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不同媒體使用與公民參與行為：一個媒介信任與情緒的調節中介
模型

Media Use and Civic Engagement: A Moderated Mediation Model of
Media Trust and Emotion.

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Abstract

Civic engagement is a practice of democracy in Taiwan, and mass media plays an important role in disseminating information in the community. Previous studies have found that informational use of media may predict people's willingness to join in civic and political life. In the past years, the impact of media use on people's participatory behaviors has long been investigated. However, limited studies explored the affective effects and the perception of media effects, including media trust, on people's behaviors. The present study differentiates three different news media platforms to examine the role of emotional response and media trust in the relationship between news media exposure and civic engagement in Taiwan. This study employed the 2018 Taiwan National Communication Survey (TCS) dataset. The face to face interviews was conducted among 2,028 Taiwanese citizens, who were 18 years or older. Findings indicated that only newspaper use was positively related to civic engagement. There were no indirect effects of news media exposure and civic engagement through anxiety about the election. However, the conditional indirect effects showed that the indirect effect of television news exposure on civic engagement difference through anxiety about the election was significant in lower levels of trust in television news conditions. Trust in television news was found to moderate the relationship between television news exposure and people's anxiety about the election. However, trust in the media could not moderate the association between news media use and people's civic engagement. In sum, this study brings new insight into the different factors in media effects theory building.

Keywords: television news use, newspaper use, online news use, civic engagement, emotional responses, media trust.

Table of Contents

| | |
|--|-----|
| Acknowledgement | ii |
| Abstract | iii |
| List of Figures | vi |
| List of Tables | vii |
| Chapter 1. Introduction | 1 |
| Chapter 2. Literature Review | 6 |
| Civic Engagement in Taiwan | 6 |
| News Media Platforms Exposure and Civic Engagement | 7 |
| Television News Exposure | 8 |
| Newspaper Exposure | 10 |
| Online News Exposure | 11 |
| News Media Exposure and Emotion towards Election | 13 |
| Trust in Media | 16 |
| Trust and Media Effects on Affective Attitude | 17 |
| Trust and Media Effects on Civic Engagement | 18 |
| Sociodemographics | 19 |
| Chapter 3. Methodology | 21 |
| Survey Design and Sampling | 21 |
| Measurement | 22 |
| Chapter 4. Results | 25 |

Survey Design and Sampling25

Hypotheses and Research Questions Testing.....30

Chapter 5. Discussions.....39

 Limitations42

Chapter 6. Conclusions44

References.....47



List of Figures

| | |
|---|----|
| Figure 1. Research Framework | 20 |
| Figure 2. The conceptual diagram of Model 4 from Andrew Hayes' PROCESS macro (Hayes, 2017, p.13)..... | 30 |
| Figure 3. The conceptual diagram of Model 8 from Andrew Hayes' PROCESS macro (Hayes, 2017, p.13)..... | 31 |
| Figure 4. The Moderating Effects of Trust in Television News on the Association between Television News Exposure and Anxiety about the Election..... | 35 |



List of Tables

| | |
|---|----|
| Table 1. Sample Demographics | 25 |
| Table 2. Sample Characteristics | 26 |
| Table 3. Means, Standard Deviations and Correlations between Variables | 29 |
| Table 4. Moderated Mediation Model: Indirect Effect of Television News Exposure (IV) on Civic Engagement (DV) Through Anxiety about Election (M) Moderated by Trust in Television News (Mo) | 33 |
| Table 5. Moderated Mediation Model: Indirect Effect of Newspaper Exposure (IV) on Civic Engagement (DV) Through Anxiety about Election (M) Moderated by Trust in Newspaper (Mo) | 36 |
| Table 6. Moderated Mediation Model: Indirect Effect of Online News Exposure (IV) on Civic Engagement (DV) Through Anxiety about Election (M) Moderated by Trust in Online News (Mo) | 37 |

Chapter 1. Introduction

Although Taiwan is a democratic society, the history of democratic development in Taiwan is not long. During the democratization process, various social movements took place. These civic engagement activities played a crucial role in pushing the Taiwanese government to become more open and democratized. For example, in the Sunflower Student Movement in 2014, protesters fought against a policy-to-be that may be harmful to the country's interests by occupying the legislative chamber. News about this movement circulated on various media platforms. To the extent that different groups of people formed different use habits, it is important to know whether these different media may play distinct roles in engaging people with political activities.

Compared to the printed media, television in general focuses more on tempo and emotions than contextual information of protest (Altheide, 2019). Furthermore, newspaper reports usually provide *thematic* and historical background, rather than *episodic* reports of news events, and also emphasize complex issues and politics (Iyengar, 1994). As a result, newspaper plays a key role in the acquisition of political knowledge (Livingstone & Markham, 2008), and the local newspaper is more likely to encourage engagement in the community (Finnegan & Viswanath, 1988; Moy, McCluskey, McCoy, & Spratt, 2006; Rothenbuhler, Mullen, DeLaurell, & Ryu, 1996). On the contrary, television use has negatively related to people's engagement in politics and civic lives (McLeod, Scheufele, & Moy, 1999; Patterson, 2000; Scheufele & Nisbet, 2002). In terms of online news exposure, Boulianne (2015) suggested that online media use is positively related to participation behavior after evaluating the findings of 38 studies. Limited research explored the mediated factors in the relationship between various news media use and civic engagement.

The effects of cognitive factors on political behavior has long been studied in the field of communication, whereas studies about the effects of affective factors were rare. Previous research has suggested that audiences' emotions may be a key factor when they process political information and make decisions (Brader & Marcus, 2013; Groenendyk, 2011). However, limited research explored whether news media use can indirectly increase the possibility of civic engagement by triggering emotions (Namkoong, Fung, & Scheufele, 2012). Since the Affective Intelligence Theory (AIT) proposed by Marcus, Neuman, and MacKuen (2000), it has been the most popular used frameworks to study the emotions in political psychology (Brader & Marcus, 2013). Dual-subsystems of the brain is triggered by the arousal of positive and negative emotions. Individuals' emotions were triggered by political messages, and peoples' attitudes and behaviors political entities vary regarding the respective emotions elicited by political stimuli. Scholars have argued about the effect of anxiety on people's behaviors (Marcus et al., 2000; Valentino, Brader, Groenendyk, Gregorowicz, & Hutchings, 2011). As a result, the study plans to examine anxiety toward the 2018 local elections in Taiwan to understand whether these emotional responses could play a mediating role in civic engagement.

Media has become important to our politics, economy, and societies, and it's crucial to investigate people's perceptions of the media. Tsfati and Cohen (2012) pointed out that the perception of the media, including the trust in the media, will affect the motivation and power of the audience, and sometimes lead to changes in attitude or behavior. They did not use the "media effect" stimulus-response model but reviewed the effect of trust in the media. This is a more complicated process. In this process, the attitude toward the media determines the response to the media, and the reaction of the media is interactive. Previous research pointed out that media messages have an affective impact on recipients (Ball-Rokeach & DeFleur, 1976). To pay more attention to the cognition of news media in the process of media theory

construction, this research plan is to study whether the influence of media trust on the media can reflect emotional response, so that the influence of media on trusted audiences is stronger, and the influence on the distrusted audience is weaker. In the context of people's behavior, Kaufhold, Valenzuela, and De Zúñiga (2010) suggested that media trust and news exposure interact to predict online participation. The findings verified that people who trust the news source are more likely to be mobilized. Besides, previous studies have shown that trust in traditional media will weaken the relationship between news creation and online political participation, while trust in citizen media will exacerbate this relationship (Ardèvol-Abreu, Hooker, & Gil de Zúñiga, 2018). In contrast, the levels of trust in either traditional or citizen news media have no significant interaction with the relationship between citizen news production and political participation. This research plans to fill the gap in the moderating role of media trust in media use and citizen participation. Overall, this study emphasizes the importance of trust in the media in terms of various media usage habits and their importance to democracy. Therefore, this research provides much-needed enlightenment for media trust and how traditional media and new media are intertwined to explain more participatory citizenship.

The relationship between mass media use and civic engagement has long been investigated for a long time among communication scholars and political scientists. The conclusions are mixed in the literature on media-behavior relationships. Previous studies suggested that news use, including television news viewing and newspaper reading, were positively related to political and civic participation (McLeod et al., 1999; Scheufele & Nisbet, 2002). Findings of online news use suggested a positive association with civic and political behaviors (Boulianne, 2015). Although traditional news is thought to cause deep distrust or cynicism, especially towards politicians, it can lead to a decline in turnout and weakening democracy (Cappella & Jamieson, 1997). The treatment of politics by non-traditional news,

while portraying other types of negative emotions, may produce similar results. To disentangle the complex association between news media use and participatory behavior, the study tries to interpret the process underlying the effect of audiences' emotions and trust elicited by the use of different media.

In 2018, local elections and referendums were held at the same time in Taiwan. Ten questions were asked in the referendum, such as against air pollution, the legalization of same-sex marriage, ban on food imports from the Fukushima-nuclear-crisis-affected areas, and the use of nuclear power. Different civic activities happened in the same years, such as the anti-nuclear power parade, LGBT parade, and ant-air pollution parade, to show citizen's attitudes towards these policies. This study aims at examining the impact of various news platforms on a civic engagement under the circumstance of the local election in 2018, with specific focus on the role of emotion and media trust in the relationship.

The study investigated the correlation between the use of news media and citizen participation in the news environment nowadays. There is a need to refine the traditional concept of the association between news use and civic engagement in the divergent news environment in recent years. The purpose of this research is to propose an understanding of the relationship between news use and citizen participation in a variety of ways. First, the study will compare the effect of different news media platforms exposure on civic engagement in the contemporary news environment. Second, scholars believed that media information may stimulate emotional responses, which in turn affect various behavioral responses (Nabi, 2010), but this has not been examined as links from media use habits to civic engagement. Lastly, to focus more on the perception of media in media theory building, the study will also examine the moderating role of media trust in the connection of media effect. The study contributes to understanding the news media effect on citizens' participatory behavior in the diverse and fragmented media environment. Also, the possible indicators triggered by the use of news

media that may influence citizens' participatory behaviors. The moderated mediation analysis will be used to disentangle the complexity of the relationship by relying on the 2018 Taiwan Communication Survey (TCS).



Chapter 2. Literature Review

Civic Engagement in Taiwan

This study adopted the definition of civic engagement from Putnam (2000), who categorized civic engagement into community civic engagement and political civic engagement. The interpretation of community civic engagement is to serve the community and participate in community affairs. Through community civic engagement, community consciousness could be raised and issues could be solved. Political civic engagement is a process through which citizens try to make impacts on government structure, decisions, and politicians (Conway, 2000). In 2014, the Sunflower Student Movement happened to fight against a policy that may be harmful to the country's interests by occupying Taiwan's legislative chamber. Finally, the movement was ended after canceling the policy by the government. In that period, information disseminated on multiple news media platforms, such as television, newspaper, and the Internet, covered the protest in different ways. Compared to media attention to protest campaigns, media report institutional politics and electoral activity more frequently and more positive (Boyle et al., 2004; Smith, McCarthy, McPhail, & Augustyn, 2001). The effects of different news media platforms exposure on civic engagement will not be the same. To prevent media from providing mobilizing information, media coverage of protest events is less than that of institutional politics that can prevent potential participants from getting mobilizing information.

In 2018, local elections and referendums were held at the same time in Taiwan. Ten questions were asked in the referendum, such as against air pollution, the legalization of same-sex marriage, ban on food imports from the Fukushima-nuclear-crisis-affected areas, and the use of nuclear power. On March, 11th in 2018, an anti-nuclear power parade was held to show their disposition of nuclear abolition. However, the scale of the parade was relatively small compared with the prior years, only an estimated 2000 people joined in the activity. In the same

year, the LGBT parade was held in Taipei on October 27th and an estimated 130,000 people attended to show their support for gender equality. On November, 3rd, and 11th, the anti-air pollution parade was held in Taipei and Kaohsiung separately to call for the government to take measures to reduce Taiwan's reliance on coal for power production. Citizens were highly attentive to the referendum alongside the local election. News reports and debates were disseminated on different media platforms. It can refer to the fact that the media raised people's attention to these issues and were stimulated to take some actions to represent their dispositions to these policies. As a result, this study aims to examine the impact of news media use on people's behaviors in the context of the 2018 local election.

News Media Platforms Exposure and Civic Engagement

Today, it must re-examine the impact of journalism on citizen participation through public consumption news among Taiwanese. In the changing media environment; the percentage of television watching and newspaper reading has decreased; rather, Internet surfing has increased. The studies about the effect of media consumption on civic engagement are prevalent in the field of political communication. Generally, many studies hold optimistic views about the effect of news consumption on civic engagement (Brynin & Newton, 2003; Pinkleton, 2001; Pasek, Kenski, Romer, & Jamieson, 2006). These positive views were based on reasons that people can supervise the government and gain political knowledge (Scheufele & Nisbet, 2002) through the media. Research has found television and newspaper hard news to be a positive predictor of civic engagement (Shah, 2001). However, Peng (2000) found that the electoral news use of television and newspapers was not related to political engagement in the context of the 2000 presidential election in Taiwan.

On the other hand, with the prevalence of smartphones accompanied by the development of the Internet, people change their habits of obtaining information in the 21st

century. As a result, research about the effect of online news use on civic engagement has been discovered. Most research posits the effect of the Internet and social media consumption on civic engagement is positive since the Internet helps users to get access to information and others (Tewksbury, 2006). Also, the Internet also provides more chances for political participation, such as online voting, opinion surveys, and blog writing (Ward & Vedel, 2006). Besides, most of the research confirmed the positive relationship between social media use and participation. Wang (2017) believed that the political use of social media is positively related to Taiwan's political citizen participation.

The findings (Entman, 2005) indicate the media make a significant contribution to what people think-to their political preferences and evaluations-precisely by affecting what they think about. Moreover, the audience may be influenced by the news they use on their willingness of joining civic activities or decision making. In this study, different news media use will be tested to explore their impacts on a civic engagement under the circumstance of the election and referendum in 2018 in Taiwan. Information plays an important role in the plausible model of electoral decision making. As a result, this study will be made to explain the media effect on the electoral year in Taiwan.

Television News Exposure

By using different news media platforms, the effects varied on people's engagement. Media Malaise Theory was first proposed by Langs in the 1960s to interpret the negative effect of media use. Media has long been perceived as a key factor to affect politics. After the prevalence of television in the U.S., Cultivation Theory, proposed by Gerbner in the 1970s, examined people who get access to violent television programs and tend to believe the world is full of crime and danger. This might affect their willingness to participate in public affairs or decrease their social trust. In Putnam (2000) study on the decline of civic engagement in the United

States, he relies on a Time-replacement Effect by suggesting that the spread of television, by itself, could be responsible for as much as a quarter of the observed decline: the time spent on television is no longer available for other, more civic activities and political participation. Television use was negatively related to engagement in politics and civic lives (McLeod et al., 1999; Patterson, 2000; Scheufele & Nisbet, 2002). The debate forms of reporting in television news are less likely to offer contextual information that it emphasizes tempo and emotions in television news (Boyle & Schmierbach, 2009). According to the theories and viewpoints mentioned above, some scholars held pessimistic views on media exposure as they believed it results in distrust on government, decreases interactions among people, and civic disengagement. As we have seen, the “time displacement” and “mean world” hypotheses predict that total television viewing time will be negatively related to civic participation, trust, and contentment (Brehm & Rahn, 1997; Norris, 1996; Putnam, 1995; Shah, 1998). Furthermore, some other studies also found a negative relationship between television use and civic engagement. There were no direct effects of television on institutionalized participation (McLeod et al., 1999).

In contrast, a considerable amount of mass communication research counters this perspective and even hints at differences in usage and effects across generational groups (McLeod et al., 1996; McLeod, 2000; McLeod et al., 1999; Shah, 2001). Based on their research, they advocated that the audience would be mobilized while they use the media for information or surveillance. On the contrary, their actions would be demobilized while they use the media for entertainment, such as soap opera or sitcom. Besides, Norris (2000) proposed an optimistic view on the association between television watching and civic and political activities. She believed media exposure can help the public to get information about the government and parties. As a result, getting information can enhance people’s involvement in politics or public affairs and then mobilize people to participate in political activities or join in

public affairs. The phenomenon was interpreted as a virtuous circle to affirm the positive effect of media exposure. To sum up, by examining hours of media use and patterns of media use, scholars advocate different viewpoints on the impact of media exposure on civic engagement.

Newspaper Exposure

Since various types of media have various functions, some people think that the media's influence on civic participation is different (Shah, McLeod, & Yoon, 2001). Many studies have found a positive influence of newspaper reading on political and civic participation (Shah et al., 2001), and these findings are important in all generations. Compared to television viewing, newspaper reading was related to civic engagement more significantly. One of the reasons is that newspaper reports provide *thematic* and historical background, rather than *episodic* reports of news events, and also emphasize complex issues and politics (Cappella & Jamieson, 1997). Print media criticize the protest less extremely and more likely to report the causes of protest events or social movement (Cho et al., 2003; Entman, 2005; Kaniss, 1991). For these reasons, newspapers can play a key role to foster people to gain political knowledge (Livingstone & Markham, 2008).

According to Putnam (2000), newspaper readers are *machers and schmoozers*. Nearly two centuries later newspaper readership remains a mark of substantial civic engagement. Newspaper readers are older, more educated, and more rooted in their communities than the average in America. Even holding age, education, and rootedness constant, however, those who *read* the news are more engaged and knowledgeable about the world than those who only *watch* the news. Compared to demographically identical nonreaders, regular newspaper readers belong to more organizations, participate more actively in clubs and civic associations, attend local meetings more frequently, vote more regularly, volunteer and work on community projects more often, and even visit with friends more frequently and trust their neighbors more.

Smith (1986) concluded the relationship between newspaper reading and political participation is a constant and positive one based on an analysis of longitudinal data. McLeod and his colleagues (1999) found that local newspaper hard news use had the strongest overall impact on institutionalized participation of the three communication variables (TV hard news use, newspaper hard news use, and interpersonal communication). The impact of interpersonal communication on institutionalized participation was modest. To sum up, research on communication influences on participatory behaviors has favored newspapers.

In addition to the types of media, research has been conducted to examine the content of media to explain the relationship between media consumption and citizen participation. Results showed that when viewers use the same media in different ways, different effects may be produced (McLeod, 2000). Past research consistently reveals time spent with the newspaper to be positively related to increased community knowledge and overall civic activity (McLeod et al., 1996; McLeod et al., 1999; Moy, Scheufele, & Holbert, 1999; Rothenbuhler et al., 1996).

Online News Exposure

The patterns of news consumption have changed dramatically as the coming of the Internet age. The direct effect of Internet use and participatory behaviors have been explained from the perspective of rational choice theory. People acquire information as a way to reduce uncertainty, however, they may not be willing to do so if it took too much time and effort (Wojcieszak, Bimber, Feldman, & Stroud, 2015). The Internet has made more media content available and has helped reduce the cost of seeking information and participating in community and political affairs (Tewksbury, 2006). Therefore, the Internet is considered to facilitate the process of democracy (Ward & Vedel, 2006).

Based on the empirical research recently, the findings suggested that Internet use was positively related to civic and political involvement (Gil De Zúñiga, Puig-I-Abril, & Rojas,

2009). Xenos and Moy (2007), for example, suggested that online public campaign information is positively correlated with the acquisition of political information. For those who show a higher interest in political campaigns, internet use increases the possibility of participating in civil and political activities. Shah et al. (2001) found that Internet users who use the medium for information purposes were more likely to have political trust and engage more in civic matters.

The view of the positive association between Internet use and citizen participation is full of challenges. Dahlgren (2005) supposed that Internet use may increase the possibility of the destabilization of the public sphere. Opponents worry that the recreational use of the Internet would derive young people at the time to follow the news (Kraut et al., 1998). Shah, Cho, Eveland, and Kwak (2005) argued that another potential outcome of the internet is to supplement and encourage political participation. Particularly, social media has become a major digital source of political information and news (Robertson, Vatrapu, & Medina, 2010). Previous research has emphasized the potential of digital media, especially social media, to mobilize people to participate in civil and political life (Skoric & Poor, 2013).

The informational use of social media predicts political and civic engagement in previous studies (Gil de Zúñiga, Jung, & Valenzuela, 2012). Those who use social media for the political purpose may increase their political interests and political participation (Holt, Shehata, Strömbäck, & Ljungberg, 2013). It was also found that those who use social media for informational use were more likely to participate in political or civic activities (Gil de Zúñiga et al., 2012). These findings suggested that digital media, especially interactive media outlets, have the potential to mobilize users to civic and political engagement. While some fear that news in the online environment may have resulted in societal fragmentation and displacement of community concerns, others view the online environment as a space for political re-engagement, particularly for young people (Delli Carpini, 2000).

In the context of the 2018 local election and referendum in Taiwan, this study hypothesized that the news reports in the same year may have positive impacts on people's participatory behaviors. As a result, the hypotheses were formulated.

H1a: Television news exposure will be positively related to civic engagement.

H1b: Newspaper exposure will be positively related to civic engagement.

H1c: Online news exposure will be positively related to civic engagement.

News Media Exposure and Emotion towards Election

In addition to the cognitive effect on political behaviors, scholars have been aware of the effect of affective factors on humans' political intentions or behaviors. Previous research has suggested that audiences' emotions may be a key factor when they process political information and make decisions (Brader & Marcus, 2013; Groenendyk, 2011). Individuals' emotions were triggered by political messages, and peoples' attitudes and behaviors political entities vary regarding the respective emotions elicited by political stimuli. According to prior research, news messages can trigger an emotional response (Cho et al., 2003). Researchers noted that "technological features of television, such as vivid images, close-ups, zoom, video graphics, and sound, transcend the boundaries of time and space, providing viewers a sense of "presence" and creating a subjectively "real" experience (Namkoong et al., 2012)". In the recent television news industry norms, people have focused more on tone and verbal expression (Cho et al., 2003). Therefore, it is properly assumed that watching TV news can cause more emotional reactions from the audience. At the same time, the use of emotional words and provocative language in newspapers also aroused emotional responses from readers (Friedman, Gorney, & Egolf, 1987). Previous research suggested that individuals shown news edited to display negatively-valenced material demonstrated increases in both anxiety and sad mood and

were more likely to catastrophize personal worries after the viewing than those shown clips edited to display either positive or neutral material (Johnston & Davey, 1997).

Namkoong et al. (2012) examined whether emotions may mediate the relationship between news media use and political participation. The dual-system model (Dillard & Peck, 2001) and balance theory (Heider, 1946, 1982) was applied to understand the mediating role in the connection of television news and newspaper attention and political participation. Their results showed that the association between television news attention and political participation was completely mediated by the emotions of the two candidates, while the association between newspaper attention and political participation was partially mediated. That is, television news only has an indirect influence on political participation through emotional reactions to candidates. The results of previous studies have shown that the degree of attention on television news has less influence on political participation behavior than newspaper readers because when the report arouses emotions among presidential candidates, television viewers are more likely to participate in political activities.

Limited research discovered the impact of online news exposure on emotional response. Marquart, Brosius, and de Vreese (2019) examined whether emotional responses may be a mediator to political attitudes and behavioral intentions. Marquart et al. (2019) pointed out the importance of social media marketing strategies in politics and the effect of positive emotions towards political behaviors and intentions. They designed (1) positive or negative (2) emotional or non-emotional EU-related posts on social networking sites, and whether the emotional outcomes caused by the posts affect political behaviors.

The most prevailing dual-system model was proposed by the Affective Intelligence Theory (AIT) (Marcus et al., 2000), which described the processes whereby emotions promote citizen's participatory behaviors. Since the AIT was proposed, it has been the most popular used framework to study the emotions in political psychology (Brader & Marcus, 2013). The

theory proposed that people will have different emotional responses to the surrounding environment according to political geography and background. In turn, emotional reactions cause them to rely on habitual choices or thinking about their behaviors (Marcus, Neuman, MacKuen, & Crigler, 2008). In the tradition of political psychology, Marcus et al (2000) have developed a parallel model that emphasizes three basic attention dynamics related to emotion: (1) passion, (2) anger/disgust, and (3) anxiety (Marcus et al., 2000). Moreover, the result of dual affective subsystems of the brain that make complex behaviors were characterized by Affective Intelligence Theory: (1) The disposition system, which is mainly responsible for managing dependence on habits and previous learning strategies; (2) the surveillance system, which is mainly responsible for identifying novel threatening environments to start turning to rational considerations (Marcus et al., 2000).

Positive emotions, which appear when goals are fulfilled, tend to reinforce existing behaviors (the disposition system). Moreover, the theory explains that negative emotions experienced when individuals face unfamiliar, threatening stimuli are likely to disrupt normal patterns of behavior and induce novel forms of activities to deal with the source of a threat (the surveillance system). Negative emotions, including anger and anxiety, evoked by news exposure should affect participation differently. Many studies pointed out that anger has a substantial impact on stimulating citizens' positive attitudes (Lerner & Keltner, 2001; Valentino et al., 2011). Anger triggers a desire to protect one's beliefs through approach behavior (Arpan & Nabi, 2011). In contrast, anxiety makes one avoid the threat and escape (Nabi, 2003). When an anxious person analyzes the situation carefully to deal with uncertainty, anxiety encourages thoughtfulness rather than actions (Bernbau, Fujita, & Pfennig, 1995; Huddy, Feldman, & Weber, 2007). A large amount of empirical evidence has been established to support the motivational influence of negative emotions. For example, anxiety has been shown to arouse people's interest in elections, attracted news, and promoted participation

beyond voting (Marcus et al., 2000; Rudolph, Gangl, & Stevens, 2000). Although some studies have shown that anxiety and political expression are related, others have found negative associations (Marcus et al., 2000; Valentino et al., 2011). Because the path of the effect of anxiety on participatory behavior is not clear, the study asks the following:

RQ1a: Will anxious towards election mediate the relationship between television news exposure and civic engagement?

RQ1b: Will anxious towards election mediate the relationship between newspaper exposure and civic engagement?

RQ1c: Will anxious towards election mediate the relationship between online news exposure and civic engagement?

Trust in Media

In a trust relation, there are, at minimum, two parties: trustor and trustee. The trustor, the side that places the trust, and the trustee, the side being trusted. The trustor and the trustee interact in an uncertain situation which the trustor stands to gain or lose. Four points conclude in the relation of trust are rather elementary but important. The first and second indicate that the decision of the trustor fits the paradigm that decision theorists call decisions under risk. The third point indicates that, unlike those social exchanges which require the voluntary action of two parties, the placement of trust may be a voluntary action of one party alone, the trustor. The fourth point indicates something of the range of devices designed to reduce the necessity for placing trust (Coleman, 1994).

What causes audience to trust or mistrust in the media? Two kinds of explanations emerged. The first one stands to some features of the text, the other one stands to audience characteristics. Some features of the text, including journalists' sourcing practices (Sundar, 1998), Perceptions of individuals presenting news stories, such as gender and race (Balon,

Philport, & Beadle, 1978), and medium characteristics (Kiouisis, 2001) were related to the perceived credibility of news reports. In terms of the audience characteristics, prior research found that trust in media is related to interpersonal trust (Tsfati & Cappella, 2003) and other forms of political trust (Jones, 2004). Conservatives distrust the news media even more than liberals (Jones, 2004), and people with extreme attitudes mistrust less than moderates (Gunther, 1988). These findings point out that most people's trust or mistrust is explained by their personal biases (Gunther, 1992).

Trust and Media Effects on Affective Attitude

Media has become important to our politics, economy, and societies, and it's crucial to investigate people's perceptions of the media. Tsfati and Cohen (2012) pointed out that perception of the media, including trust in the media, can explain the motivation and power of the audience, and sometimes trigger changes in attitudes or behaviors. They viewed the reexamination of media views as a more complex process, rather than a stimulus-response model of "media effect". The process is that the attitude to the media shapes the response to the media and interacts with the response to the media. Take agenda-setting effects as an example, the audience's trust in the media seems to alleviate this media effect.

It is sensible that those who do not trust the media will be less willing to accept the media's introduction to the world. From the research on the results of media trust, it is found that the audience is more active and may even be more mature. The consequences do not necessarily appear to be more sensible. Some effects of media trust of media influence may reflect coordination reactions, while some audience reactions to their trust in media seem counterproductive. Previous research pointed out that media messages have an affective impact on recipients (Ball-Rokeach & DeFleur, 1976). To pay more attention to the concept of news media in the construction of media theory, this study plans to examine whether the effects of

media trust may influence the relationship between affective reactions and civic engagement. In this way, the influence of the media on trusted audiences will increase, while the influence on those distrusting media organizations will decrease. Against these literatures mentioned above, the research question in this study was proposed as follows.

H2a. Trust in television news moderates the effect of television news exposure on people's emotions.

H2b. Trust in newspapers moderates the effect of newspaper exposure on people's emotions.

H2c. Trust in online news moderates the effect of online news exposure on people's emotions.

Trust and Media Effects on Civic Engagement

The research found that there is a modest and positive relationship between media trust and media use (Kiousis, 2001; Tsfati & Cappella, 2003, 2005). Those with higher trust in mainstream media tend to use mainstream media more frequently (Tsfati & Cappella, 2005), whereas those with a lower level of trust in mainstream media tend to have a diverse “media diet” that leads them to have alternative media consumption (Tsfati & Cappella, 2003). There is sufficient evidence that media trust is related to media consumption patterns (Wanta & Hu, 1994). Nonetheless, less research investigates whether media trust is related to online news creation, Ardèvol-Abreu et al. (2018) examined the moderating role of media trust in the relationship between online news creation and political participation both online and offline. The survey results showed that trust in traditional and civic news media has reduced the relationship between online news creation and online political participation, but has no significant interactive impact on the relationship between online news creation and offline political participation. The levels of trust in traditional news media and citizen news media will not affect the relationship between online news creation and offline political participation. The study uses “news media use” as a control variable to avoid possible influence on political

participation caused by news exposure, but media trust may potentially be the cause or result of news “use”.

Previous research has shown that media trust and news exposure interact to predict online participation (Kaufhold et al., 2010). As the perception of media is considered to be objective, reliable, or accurate (Gaziano & McGrath, 1986; Kohring & Matthes, 2007), there is sensible for one to trust the news source, and the news may have greater mobilizing power. In other words, information seems to be biased or inaccurate seems unlikely to mobilize people. According to this reasoning, people's news use was found to be positively correlated with online political participation, and people with higher levels of trust in citizen news exacerbated this impact (Kaufhold et al., 2010). Considering the literature mentioned above, this study aims to examine trust in different news media platforms as moderators at the same time in the media use effects.

H3a. Trust in television news moderate the effect of television news exposure on civic engagement.

H3b. Trust in newspapers moderate the effect of newspaper exposure on civic engagement.

H3c. Trust in online news moderate the effect of online news exposure on civic engagement.

Sociodemographics

Partisanship is strongly associated with people’s feelings about the candidates (Marcus et al., 2000). Take the situation in the U.S. for example. Republicans are more likely than Democrats to be favorably disposed toward Republican presidents. Similarly, they are more likely to be more anxious by Democratic presidents. Affective Intelligence suggests that supporting partisans should sense the danger and produce anxiety. Hence, partisanship will be included in this study. Besides, political interest has been seen as a strong predictor of civic engagement (Kenski & Stroud, 2006). While people have higher levels of interest in politics, they tend to

pay more attention to political information and are more likely to be mobilized. Basic sociodemographic variables will also be included in the study, including age, educational level, and gender. The overall research framework of this study was formulated (see Figure 1).

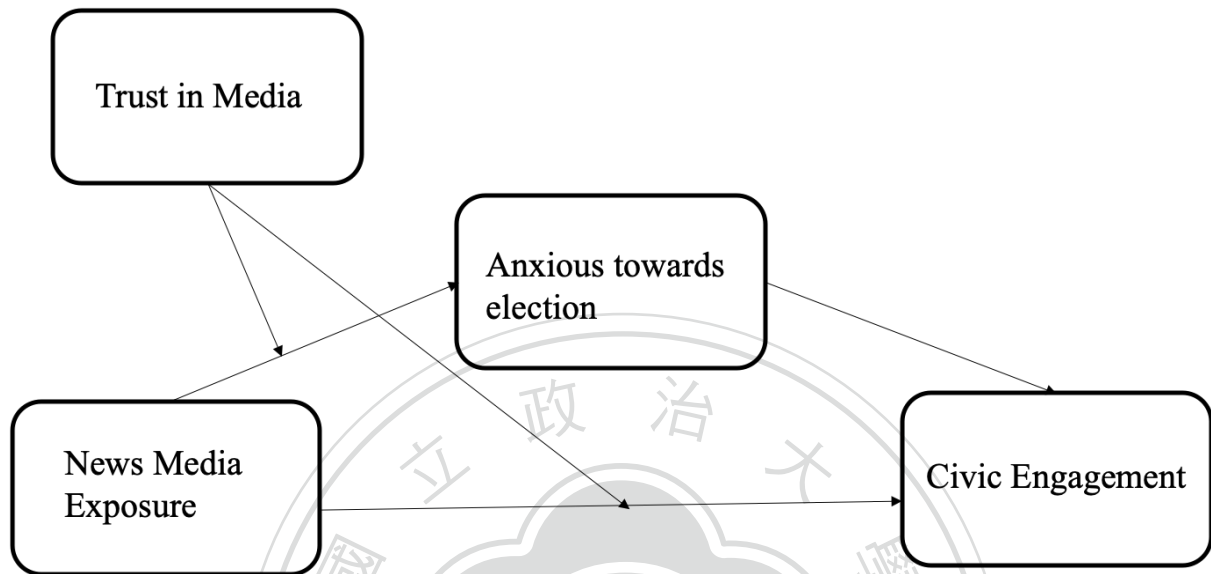


Figure 1. Research Framework

Chapter 3. Methodology

Survey Design and Sampling

This study employed the 2018 Taiwan National Communication Survey (TCS) dataset. The 2018 TCS examined media uses and their implications for people's engagement with society, including how people use media to explore, get involved, and connect with society.

The TCS has long conducted a survey related to media consumption behavior among people in Taiwan from 2010. In terms of sampling, the census data of the Taiwanese population was used as the sampling frame. The three-stage stratified probability proportional to size (PPS) sampling was adopted to account for a nationally representative sample of Taiwanese adults in the household. The population was stratified based on factors including the percentage of the population of different age groups, of different district areas, and different careers and so on.

The face to face interviews was conducted from July 4, 2018, to October 11, 2018. The interviews were conducted among 2,028 Taiwanese citizens, who were 18 years or older and living in the current address at least four days a week. Interviewers conducted the interviews carried with tablet computers. The self-developed Computer-Assisted Personal Interviewing (CAPI) software was used to minimize potential errors resulting from skipping questions, missing answers, contradictory results, and conflicting responses.

For the goal to explore the influence of different news media platforms on civic and political participation, the national sample of multiple news media platforms exposure is suitable for this study.

Measurement

Dependent Variables

This study was interested in *civic engagement* (Cronbach's $\alpha = .81$, $M = 1.45$, $SD = .6$). These were measured using different sets of questions and combined to be the dependent variable that the study planned to examine. For civic engagement, four questions were designed to understand how often did people participate in the following activities and events over the past years. The questions were answered on 4 points Likert-scale from never to often (Never=1, Seldom=2, Sometimes=3, Often=4).

1. How often did you take part in community or local improvement (e.g. voicing your concerns regarding the neighborhood to local officials, beautifying the community, participating in protests or demonstrations, signing petitions, etc.)? ($M = 1.48$, $SD = .75$)
2. How often did you work as a volunteer (e.g. volunteering at charitable or civic organizations, cleaning the community, helping with guiding school children cross the streets, promoting recycling, handing out pamphlets on civic organizations, etc.)? ($M = 1.61$, $SD = .9$)
3. How often did you take part in community or civic organization meetings or events (e.g. residents committees, community gatherings, local town halls, gatherings of the farmers' or fishermen's associations, school meetings, parent-teacher conferences, etc.) ($M = 1.47$, $SD = .79$)
4. How often did you take part in local political activities (e.g. local political party meetings, constituency offices, political boosters, etc.)? ($M = 1.22$, $SD = .54$)

Independent Variables

This study plans to compare different *news media exposure* in a week among respondents. For television news use, the question was, "On average, how many days do you watch TV News in a week ($M = 5.16$, $SD = 2.35$)?" As for newspaper exposure, the question was, "How many

days a week do you read the newspaper (printed newspaper only) (M= 1.23, SD= 2.29)?" In terms of *online news exposure*, the question was "On average, how many days a week do you consume online news (using news websites, Line Today news, or news apps) (M= 4.39, SD= 2.93)?"

Mediator

The emotion of *anxiety* was tested in the study. These questions were designed to measure the respondents' emotions towards the 2018 municipal elections. For anxious (M= 1.2, SD= .55), the question was "How anxious do you feel about this year's "Taipei City" (change this according to which electoral district the respondent is registered in) municipal election?" The respondents answered the question on 4 points Likert-scale from not anxious (= 1) to very anxious (= 4).

Moderators

To measure respondents' *trust in different news media*. The TCS team conducted a question to ask the respondents' media evaluation. The question was "With 0 representing least credible, 100 representing the most credible, and 60 as passing, please rate the overall performance of news reporting of the following media. (please rate based on your general impressions. There are no correct answers)." This study only used the results of three news media platforms including trust in television (M= 64.48, SD= 19.4), trust in newspapers (M= 72.14, SD= 23.48) and trust in the Internet (M= 62.05, SD= 23.56).

Control variables

To avoid a confounding effect, basic demographics such as age, gender, education level, and income were included as controls. Respondents had to indicate their year of birth. For *gender*, the male was coded as 1 and female as 0 (49.8 % female). *Education level* (median: some senior

high school) was measured on a scale from 1(none) to 21(doctoral degree). For research analysis, items indicating similar educational levels (e.g. vocational junior high school and junior high school) would be compiled. In sum, education was concluded into 7 categories, including (1) self-study; (2) Elementary school; (3) Vocational junior high school and junior high school; (4) Vocational senior high school, senior high school and cadet school; (5) (Five-year/ two-year/ three-year) junior college, (one-year/ two-year) military/police junior college; (6) Open junior college, open university, military/police college, institute of technology and university; (7) Master's degree and above. *Partisanship* was concluded into 7 categories, including (1) very pan-green; (2) pan-green; (3) neutral; (4) pan-blue; (5) very pan-blue. *Political interests* are also included as controls. Respondents' interests in politics affect not only their attention on political news but their intention to participate in civic and engagement. The question was "How interested are you in politics?" The respondents answered the question on 5 points Likert-scale from 1 (= not interested at all) to 5 (= very interested) (M= 2.31, SD= 1.05).

Chapter 4. Results

Survey Design and Sampling

Among the 1,507 participants, 757 are male (49.8 %, female = 750). The age ranged from 18 to 87 (M = 43.34, SD = 14.63). More than half of the respondents were under 43, taking up 51.8%. From the perspective of education level, most of the participants had received vocational high school's degree (45.4%) or bachelor's (39.7%).

Table 1. Sample Demographics

| | | Total (N = 1,507) | |
|-----------------|--|----------------------|-------|
| | | N | % |
| Gender | Male | 757 | 50.2% |
| | Female | 750 | 49.8% |
| Age | 18-20 | 68 | 4.5% |
| | 21-30 | 279 | 18.5% |
| | 31-40 | 345 | 22.9% |
| | 41-50 | 335 | 22.2% |
| | 51-60 | 291 | 19.3% |
| | 61-70 | 140 | 9.3% |
| | 71 above | 44 | 2.9% |
| Education level | Self-study | 2 | 0.1% |
| | Elementary school | 56 | 3.7% |
| | Vocational junior high school and junior high school | 155 | 10.3% |
| | Vocational senior high school, senior high school, and cadet school; | 684 | 45.4% |
| | (Five-year/ two-year/ three-year) junior college, (one-year/ two-year) military/police junior college; | 517 | 34.3% |
| | Open junior college, open university, military/police college, institute of technology and university; | 82 | 5.4% |

In this study, only 4.6% and 19.6% of the respondents never used television and the Internet to watch the news in a week. Most of the participants still adopted television and the Internet to get news (television news use = 95.4%, online news use = 80.4%). Quite differently, 68.4 % of the respondents never read a newspaper to get news in a week.

About trust in media, the participants for this study tended to rate the overall performance of news reporting of the three types of media as passing (with 0 representing least credible, 100 representing the most credible, and 60 as passing), with television news got 64.48 points (SD = 19.4), newspaper news got 72.14 points (SD = 23.48) and online news got 62.05 points (SD = 23.56) in average.

Results in Table 2 indicated that respondents for this analysis had little experience participating in civic activities (M = 1.45, SD = 0.6). About 64.9% of the respondents never took part in community or local improvement. Concerning work as a volunteer, more than half of the participants had never worked as a volunteer at charitable or civic organizations (61.7%). About 67.8% of the respondents never took part in community or civic organization meetings or events. Moreover, up to 80 percent of the respondents never took part in local political activities (83.8%). As for people's anxiety about the election, up to 80 percent of the respondents did not feel anxious towards the 2018 election (M = 1.2, SD = 0.55).

Table 2. Sample Characteristics

| Variables | Questions | (1) | (2) | (3) | (4) |
|----------------------------|--|-------|-----|-----|-----|
| Anxiety about the Election | How anxious do you feel about this year's "Taipei City" (change this | 1,299 | 134 | 58 | 16 |

| | | | | | |
|------------------|--|-------|-------|-------|------|
| | according to which electoral district the respondent is registered in) municipal election? | 86.1% | 8.9% | 3.9% | 1.1% |
| Civic Engagement | How often did you take part in community or local improvement (e.g. voicing your concerns regarding the neighborhood to local officials, beautifying the community, participating in protests or demonstrations, signing petitions, etc.) | 978 | 363 | 130 | 36 |
| | | 64.9% | 24.1% | 8.6% | 2.4% |
| | How often did you work as a volunteer (e.g. volunteering at charitable or civic organizations, cleaning the community, helping with guiding school children cross the streets, promoting recycling, handing out pamphlets on civic organizations, etc.)? | 930 | 327 | 159 | 91 |
| | | 61.7% | 21.7% | 10.6% | 6.1% |
| | How often did you take part in community or civic organization meetings or events (e.g. residents committees, community gatherings, local town halls, gatherings of the farmers' or fishermen's associations, school meetings, parent-teacher conferences, etc.) | 1,022 | 304 | 134 | 48 |
| | | 67.8% | 20.2% | 8.9% | 3.2% |
| | How often did you take part in local political activities (e.g. local political party meetings, constituency offices, political boosters, etc.)? | 1,264 | 176 | 54 | 14 |
| | | 83.8% | 11.7% | 3.6% | 0.9% |

(1)=Never, (2)=Seldom, (3)=Sometimes; (4)=Often

Along with other descriptive statistics, correlations were also computed among the key variables in the study (see Table 3). Preliminary analysis among variables in Table 3 is fundamental in explaining the mutual relationships between the predictor variables with moderating variables and control variables. The results obtained from this analysis were used to indicate the effect of multicollinearity among variables. Based on Pearson's Correlation Coefficients, the three types of news media exposure all showed a positive relationship with people's political interests. Only television exposure and trust in television showed a positive relationship with a correlation of $r = .23$. Newspaper exposure and trust in the newspaper showed a negative relationship with a correlation of $r = -.2$. Online news exposure and trust in online news showed a negative relationship with $r = -.06$. The three types of news media exposure did not show a significant relationship with political ideology. Moreover, for people who have interests in politics, they are more likely to expose themselves to news media to get information. As for people's media use habits, there was a significant relationship between news media use platforms, but the correlation was low. Television news exposure and newspaper exposure showed a positive relationship with an $r = .14$. Television news exposure and online news exposure showed a positive relationship with an $r = .07$. Online news exposure did not show a significant relationship with newspaper exposure.

Table 3. Means, Standard Deviations and Correlations between Variables

| | <i>M</i> | <i>SD</i> | TV exposure | TV trust | Newspaper exposure | Newspaper trust | Online news exposure | Online news trust | Political interests | Partisanship |
|----------------------|----------|-----------|-------------|----------|--------------------|-----------------|----------------------|-------------------|---------------------|--------------|
| TV exposure | 4.99 | 2.37 | - | | | | | | | |
| TV trust | 64.48 | 19.4 | .23** | - | | | | | | |
| Newspaper exposure | 1.23 | 2.29 | .14** | -.03 | - | | | | | |
| Newspaper trust | 72.14 | 23.48 | .096** | .36** | -.2** | - | | | | |
| Online news exposure | 4.39 | 2.93 | .07** | .04 | -.04 | -.06* | - | | | |
| Online news trust | 62.05 | 23.56 | .034 | .39** | -.07** | .16** | -.06* | - | | |
| Political interests | 2.31 | 1.05 | .07** | .02 | .08** | -.0009 | .09** | -.01 | - | |
| Partisanship | 4.15 | 2.01 | .03 | -.03 | .04 | -.06* | -.05 | -.04 | -.03 | - |

Note: * $p < 0.5$, ** $p < 0.05$, *** $p < 0.001$. N=1,507

Hypotheses and Research Questions Testing

In this study, the research questions and hypothesis involved a mediation model and a moderated mediation model; and therefore, Andrew Hayes' PROCESS macro would be employed. Hayes' PROCESS was widely recognized as the appropriate method to test moderation and mediation effects among variables. PROCESS used the bootstrapping method to calculate both conditional direct and indirect effects, examining the statistical significance, and providing confidential intervals (Hayes, 2017). Model 4 was employed to test the mediation effects between the antecedent and dependent variables (see Figure 2). Moreover, model 8, comprising one mediator and one moderator, was adopted to test the mediation effects and interaction terms between the antecedent and dependent variables (see Figure 3).

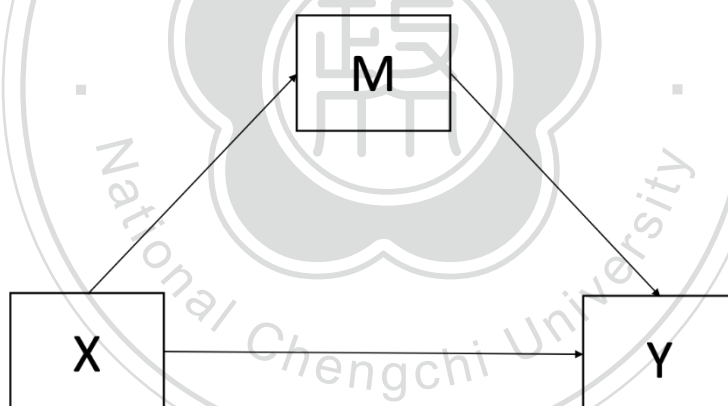


Figure 2. The conceptual diagram of Model 4 from Andrew Hayes' PROCESS macro (Hayes, 2017, p.13).

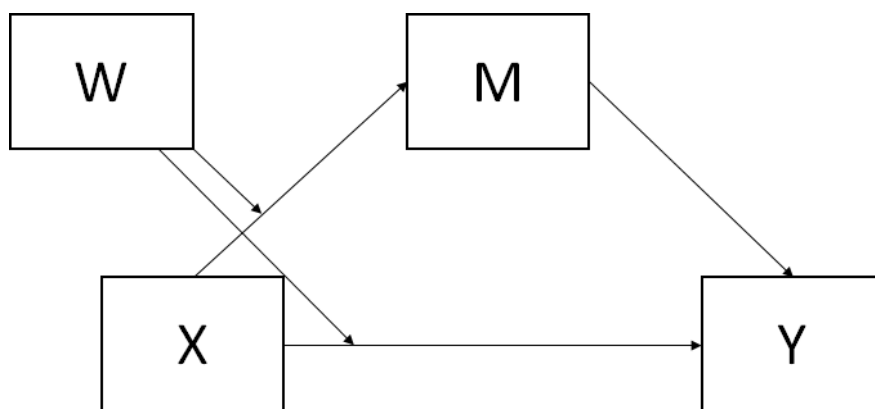


Figure 3. The conceptual diagram of Model 8 from Andrew Hayes' PROCESS macro (Hayes, 2017, p.13).

In the model, taking television news exposure, newspaper exposure, and online news exposure as the antecedent variables. Civic engagement was tested as the dependent variable (Y). Anxiety about the election served as the mediator (M) and media trust served as the moderator (W). Sociodemographic variables, such as age, gender, education level, partisanship, and political interests, were included as covariates. The bootstrapping analysis was based on 5,000 resampling iterations, and the 95% bias-corrected confidence interval.

H1a–c investigated the effect of three types of news media use on civic engagement respectively. H1a hypothesized that television news use would be positively associated with civic engagement. The results showed that the relationship between television news use and civic engagement was not significant ($B = .01, p > .05$). H1b examined the effect of newspaper use on civic engagement. In response to H1b, the results suggested that newspaper use was positively related to civic engagement ($B = .05, p < .05$). H1c stated that online news exposure would be positively related to civic engagement. Results showed that the relationship between online news exposure and civic engagement was not significant ($B = -.009, p > .05$). Therefore, only H1b was supported, whereas H1a and H1c were not supported.

RQ1a-c explored the indirect relationship between three types of news media use and civic engagement through anxiety about the election. To answer these research questions, the study performed a mediation analysis, with anxiety towards the election being the mediator. RQ1a stipulated that television news exposure will lead to people's anxiety towards the election, which, in turn, will be positively associated with people's willingness to join in civic activities. This study used model 4 of the PROCESS macro and the results showed that the indirect effect of television news exposure on civic engagement through anxiety towards the election was not statistically significant (anxiety about the election: $-.0009$, $CI = -.0034$ to $.0011$).

RQ1b examined whether anxiety about the election would mediate the relationship between newspaper use and civic engagement. The analysis indicated that the indirect effect of newspapers on civic engagement through anxiety about the election was not significant (anxiety about the election: $.0007$, $CI = -.0012$ to $.0032$). That is, anxiety about the election did not mediate the relationship between newspaper exposure and civic engagement.

RQ1c examined whether anxiety about election would mediate the relationship between online news exposure and civic engagement. The results indicated that the indirect effects of online news exposure on civic engagement through anxiety about the election were not significant (anxiety about the election: $.0002$, $CI = -.0014$ to $.0019$). It showed that anxiety did not mediate the effect of online news use on civic engagement.

The moderated mediation index provided by PROCESS allowed for a general test of moderated mediation. H2a-c hypothesized that trust in news media will interact with the association between news media use and people's emotions. H3a-c proposed that trust in news media will interact with the effects of news media use and civic engagement. H2a hypothesized that trust in news media will interact with the relationship between television news exposure and anxiety towards the election. After controlling age, gender, education level, partisanship, and political interests, the moderating effects of trust in television news was statistically

significant ($B = .001, p < .01$). Therefore, people's level of trust in television news will moderate the association between television news exposure and anxiety towards the election. To visualize the moderating effects explored in H3a, the PROCESS outputs provided corresponding values of civic engagement when television news exposure and trust in television news were one standard deviation above the mean (high) and one standard deviation below the mean (low). With the high and low values, the interaction effect was plotted (see Figure 4). H2a was supported. H3a examined the moderating effects of trust in television news on the association between television news use and civic engagement. The process analysis (see Table 4) showed that the interaction effects between television news use and trust in television news on civic engagement were not statistically significant ($B = -.003, p > .05$). H3a was not supported. Furthermore, the moderator will enhance the indirect effect based on the analysis. That is, the levels of trust in television news will increase the indirect effect of television news exposure on people's civic engagement through anxiety towards the election. Table 4 lists the intermediary variable model (the influence of predictor variables on the intermediary), the dependent variable model (the influence of predictor variables on the DV), and the indirect influence of conditions between the levels of media trust. Age, gender, education level, partisanship, and political interests were the control variables used in the process.

Table 4. Moderated Mediation Model: Indirect Effect of Television News Exposure (IV) on Civic Engagement (DV) Through Anxiety about Election (M) Moderated by Trust in Television News (Mo)

| Predictors | Mediator Variable Model (DV = anxiety about the election) | | | |
|------------------|---|-----------------|-----------|-----------------|
| | <i>B</i> | <i>t</i> -Value | <i>SE</i> | <i>p</i> -Value |
| TV News Exposure | -.65 | -3.3 | .02 | .001 |

| | | | | |
|------------------------|-------|-------|-------|------|
| Trust in TV News | -.004 | -2.14 | .002 | .033 |
| TV Exposure × TV Trust | .001 | 3.17 | .0003 | .002 |

Dependent Variable Model (DV = Civic Engagement)

| Predictors | <i>B</i> | <i>t</i> -Value | <i>SE</i> | <i>p</i> -Value |
|----------------------------|----------|-----------------|-----------|-----------------|
| TV News Exposure | .01 | .48 | .02 | .634 |
| Anxiety about the Election | .16 | 5.36 | 0.29 | .000 |
| Trust in TV News | -.0005 | -.28 | .002 | .778 |
| TV Exposure × TV Trust | -.0003 | -.81 | .0003 | .421 |

Conditional Indirect Effects at Trust in TV News

| Mediator | Condition | <i>B</i> | Boot <i>SE</i> | Boot 95% CI |
|----------------------------|---------------|----------|----------------|-------------------|
| Anxiety about the Election | Low TV Trust | -.003 | .0015 | [-.006 to -.0001] |
| Anxiety about the Election | High TV Trust | .002 | .0016 | [-.001 to .006] |

Note: Bootstrap resamples = 5000. *B* = unstandardized regression coefficients.

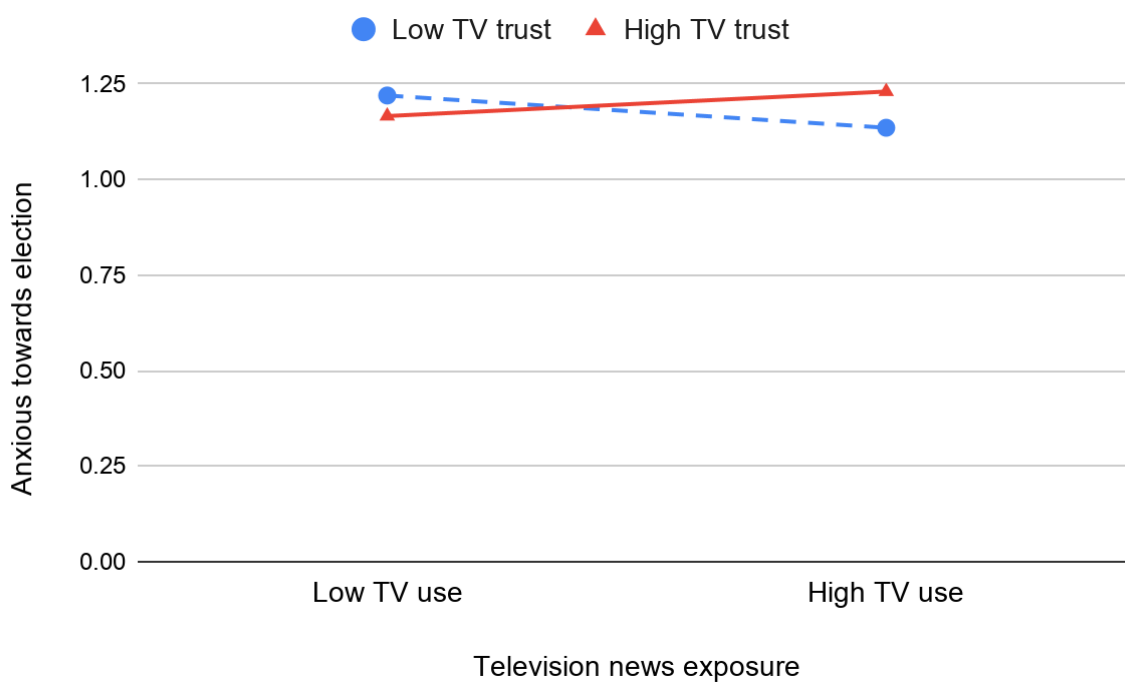


Figure 4. The Moderating Effects of Trust in Television News on the Association between Television News Exposure and Anxiety about the Election.

In the mediator variable model, television news exposure was a significant predictor of anxiety about the election ($p < .001$). In the dependent variable model, the interaction effect of anxiety and trust in television news on civic engagement was significant, indicating that the mediation (i.e., television news exposure on civic engagement through anxiety about the election) was moderated by the level of trust in television news. The conditional indirect effects further showed that the indirect effect of television news exposure on civic engagement through anxiety about election was significant when the levels of trust in television news was low ($B = -.003$, $SE = 0.0015$, $95\% \text{ CI} = -.0006 \text{ to } -.0001$), but not significant in higher level of trust in television news conditions ($B = .002$, $SE = 0.0016$, $95\% \text{ CI} = -.001 - .006$). Therefore, the proposed moderated mediation was supported for television news use, which shows that anxiety about election mediated the effect of television news exposure on civic engagement difference only when people have lower levels of trust in television news.

H2b and H3b examined the moderated mediation model on newspaper exposure. Results from the bootstrapping analysis (see Table 5) showed that the pattern did not exist for newspaper use. The interaction effect of anxiety about election and trust in newspapers was not significant ($B = .0003$, $p > .05$). H3b hypothesized that there would be an interaction effect of newspaper exposure and trust in newspapers on audiences' civic engagement. The process analysis (see Table 5) showed that the interaction effects between newspaper use and trust in newspapers on civic engagement were not statistically significant ($B = -.001$, $p > .05$). Furthermore, the indirect effect of newspaper on civic engagement through anxiety about election was not significant, regardless of the levels of trust in newspaper ($B = -.001$, $SE =$

0.002, 95% CI = -.004 -.003; $B = .002$, $SE = 0.003$, 95% CI = -.004 -.007). Therefore, moderated mediation effects could not be probed. H2b and H3b were not supported.

Table 5. Moderated Mediation Model: Indirect Effect of Newspaper Exposure (IV) on Civic Engagement (DV) Through Anxiety about Election (M) Moderated by Trust in Newspaper (Mo)

| Mediator Variable Model (DV = anxiety about the election) | | | | |
|---|----------------------|-----------------|----------------|-----------------|
| Predictors | <i>B</i> | <i>t</i> -Value | <i>SE</i> | <i>p</i> -Value |
| Newspaper Exposure | -.018 | -.81 | .022 | .417 |
| Trust in Newspaper | -.002 | -2.93 | .001 | .004 |
| Newspaper Exposure × Trust in Newspaper | .0003 | .92 | .0003 | .36 |
| Dependent Variable Model (DV = Civic Engagement) | | | | |
| Predictors | <i>B</i> | <i>t</i> -Value | <i>SE</i> | <i>p</i> -Value |
| Newspaper Exposure | .05 | 2.12 | .023 | .034 |
| Anxiety about the Election | .154 | 5.3429 | .0288 | .000 |
| Trust in Newspaper | -.002 | -3.04 | .001 | .002 |
| Newspaper Exposure × Newspaper Trust | -.001 | -1.39 | .0003 | .166 |
| Conditional Indirect Effects at Trust in Newspaper | | | | |
| Mediator | Condition | <i>B</i> | Boot <i>SE</i> | Boot 95% CI |
| Anxiety about the Election | Low Newspaper Trust | -.001 | .002 | [-.004 to .003] |
| Anxiety about the Election | High Newspaper Trust | .002 | .003 | [-.004 to .007] |

Note: Bootstrap resamples = 5000. *B* = unstandardized regression coefficients.

H2c and H3c investigated the hypothesized moderated mediation model on online news exposure. The interaction effect of anxiety about election and trust in online news was not significant ($B = .0003$, $p > .05$). H4c hypothesized that there would be an interaction effect of online news exposure and trust in online news on audiences' civic engagement. The process analysis (see Table 6) showed that the interaction effects between online news use and trust in online news on civic engagement were not statistically significant ($B = .000$, $p > .05$). Furthermore, the indirect effect of online news on civic engagement through anxiety about election was not significant, regardless of the levels of trust in online news ($B = -.001$, $SE = 0.002$, $95\% \text{ CI} = -.004 \text{ --} .003$; $B = .002$, $SE = 0.003$, $95\% \text{ CI} = -.004 \text{ --} .007$). Therefore, moderated mediation effects could not be probed. H2c and H3c were not supported.

Table 6. Moderated Mediation Model: Indirect Effect of Online News Exposure (IV) on Civic Engagement (DV) Through Anxiety about Election (M) Moderated by Trust in Online News (Mo)

| Mediator Variable Model (DV = anxiety about the election) | | | | |
|---|----------|-----------------|-----------|-----------------|
| Predictors | <i>B</i> | <i>t</i> -Value | <i>SE</i> | <i>p</i> -Value |
| Online News Exposure | -.02 | -1.4 | .013 | .162 |
| Trust in Online News | .00 | .01 | .001 | .992 |
| Online Exposure × Online News Trust | .0003 | 1.52 | .0002 | .129 |
| Dependent Variable Model (DV = Civic Engagement) | | | | |
| Predictors | <i>B</i> | <i>t</i> -Value | <i>SE</i> | <i>p</i> -Value |
| Online News Exposure | -.01 | -.59 | .015 | .559 |
| Anxiety about the Election | .1531 | 5.3027 | -.0289 | .0000 |

| | | | | |
|--|--------|-------|-------|------|
| Trust in Online News | -0.001 | -.81 | .001 | .42 |
| Online Exposure × Online News Trust | .000 | -.001 | .0002 | .999 |

Conditional Indirect Effects at Trust in Online News

| Mediator | Condition | B | Boot SE | Boot 95% CI |
|----------------------------|------------------------|-------|---------|-----------------|
| Anxiety about the Election | Low Online News Trust | -.001 | .001 | [-.003 to .001] |
| Anxiety about the Election | High Online News Trust | .001 | .001 | [-.001 to .004] |

Note: Bootstrap resamples = 5000. B = unstandardized regression coefficients.



Chapter 5. Discussions

To pay more attention to media trust and emotional responses in media theory building, this study proposed that when studying news media exposure on civic engagement, media trust, and emotional responses should be included when evaluating the effects of media use on human behaviors. This study formulated the process and investigated how media news use resulted in participatory behaviors in the context of the 2018 local election in Taiwan.

First, the results of this study revealed that only newspaper use was positively related to people's civic engagement, while television news use and online news use could not predict people's participatory behaviors. The results were consistent with previous claims that newspaper reading would facilitate individual participatory behaviors in the community (Finnegan & Viswanath, 1988; Moy et al., 2006; Rothenbuhler et al., 1996). As for television news exposure and online news exposure, this study did not find significant effects on people's civic engagement. Norris (2000) proposed a virtuous circle of media that there was a positive and causal relationship between news media use and civic and political participation. In contrast, according to media malaise theories, there was a negative and causal relationship between news media use and civic and political participation (Cappella & Jamieson 1997; O'Keefe 1980; Robinson 1976). The result is not in line with a virtuous circle or media malaise theories of the media that the relationship was not significant between television news use and civic engagement. The lack of relationship between television news use and civic engagement was consistent with the previous research that mass media news exposure did not predict the political participation in the 2000 presidential election in Taiwan (Peng, 2000). Moreover, the lack of the relationship between online news use and civic engagement may be attributable to the recreational uses of digital media, as previous research suggested (Campbell & Kwak, 2010; Shah et al., 2001). Although respondents in this research had little experience in taking part in

civic affairs, newspapers as a tool for getting news nowadays still had a potential motivating people to practice participatory behaviors.

Second, the findings showed that the indirect effect of the three types of news media exposure on civic engagement through anxiety about the election was not statistically significant. The results indicated that those who used television news reduced people's anxiety about the election, but such emotion did not contribute to people's real actions. These findings coincided with prior research that news messages can induce emotional response (Cho et al., 2003; Nabi, 2003). The features of television, in particular, provide audiences a sense of presence (Lombard & Ditton, 1997; Reeves & Nass, 1996). That is, since the audience can have a "real" experience created subjectively by television, audiences who are exposed to news on television more frequently would lower their levels of anxiety about the 2018 local election. However, the aroused emotion did not have an impact on people's civic engagement, so the indirect relationship was insignificant. Since anxiety makes one avoid the threat and escape (Nabi, 2003), the results explained that people's anxiety about the election did not lead to their willingness to take part in community activities. For people who had lower levels of trust in television news, their emotions triggered by television news were more likely to increase the chance of taking real actions.

On the other hand, the indirect relationship between newspaper exposure and civic engagement through anxiety about the election was not statistically significant. Results showed that the association between newspaper exposure and people's anxiety about the election was irrespective. While the results could not show the emotional reactions from newspaper readers, it might be because it is challenging to provoke audiences' emotions only by using inflammatory language in newspapers compared with television. Similarly, the findings could not find out the indirect relationship between online news exposure and civic engagement through anxiety about election. Online news using could not provoke emotional responses from users and; the

reason may lie in the fact that the fragmentation of information on the Internet might reduce users' attention on the news (Sunstein, 2007; Webster & Lin, 2002). As a result, it was less possible to elicit an emotional reaction from online news users.

The results also indicate that the moderating effects of trust in television on the relationship between television news exposure and anxiety about the election was significant; however, the moderating effects were not significant for newspaper exposure and online news exposure. As predicted, those who have higher levels of trust in television news were more likely to reduce their anxiety about the election.

While Tsfati and Cohen (2012) indicated that trust in media sometimes triggers attitudinal or behavioral changes, this study found no significant association between newspaper exposure and people's anxiety about election regarding different levels of trust in newspaper news. That is, those who have higher levels of trust in newspaper news were not more likely to feel anxious about the 2018 local election after being exposed to newspapers. The results lie in the fact that newspaper readers would choose the newspaper that corresponds to their political preference. That is, newspaper reading was not related to their emotion, regardless of their levels of trust in newspapers.

Moreover, this study found significant for the association between online news exposure and people's anxiety about election regarding different levels of trust in online news. In other words, those who have higher levels of trust in online news were not more likely to feel anxious about the 2018 local election after being exposed to online news. Although Ball-Rokeach and DeFleur (1976) had suggested that news messages may elicit receivers' emotions, the association only exists in television news using patterns. Therefore, the association in newspaper reading and online news surfing remained unexplored and called for a more in-depth examination.

Lastly, the moderating effects of trust in three types of news media on the association of the three types of news media exposure and civic engagement were not statistically significant. This research has provided empirical evidence that the association between news media use and peoples' civic engagement was not moderated by the levels of trust in media. Hence, the findings did not consistent with the previous research that media trust interacts with news exposure in predicting participation (Kaufhold et al., 2010). On the other hand, the findings showed that there was a significant relationship between media exposure and media trust. While television news and online news exposure could positively predict people's trust in media, newspaper exposure negatively predicts people's trust in the newspaper. As a result, future studies should examine what other variables may work in the relationship between news media use and civic engagement.

Limitations

Some limitations of this research need to be considered while interpreting the findings. First, this study provided cross-sectional evidence regarding the effects of trust in television news on television news exposure and civic engagement, and the indirect effects of television news exposure on civic engagement through anxiety about election. However, the role of trust in media and emotions in the relationship between the other two types of news media exposure (newspaper and online news) and civic engagement did not be guaranteed.

Second, the data used for this study came from a survey conducted by the TCS. Due to the restriction on the overall length of the survey, items could not cover the concepts comprehensively. Thus, the use of single-item measures was another shortcoming. These variables measured by single items included the three types of news media use and trust in the three types of news media. However, it was still reasonable to use single-item measures in this study as studies were using it previously.

Moreover, this study explored online news use as the antecedent of civic engagement, which includes social media, news websites, and any forms of online resources to get news. However, there were differences among online resources that the results could not show a significant effect on participatory behaviors by testing all the online resources at the same time. The findings presented in this research should not be generalized to all the online resources; various types of online news use would also influence the outcome. Thus, caution should be paid while elaborating on the findings.

Arguably, people may use multiple media platforms in the real-life, and the use of one media variable in the analysis may not be sufficient in representing people's media use behavior. However, based on the results of the study, although there were significant relationships among the three types of news media use, the correlations were low. There was no significant relationship between online news users and newspaper readers. Thus, examining the media use variable separately, as this study is doing, seems to be a justifiable decision.

It is also noteworthy that measurements of the media use variables in this study were over-simplified. The survey only asked the time people spent using each type of medium but did not ask specifically whether the audience was exposed to political news when they obtain the news on the media. The criterion variable could be changed as joining in the political activities by asking the frequency of people watching political news in the future.

Finally, this study relied on the self-reported data which reflected the subjective views of respondents. Although the data showed that newspaper reading affected individuals' participatory behaviors, readers should note that the overall rates of civic engagement and newspaper reading remained relatively low among Taiwanese citizens (see Table 2). More than 60% of the respondents had no experience of taking part in community affairs. Therefore, caution must be exercised when interpreting the results.

Chapter 6. Conclusions

The present study extended the literature regarding media exposure and civic engagement by examining the role of emotions and media trust. Examining people's anxiety about the 2018 local election is important for two reasons. First, limited literature discussed the affective effect on people's behaviors. Secondly, people's anxiety triggered by the 2018 local election in Taiwan may stimulate people's reactions more effectively. Moreover, despite the existing literature on the effects of different media use on civic engagement, studies investigating those effects in the context of an election in Taiwan remain scarce. The study compared the use of television news, newspaper, and online news in terms of frequency. It investigated their impact on civic engagement through people's anxiety about the election in Taiwan. The results suggest that people's anxiety could predict their participatory behaviors in civic activities. Only television use harms people's anxiety about the election; there were no significant effects of newspaper use and online news use on people's anxiety about the election. Hence, this study contributes to filling in the gap in the literature regarding people's anxiety in the context of the 2018 election and demonstrated that anxiety could predict people's participatory behaviors. This study may provide the academic community with insight regarding the different types of media trust that are perceived by receivers during the moderated mediation process. The findings of this study did not find out the significant effects of media trust on the relationship between media exposure and civic engagement. The results only suggest that people's trust in television moderates the relationship between television news use and people's anxiety about the election.

This study's findings hold several practical implications. First, the findings showed that people who watch television news more frequently are more likely to feel less anxious about the 2018 election among those who have higher trust in television news. In the context of the 2018 local election in Taiwan, the results pointed out television news could have an impact on

people's emotions compared with the other two types of media, and people's trust in television also plays a key role in predicting the relationship. Thus, television news outlets should put effort into providing credible, fair news to the audience. The information provided by television news could raise people's attention to public affairs and even promote their real actions. This study suggested the important role of television news in Taiwanese society. Compared to the other two types of news media, television news has a real impact on people's behaviors in the context of the 2018 election. By eliciting people's anxiety about the 2018 election, TV news is more effective in encouraging its audience to join in civic activities. The study suggested television news outlets to connect the public issues with the 2018 election to stimulate people's emotions, and that may enhance the possibility to take real actions. Besides, people who have more interests in politics are more likely to get information from the media. They may utilize the media to pay attention to public policy or electoral information.

In summary, in the high-choice media environment, various social issues were discussed on the mass media in the context of the 2018 election. This study expected that citizens might be more willing to join civic activities by exposing themselves to the media. However, only newspaper exposure could predict participatory behaviors. Although the results could not show the relationship between media exposure and people's anxiety about the election, it still filled the gap in the literature regarding the impact of anxiety on people's behaviors. Furthermore, trust in the media could not moderate the relationship between media use and civic engagement. This study used the national- representative sample from the 2018 TCS, which could precisely reflect the overall media use and civic engagement among Taiwanese adults aged over 18. Taiwan, as a democratic society, has empowered citizens to the freedom of speech and have the right to join civic or political activities. With the distinctive culture, this research taking Taiwanese citizens as a research sample further investigated the impact of mass media and the role of emotion and media trust in contribution to civic

engagement in the context of the 2018 election. Moreover, this study explored the democratic development in Taiwan by examining existing Western literature and the findings were different from those derived from the Western countries.



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