioned are concerned and the people of this country are also affiliated to this two opposite extremes and engaged in political activities in favor or disfavor of both.

Political attitude of university students mostly revolve around these extreme ideologies in conflict with one another. The finding of FGD supported that some participants support the current federal system while other oppose it. Those who support argue that the right of self-rule is granted for nation, nationalities and people of this country through ethnic and language based federalism. The individuals who oppose the current federalism argue that the ethnic based federalism is source of interethnic conflict and violence because people are divided by the constitution itself. For instance, Frank (2009) reported some people believe ethnic federalism aggravates the ethnic conflicts among different groups and challenges unity of the country. Yet there are other groups that oppose this idea and down rate the impacts of this ethnic based

federalism on current political turmoil in Ethiopia. They believe that inappropriate implementation of the federal system has contributed to the challenges that the country is facing today. As Abbink (2011) noted, ethnic identity is the base for political attitude as identities of previously non-dominant groups were constitutionally recognized and the unitary system of government was abolished.

Therefore, the influence of political party affiliation on political attitude of university students vested in the interests of the ideology of different political parties that affect the students. Those who are identified with certain political parties were better engaged in political activities like being attentive of political news and events, interested in political issues, and frequently discuss political contents with family and friends.

## Chapter Six

### Summary, Conclusion and Recommendations

#### 6.1 Summary

The purpose of this study was to investigate the correlates of university students' political attitude by examining the role of family interactions, social media use and big five personality traits. Population of the study was Addis Ababa University, Jimma University and Mizan Tepi University. Stratified random sampling was employed to select participants from the three universities.

The embedded design was employed in this study. Both quantitative and qualitative data were gathered and analyzed but the quantitative data dominates the study while the qualitative ones played supportive role. Statistical analysis using correlation, MANOVA, Factor analysis and SEM were employed.

The result showed that political attitude of university students was explained by family interaction, social media usage and big five personality traits separately and jointly. The combined contribution of family interaction and social media usage is the most in explaining political attitude. Comparing family interactions, social media usage and big five personality traits, big five personality traits contributed the least in explaining political attitude. From the big five personality traits, openness trait contributed the greatest in political attitude.

There was statistically significant political party affiliation and place of grew up differences with regard to political attitude and family interactions about political issues. That means those students with close affiliation with certain political parties engaged in political

discussion with family, friends online and offline, being attentiveness of political news and interested in political issues more than those who do not have party affiliation. They also discuss with family members about political issues more often than those who do not have party affiliation. Students grew up in rural areas reported less in perceived family member interaction about political issues. There were no statistically significant gender differences in political attitude, family member interactions, and social media use. Majority of the respondents reported that they use social media for political activities and Facebook is the sources of political knowledge, information and interest.

It is recommended that family member interaction about political issues need to be encouraged because political discussion with family member increases the interests of youth in political issues of the country. Therefore, by full political engagement of youth in political discussion with more interest the democratization process of this country will be realized.

## **6.2 Conclusions**

Based on the result obtained from investigating the role of family interaction, big five traits and social media usage on university students' political attitude, the following conclusions were made:

First, the results of study revealed that almost half of the respondents reported that they have high level of family member interactions on discussion of political issues. Hence, the political issues in our country attract the attention of many families and events happen in different parts of the country motivate family members to exchange ideas and even at some points argue with each other.

Second, the usages of social media for political activities are practiced by large number of respondents. University students were highly engaged in reacting, posting, sharing, and commenting political messages. Students use Facebook and YouTube for political activities.

Third, almost half of the participants reported themselves as hard worker, organized and planned indicating that they have conscientiousness characteristics. Similar amount of participants scored above the mean in openness trait. The university students reported themselves as open minded and prefer to exercise something new rather than the routine ones. About 50.93% of the respondents scored high in the measure of agreeableness implying that they conform to their peer pressure and family influence as well as social media. 50.74% of the respondents scored above the mean in neuroticism trait. This implies that they see themselves as anxious, unstable and fearful may be because they are campus students and the natures of competition in campus make them to report themselves as nervous. With regard to extraversion, the finding of this study showed that only 45% the respondents scored above the mean. The extraversion traits characterized by being talkative, sociable, friendly, and communicable are relatively less reported among university students. This result is obtained may be because these specific traits are considered as respectful in some culture in Ethiopia. Good quality is the one who keeps silent and does not disclose his inner feeling to others.

Fourth, the findings of this study reveal that there is moderate to weak interrelationships among major variables of this study. That means there is a significant relationship between family interactions and political attitude. Respondents with high rate of family members' interactions about political issues have high interest in politics, highly attentive of political news and events. The correlations between social media usage and political attitude is also significant as which implies that high value of Facebook and YouTube usage is associated with strong

political interest, attentiveness and discussion about political issues. However, the relationship between big five traits and political attitude is weak as only openness trait is significantly related with political attitude.

Fifth, the findings of this study revealed that 44% of variance in political attitude is explained by the joint contribution of family member interactions, social media usage and big five traits. When seen separately family interaction contributes the strongest, followed by social media usage. Big five traits contribute less than the two. From big five traits, political attitude is explained by agreeableness and openness while the other three factors neuroticism, extraversion, and conscientiousness are not significant. Generally, we are certain that 44% university students' political interest, political attentiveness and frequent discussion about politics is explained due to family member interactions, Facebook and YouTube usage, and big five personality traits.

Six, with respect to the influence of demographic differences like sex, year level, family income, and education status on perceived family interaction, social media usage and political attitude, there were no statistically significant differences observed among different groups. But when family member interaction and political attitude were examined for respondents who have political party affiliation and those who don't have any affiliation with particular political party, there were statistically significant differences in family interactions and political attitude. That means respondents' who have an affiliation with certain political party have more family member interactions than those who do not have party affiliation. Moreover, those respondents' who have affiliation with particular political party have high level of political interest, better attentive of political news and events and have frequent online and offline discussion of political topics with family and friends. With regard to place where they grew up, there were statistically

significant differences among rural, small town, urban and large city with respect to family member interactions. That means, the mean of family member interaction for those who grew up in rural area is significantly lower than those who grew up in small town, urban and large city. In rural areas family members may not share political issues may be due to limitation of information or shortage of knowledge related to politics. In small town and urban on the other hand, access to media and information enhance the opportunity to family members to share political issues through discussions. Being affiliated to certain political party motivates individuals to engage in political issues, attentive of political news and discuss political related topics with friends and family. Therefore, the political attitude of university students is influenced by the place where students grew up and by the particular political party affiliation they have.

### 6.3 Recommendations

Based on discussions and conclusions of the findings, the following recommendations are forwarded.

- Family members' interactions about political issues and other social issues should be encouraged by psychologists and other social science professionals. This enables the culture of solving problems through discussion and sharing ideas, information and all necessary inputs for the peaceful coexistence of diverse group in a society.
- The political attitude expressed in form of being interested in political activities, being attentive of political news and having discussion about politics related topics are more influenced by family interactions. All people need to be aware that positive and desirable behaviors developed at home with family contribute toward the development of desirable attitude and behavior of young members of the family. Therefore, as family is base of the society, they have to be encouraged by community leaders to have important discussion of political issues at home.
- Social media usage contributed a lot on the political attitude of university students because they learn so many political issues from Facebook and YouTube. Hence, attention should be made by known politicians who have enormous number of followers to provide them necessary, true, and unbiased information and lesson on posts and writings they do about politics and political issues of the country on social media.
- University students are expected to be critical thinkers and when they use social media for political activities they need to validate the truthfulness, credibility and dependability of the sources of information before they accept them as facts on the ground.

- Events related to political violence, conflict, protest, and demonstration occur here and there in the country attract the attention of young group to join the group online and offline. Therefore, the concerned bodies from the government, political parties and other civic organizations need to work on peaceful settlement of political problems before it is turned to violence and conflicts that result in death of civilians and damage to properties.
- The culture of providing opportunities to the young generation to contribute their role on democratization process of the country should be encouraged so that the political interest, attentiveness and discussion they do about politics of the country will enhance the peaceful coexistence of various ideologies live in the same country.
- Gender equality in family member interactions about political issues, political interest, attentiveness, and discussion need to be strengthened among family member, scholars and large society.
- The rural communities have to be encouraged to have discussion of political issues with their family members in order to learn from one another about what is going on in the country.
- Big five personality traits inventory may not be absolutely acceptable in different cultures and care should be taken in item validation through factor analysis.
- Next researcher may involve diversity in terms of ethnicity, religion, occupation and age in explaining family interactions, social media usage and political attitude with respondents from different social settings like workers, urban dwellers, traders, farmers and so on.

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## **APPENDICES**

**Appendixes**  
**Addis Ababa University**  
**College of Education and Behavioral Studies**  
**School of Psychology**

**Data collection Instruments**

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The purpose of this questionnaire is to collect data about family interaction, personality traits and social media use on university students' political attitude. The questionnaire consists of five sections: Demographic questions, family interaction items, personality traits inventory, social media use scale, and political attitude scale. Instructions to each type of items are given separately. You are kindly requested to read them carefully and provide the accurate information honestly.

First of all, I really thank you for participation!!

**Part 1: Demographic information**

**For the following items put tick (✓) mark where it represent you or circle the number and or write the answer on the space given to write.**

1. Sex: Male  Female
2. Year Level: 1<sup>st</sup>  2<sup>nd</sup>  3<sup>rd</sup>  4<sup>th</sup>  5<sup>th</sup>
3. University: Addis Ababa  imma  Mizan Tepi
4. Department: \_\_\_\_\_
5. Approximate family monthly income \_\_\_\_\_ Birr. ( **circle the number of your choices** )
 

1: less than 1000	3. 3000-5000
2. 1000-3000	4. 5000-7000

5.7000-9000

7. Greater than 10000

6. 9000-10000

6. Your father's/male guardian highest educational level: ( **circle the number of your choices** )

1. No Formal Education

4. Certificate

2. Primary Level

5.College Diploma

3. Secondary Level

6.Degree

7.Masters And Above

7. Your Mother's/female guardian highest educational level: **(circle the number of your choices)**

- |                        |                      |
|------------------------|----------------------|
| 1. No Formal Education | 5. College diploma   |
| 2. Primary Level       | 6. Degree            |
| 3. Secondary Level     | 7. Masters and above |
| 4. Certificate         |                      |

8. Place where you grew up: 1. rural 2. Small town 3. Urban 4. large city

9. Do you usually think of yourself as close to any particular political party? Yes / No

**Part 2. Family interaction questionnaire**

Below are set of items that measure the extent to which you and your family member have discussion or interaction about political issues. Please read them carefully and respond by ticking under the number of your choice from the given alternatives. **The scale 0- to- 4 where**

**0= never 1= rarely 2=.sometimes 3= usually 4= Always**

Items	0	1	2	3	4
1. How frequently do you talk about politics with any of your family member?					
2. How often do you discuss with your family member about national elections?					
3. How often do you discuss with your family member about current events?					
4. How often do you discuss with your family member about politicians?					
5. How often do you discuss with your family member about the current prime minster of Ethiopia?					
6. How often do you talk with your family member about political parties in the country?					
7. How often do you discuss with your family member about any policy issues in the country?					
8. How often do your family members give you information about politics?					
9. How often do your family members volunteer to discuss about politics with you?					
10. How often do your family members talk positively about politics with you?					

**Part 3: Political attitude scale.**

**This part of the instrument seeks to gain information about your political attitude. The items include concept of political attentiveness, political discussion and political interest. Please read all of them and indicate your response as per the instruction given to you hereunder. The scale 1 to 5 where 1= strongly Disagree 2= Disagree, 3=Neither agree nor Disagree 4 = Agree 5=Strongly Agree**

Statements	1	2	3	4	5
1. I like to pay attentions to news about the Federal government in Ethiopia.					
2. I like to pay attentions to news about the election campaign in Ethiopia					
3. I like to pay attentions to election news in Ethiopia.					
4. I specifically pay my attentions to issues in politics.					
5. I frequently like to follow the news about politics in the country.					
6. I like to follow what's going on in Ethiopian government.					
7. I always read newspaper about current events.					
8. I like reading articles in the newspaper about what is happening in this country.					
9. I always listen to news broadcasts on television					
10. I always listen to news broadcasts on radio.					
11. I often get information about public affairs and politics on the internet.					
12. I like to talk about politics or current events with my family.					
13. I have discussions of what is happening in national politics with my family members.					
14. I have high interest to talk about current events or things I have heard about in the news with members of my family.					
15. I like to talk about the election campaign with my family.					
16. I frequently talk about politics or current events with my friends.					

17. In my day to day interaction with people I like to discuss political issues.					
18. I always share my view about current events or things I have heard about in the news with my family and friends.					
19. When I talk with family or friends most of the time I include items about politics or government.					
20. I always write or post online about a political issues in the country.					
21. I will be volunteered in a political campaign in the future.					
22. I hope I will work in a political party in the future.					
23. I like to join organization that deals with government in future.					
24. I like to participate in a demonstration for a political cause any time.					
25. I like to spray-paint protest slogans on walls in future.					
26. I do not hesitate to sign a written petition about political issues in the country whenever needed.					
27. I usually express my views about political topic at a public meeting.					
28. I like to participate in online political discussions or visit a politically oriented website.					
29. Usually I read a book about politics, government or current events that is not part of the course I am taking.					
30. I like to listen to people talk about politics when I know that I already disagree with them.					

**Part 4: Personality Inventory**

**Here are a number of characteristics that may or may not apply to you. For example, do you agree that you are someone who likes to spend time with others? Please put tick mark (✓) under the number express you to indicate the extent to which you agree or disagree with that statement. The scale ranges from 1 to 5, where 1= Disagree strongly 2=Disagree 3 = neither agree nor disagree 4= Agree 5=Agree Strongly**

<b>I see Myself as Someone Who...</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1. is talkative or likes chatting					
2. tends to find fault with others					
3. does a careful job					
4. is original, comes up with new ideas					
5. is reserved					
6. is helpful and unselfish with others					
7. can be somewhat careless					
8. is relaxed, handles stress well					
9. is full of energy					
10. is a reliable worker					
11. can be tense or anxious / nervous					
12. is clever, a deep thinker					
13. generates a lot of interest					
14. has a forgiving nature					
15. tends to be disorganized					
16. worries a lot					
17. tends to be quiet					
18. tends to be lazy					
19. is creative					
20. values artistic, aesthetic experiences					
21. is sometimes shy					

22. remains calm or cool in anxious situations					
23. prefers work that is routine or commonly known					
24. is outgoing, sociable					
25. is sometimes rude or bad to others					
26. makes plans and follows through with them					
27. gets nervous or worried easily					
28. likes to reflect, play with ideas					
29. has few artistic or creative interests					
30. likes to cooperate with others					
31. is stylish in art, music, or literature					

### Part 5: Social Media usage scale

1. Which type of social media or network platform do you use most of the time? (*Please circle*

*the number of your choice!*) 1. Facebook

2. Instagram

6. LinkedIn.

3. Twitter

7. Snapchat

4. YouTube

8. Telegram

5. Pinterest

9. WhatsApp

The following items deals with your utilization of face book and YouTube in your day to day life. Please read each of the items carefully and put tick mark (✓) under the number that express you. The scale ranges from 1 to 5, where 1= Disagree strongly 2=Disagree 3=Neither agree nor disagree 4= Agree 5= Agree Strongly

Statements	1	2	3	4	5
1. Media (e.g., Facebook) helps me feel closer to my friends.					
2. Facebook is part of my everyday activity.					
3. I am proud to tell people I'm on Facebook					
4. Facebook has become part of my daily routine					
5. I feel out of touch when I haven't logged onto Facebook for a while					
6. I feel I am part of the Face book community					
7. I would be sorry if Facebook shut down					

8. I like Posting a status updates about politics					
9. I like Posting a wall comment about politics					
10. I like Posting or sharing a photo/video/link about politics					
11. I like Writing or sharing a note about politics					
12. I like Joining a group about politics					
13. I like Clicking "Going" for a political event					
14. I like discussing a political issue on message					
15. I like clicking "Like" on a political party or politician's fan page					
16. I like watching political debate on YouTube					
17. I like posting political message video on YouTube					
18. I like sharing political message video for friends					

### Focus Group Discussion Guide

**The purpose of this Focus group is to get data on the collective reflection of respondents certain topics like role family and social media on university students' political attitude. This is aimed at support of the quantitative data obtained from sample.**

1. Do you think your family member influence your political attitude? How often do you discuss political issues with your father and mother separately?
2. How do you express your interaction or communication of political issues with any member of the family?
3. Do the families more interact with male or female member of their family about political issues? Why?
4. How do you express the gender issues in your family with regard to discussions of political topics? Probe; male or female are active? Why?
5. How do you see the role of social media (face book) in influencing your attitude regarding politics and political participation?
6. How do you describe your Facebook / YouTube use for political activities in campus?

7. Comparing social media (eg, facebook and YouTube) and interaction with your family, which one is more powerful in influencing your political Attitude (interest, attentiveness and discussion)? Why?
8. Overall, how do you express your political attitude (your interest to participate online and offline, discussion with family at home and friends anywhere, attentiveness of political news, debate and so on)?
9. How do you describe how attentive you are on political issues?
10. What is your attitude or opinion about current ethnic and language based federalism in Ethiopia? Probe: support or oppose? Why?

**Appendix B*****The Item Total Statistics for personality inventory***

Factors	Code	Scale Mean if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
Factor 3	persona1	91.3026	.335	.827
	persona2	91.2763	.285	.829
	persona3	90.9408	.234	.835
	persona8	91.5164	.250	.830
Factor 4	persona23	91.4539	.252	.831
	persona31	91.0296	.328	.828
Factor 5	persona18	91.4539	.219	.831
	persona19	91.2730	.276	.829
	persona14	91.0296	.373	.826
	persona21	90.7763	.293	.829
Factor2	persona13	90.7072	.358	.827
	persona11	90.7928	.380	.826
	persona17	90.7763	.373	.826
	persona15	90.8257	.455	.824
	persona9	90.9868	.392	.826
	persona7	90.7434	.333	.827
	persona16	91.1414	.380	.826
	persona6	91.0000	.336	.827
Factor 1	persona5	90.7401	.340	.827
	persona40	90.7895	.425	.825
	persona41	90.7961	.423	.825
	persona42	90.7138	.467	.823
	persona44	90.6678	.395	.825
	persona38	90.7467	.367	.827
	persona39	90.9868	.339	.827
	persona36	90.8849	.382	.826
	persona34	90.9507	.355	.827
	persona35	90.9967	.434	.825
	persona30	90.9211	.375	.826
	persona37	91.1118	.258	.834
persona25	91.0625	.456	.824	

## Appendix C

*Rotated Factor Matrix for the Big Five Traits*

	Factor				
	1	2	3	4	5
persona42	.674				
persona40	.632				
persona41	.627				
persona38	.595				
persona44	.517				
persona39	.513				
persona36	.474				
persona35	.472				
persona34	.437				
persona30	.369				
persona37	.332				
persona25	.328				
persona29					
persona28					
persona13		.671			
persona11		.619			
persona17		.539			
persona15		.525			
persona9		.487			
persona7		.472			
persona16		.452			
persona6		.327			
persona5		.310			
persona1			.698		
persona2			.642		
persona3			.397		
persona8			.342		
persona24					
persona31				.982	
persona23				.495	
persona19					.667
persona18					.570
persona14					.357
persona21					.327

Extraction Method: Maximum Likelihood.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

**Appendix D***Rotated Factor Matrix for Political Attitude Scale*

	Factor		
	1	2	3
poattitude12	.633		
poattitude6	.630		
poattitude3	.628		
poattitude13	.610		
poattitude11	.608		
poattitude2	.600		
poattitude8	.581		
poattitude7	.577		
poattitude9	.566		
poattitude16	.563		
poattitude1	.555		
poattitude10	.550		
poattitude17	.530		
poattitude15	.528		
poattitude4	.523		
poattitude5	.510		
poattitude19	.508		
poattitude25		.749	
poattitude26		.733	
poattitude28		.710	
poattitude23		.687	
poattitude27		.619	
poattitude29		.614	
poattitude24		.605	
poattitude22	.374	.580	
poattitude21		.523	
poattitude30			.965
poattitude31			.904

Extraction Method: Maximum Likelihood.

Rotation Method: Varimax with Kaiser

Normalization.

a. Rotation converged in 5 iterations.

## Appendix E

## Pattern and structural matrixes of political attitude

	Pattern Matrix <sup>a</sup> Component			Structural matrix Components		
	1	2	3	1	2	3
poattitude6	.739	.164	.109	.657	-.256	.212
poattitude2	.705			.648	-.276	
poattitude1	.682	.164		.602	-.211	.135
poattitude3	.668			.690	-.399	.131
poattitude11	.662			.656	-.342	.129
poattitude12	.639			.707	-.457	.239
poattitude17	.637			.599	-.281	
poattitude9	.633			.613	-.302	.111
poattitude8	.619			.642	-0.366	.186
poattitude13	.611	-.152		.694	-.481	.157
poattitude7	.599			.645	-.394	.218
poattitude16	.586	-.141		.657	-.449	.118
poattitude10	.580			.625	-.387	.178
poattitude15	.573			.607	-.377	
poattitude19	.559			.596	-.378	
poattitude4	.539	-.116		.602	-.405	.132
poattitude5	.509	-.131		.579	-.403	.126
poattitude14	.453	-.344		.642	-.593	.191
poattitude18	.388	-.261		.519	-.458	
poattitude23		-.814		.373	-.772	.112
poattitude26		-.785		.344	-.752	.228
poattitude25		-.771		.436	-.788	.218
poattitude28		-.738	.138	.405	-.761	.304

poattitude24		-.695		.394	-.694	
poattitude29		-.652	.163	.451	-.727	.325
poattitude22	.184	-.644		.513	-.723	
poattitude21		-.642		.372	-.658	
poattitude27		-.614	.158	.415	-.680	.309
poattitude20	.265	-.504		.529	-.639	.140
poattitude31			.951	.228	-.261	.963
poattitude30			.932	.258	-.322	.959

Extraction Method: Principal Component Analysis.

Rotation Method: Oblimin with Kaiser

Normalization.

a. Rotation converged in 6 iterations.

**Appendix F**

Multivariate Tests for demographic variable sex, family income and family education

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared
Intercept	Pillai's Trace	.961	1058.137 <sup>b</sup>	8.000	346.000	.000	.961
	Wilks' Lambda	.039	1058.137 <sup>b</sup>	8.000	346.000	.000	.961
	Hotelling's Trace	24.466	1058.137 <sup>b</sup>	8.000	346.000	.000	.961
	Roy's Largest Root	24.466	1058.137 <sup>b</sup>	8.000	346.000	.000	.961
Sex	Pillai's Trace	.036	1.612 <sup>b</sup>	8.000	346.000	.120	.036
	Wilks' Lambda	.964	1.612 <sup>b</sup>	8.000	346.000	.120	.036
	Hotelling's Trace	.037	1.612 <sup>b</sup>	8.000	346.000	.120	.036
	Roy's Largest Root	.037	1.612 <sup>b</sup>	8.000	346.000	.120	.036
Familyincome	Pillai's Trace	.170	1.281	48.000	2106.000	.095	.028
	Wilks' Lambda	.840	1.281	48.000	1706.527	.095	.029
	Hotelling's Trace	.178	1.280	48.000	2066.000	.095	.029
	Roy's Largest Root	.076	3.353 <sup>c</sup>	8.000	351.000	.001	.071
Fathereduc	Pillai's Trace	.144	1.075	48.000	2106.000	.337	.024
	Wilks' Lambda	.864	1.076	48.000	1706.527	.337	.024
	Hotelling's Trace	.150	1.075	48.000	2066.000	.338	.024
	Roy's Largest Root	.057	2.498 <sup>c</sup>	8.000	351.000	.012	.054
Mothereduc	Pillai's Trace	.093	.689	48.000	2106.000	.949	.015
	Wilks' Lambda	.910	.686	48.000	1706.527	.951	.016
	Hotelling's Trace	.095	.684	48.000	2066.000	.952	.016
	Roy's Largest Root	.043	1.889 <sup>c</sup>	8.000	351.000	.061	.041

University Students' Political Attitude

Sex * Familyincome	Pillai's Trace	.167	1.255	48.000	2106.00 0	.114	.028
	Wilks' Lambda	.843	1.255	48.000	1706.52 7	.115	.028
	Hotelling's Trace	.175	1.253	48.000	2066.00 0	.115	.028
	Roy's Largest Root	.072	3.171 <sup>c</sup>	8.000	351.000	.002	.067
Sex * Fathereduc	Pillai's Trace	.140	1.048	48.000	2106.00 0	.384	.023
	Wilks' Lambda	.867	1.045	48.000	1706.52 7	.389	.023
	Hotelling's Trace	.145	1.042	48.000	2066.00 0	.395	.024
	Roy's Largest Root	.053	2.342 <sup>c</sup>	8.000	351.000	.018	.051
Sex * Mothereduc	Pillai's Trace	.108	.962	40.000	1750.00 0	.539	.022
	Wilks' Lambda	.896	.961	40.000	1510.97 4	.541	.022
	Hotelling's Trace	.111	.959	40.000	1722.00 0	.544	.022
	Roy's Largest Root	.048	2.115 <sup>c</sup>	8.000	350.000	.034	.046
Familyincome * Fathereduc	Pillai's Trace	.646	1.069	232.000	2824.00 0	.233	.081
	Wilks' Lambda	.506	1.070	232.000	2692.09 6	.232	.082
	Hotelling's Trace	.722	1.071	232.000	2754.00 0	.230	.083
	Roy's Largest Root	.190	2.317 <sup>c</sup>	29.000	353.000	.000	.160
Familyincome * Mothereduc	Pillai's Trace	.575	1.188	184.000	2824.00 0	.047	.072
	Wilks' Lambda	.542	1.205	184.000	2640.53 0	.035	.074
	Hotelling's Trace	.653	1.222	184.000	2754.00 0	.026	.075
	Roy's Largest Root	.242	3.712 <sup>c</sup>	23.000	353.000	.000	.195
Fathereduc * Mothereduc	Pillai's Trace	.438	.930	176.000	2824.00 0	.732	.055

	Wilks' Lambda	.632	.934	176.000	2628.086	.720	.056
	Hotelling's Trace	.479	.938	176.000	2754.000	.708	.057
	Roy's Largest Root	.145	2.326 <sup>c</sup>	22.000	353.000	.001	.127
Sex * Familyincome *	Pillai's Trace	.260	1.185	80.000	2824.000	.128	.032
Fathereduc	Wilks' Lambda	.764	1.194	80.000	2203.049	.119	.033
	Hotelling's Trace	.279	1.201	80.000	2754.000	.111	.034
	Roy's Largest Root	.115	4.061 <sup>c</sup>	10.000	353.000	.000	.103
Sex * Familyincome *	Pillai's Trace	.177	1.000	64.000	2824.000	.478	.022
Mothereduc	Wilks' Lambda	.834	.997	64.000	2002.173	.483	.022
	Hotelling's Trace	.185	.995	64.000	2754.000	.489	.023
	Roy's Largest Root	.067	2.964 <sup>c</sup>	8.000	353.000	.003	.063
Sex * Fathereduc *	Pillai's Trace	.089	.990	32.000	1396.000	.484	.022
Mothereduc	Wilks' Lambda	.914	.986	32.000	1277.580	.490	.022
	Hotelling's Trace	.091	.983	32.000	1378.000	.496	.022
	Roy's Largest Root	.037	1.619 <sup>c</sup>	8.000	349.000	.118	.036
Familyincome * Fathereduc *	Pillai's Trace	.483	1.334	136.000	2824.000	.007	.060
Mothereduc	Wilks' Lambda	.603	1.339	136.000	2535.379	.006	.061
	Hotelling's Trace	.530	1.341	136.000	2754.000	.006	.062
	Roy's Largest Root	.156	3.246 <sup>c</sup>	17.000	353.000	.000	.135
Sex * Familyincome *	Pillai's Trace	.019	.815 <sup>b</sup>	8.000	346.000	.590	.019
Fathereduc * Mothereduc	Wilks' Lambda	.981	.815 <sup>b</sup>	8.000	346.000	.590	.019
	Hotelling's Trace	.019	.815 <sup>b</sup>	8.000	346.000	.590	.019
	Roy's Largest Root	.019	.815 <sup>b</sup>	8.000	346.000	.590	.019

a. Design: Intercept + Sex + Familyincome + Fathereduc + Mothereduc + Sex \* Familyincome + Sex \* Fathereduc + Sex \* Mothereduc + Familyincome \* Fathereduc + Familyincome \* Mothereduc + Fathereduc \* Mothereduc + Sex \* Familyincome \* Fathereduc + Sex \* Familyincome \* Mothereduc + Sex \* Fathereduc \* Mothereduc + Familyincome \* Fathereduc \* Mothereduc + Sex \* Familyincome \* Fathereduc \* Mothereduc

b. Exact statistic

c. The statistic is an upper bound on F that yields a lower bound on the significance level.

**Model fit summary**

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Model	NPAR	CMIN	DF	P	CMIN/DF	GFI	AGFI	CFI	RMSEA	HOELTER.05
Default model	33	5.131	3	.162	1.710	<b>.998</b>	<b>.971</b>	<b>.996</b>	<b>.037</b>	<b>812</b>
Saturated model	36	.000	0	.000	21.850	1.000		1.000		
Independence model	8	611.801	28			.762	.694	.000	.198	37

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**Model Fit Summary**

**CMIN**

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	33	5.131	3	.162	1.710
Saturated model	36	.000	0		
Independence model	8	611.801	28	.000	21.850

**RMR, GFI**

Model	RMR	GFI	AGFI	PGFI
Default model	.482	<b>.998</b>	<b>.971</b>	.083
Saturated model	.000	1.000		
Independence model	35.140	.762	.694	.593

**Baseline Comparisons**

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.992	.922	.996	.966	<b>.996</b>
Saturated model	1.000		1.000		1.000

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Independence model	.000	.000	.000	.000	.000

**Parsimony-Adjusted Measures**

Model	PRATIO	PNFI	PCFI
Default model	.107	.106	.107
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

**NCP**

Model	NCP	LO 90	HI 90
Default model	2.131	.000	12.618
Saturated model	.000	.000	.000
Independence model	583.801	507.038	667.984

**FMIN**

Model	FMIN	F0	LO 90	HI 90
Default model	.010	.004	.000	.024
Saturated model	.000	.000	.000	.000
Independence model	1.148	1.095	.951	1.253

**RMSEA**

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	<b>.037</b>	<b>.000</b>	<b>.089</b>	<b>.588</b>
Independence model	.198	.184	.212	.000

**AIC**

Model	AIC	BCC	BIC	CAIC
Default model	71.131	72.265	212.385	245.385
Saturated model	72.000	73.237	226.094	262.094
Independence model	627.801	628.076	662.044	670.044

**ECVI**

Model	ECVI	LO 90	HI 90	MECVI
Default model	.133	.129	.153	.136
Saturated model	.135	.135	.135	.137

Model	ECVI	LO 90	HI 90	MECVI
Independence model	1.178	1.034	1.336	1.178

**HOELTER**

Model	HOELTER .05	HOELTER .01
Default model	<b>812</b>	<b>1179</b>
Independence model	37	43