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ISTANBUL GELISIM UNIVERSITY  
INSTITUTE OF GRADUATE STUDIES**

Department of Political Science and Public Administration

**THE IMPACT OF THE MEDIA ON VOTERS'  
BEHAVIOUR AND TURNOUT IN THE US 2020  
PRESIDENTIAL ELECTIONS**

Master Thesis

**Omowale Ezekiel OLANREWAJU**

Supervisor

Assoc. Prof. Dr. Mustafa ULUÇAKAR

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## **DECLARATION**

I hereby declare that I am the author of this thesis and that it is a record of my own research work. It has not been presented on any occasion or in any application for a higher degree. All sources of information including quotations (indented or enclosed in quotation marks) were acknowledged by references.

Omowale Ezekiel OLANREWAJU

.../.../2022



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The thesis study of Omowale Ezekiel OLANREWAJU titled as THE IMPACT OF THE MEDIA ON VOTERS' BEHAVIOUR AND TURNOUT IN THE US 2020 PRESIDENTIAL ELECTIONS has been accepted as MASTER THESIS in the department of Political Science and Public Administration by out jury.

*Signature*

Director *Assoc. Prof. Dr. Mustafa ULUÇAKAR*  
(Supervisor)

Member *Signature*

*Asst. Prof. Dr. Mouhamed Bachir DIOP*

*Signature*

Member *Asst. Prof. Dr. Onur SARI*

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*Signature*

*Prof. Dr. İzzet GÜMÜŞ*

Director of the Institute

## SUMMARY

This study has elongated on the impact of the media on voters' behavior and turnout in the US 2020 presidential elections. The study defines the media (old and new) as any means of transmitting information which is done through the various forms, devices, and systems that make up mass communications, including newspapers, magazines, radio stations, television channels, and the internet. Thus, despite the media pivotal role in voters' behavior and turnout; hence, partisan media was displayed in American culture i.e., falsehood and disinformation. Where video cuts are altered for noxious purposes and to show bogus film and control general feelings.

The study engaged both primary and secondary sources of data as collated data were analyzed using (SPSS version 21.0) software package. Statistical analyses include frequency distribution tables, simple percentages, Chi-Square. Based on the sample size, 400 questionnaires were administered to respondents in the United States via Google forms through a sharable web link (using a randomly convenient sampling technique) and 375 questionnaires were duly recovered for analysis.

Thus, two hypotheses were raised so as to evaluate the effect of the media on citizens' conduct and turnout in the US 2020 official races as such; H<sub>1</sub>: Null Hypothesis is therefore rejected while the Alternate hypothesis is accepted; hence establishing that during an election campaign, vote intentions for a party increase when the tone of media coverage for that party gets particularly positive, especially among those most attentive to the media (Field Report, 2022). In addition, Null Hypothesis (H<sub>02</sub>) is therefore rejected while the alternate hypothesis accepted proving that the consumption of both new media and old media in the 2020 Presidential elections had a significant effect on a person's likelihood to engage in the political process by voting.

Based on these findings, the study suggests adequate policies and programs to open access to and increase Internet users seems it will contribute to greater political awareness and participation of the public. Also, American government should continually regulate citizens used of the social media. Furthermore,

candidates and aspirants should be protected and there should be regular condemnation of hate speech, misinformation, and disinformation.

**Keywords:** politics, election, democracy





## ÖZET

Bu çalışma, medyanın ABD 2020 başkanlık seçimlerinde seçmen davranışları ve katılımı üzerindeki etkisini uzatmıştır. Çalışma, medyayı (eski ve yeni), gazeteler, dergiler, radyo istasyonları, televizyon kanalları ve internet dahil olmak üzere kitle iletişimini oluşturan çeşitli biçimler, cihazlar ve sistemler aracılığıyla yapılan herhangi bir bilgi aktarma aracı olarak tanımlamaktadır. Bu nedenle, seçmenlerin davranışlarında ve katılımında medyanın çok önemli rolü olmasına rağmen; dolayısıyla partizan medyası Amerikan kültüründe sergilendi, yani yalan ve dezenformasyon. Video kesintilerinin zararlı amaçlarla değiştirildiği ve sahte film gösterip genel duyguları kontrol altına aldığı yerler. Çalışma, harmanlanmış veriler (SPSS sürüm 21.0) yazılım paketi kullanılarak analiz edildiğinden hem birincil hem de ikincil veri kaynaklarını kullandı. İstatistiksel analizler, frekans dağılım tablolarını, basit yüzdeleri, Ki-Kare'yi içerir. Örneklem büyüklüğüne dayalı olarak, Amerika Birleşik Devletleri'ndeki katılımcılara Google formları aracılığıyla paylaşılabılır bir web bağlantısı (rastgele uygun bir örnekleme tekniği kullanılarak) aracılığıyla 400 anket uygulandı ve 375 anket analiz için usulüne uygun olarak kurtarıldı. Böylece, ABD 2020 resmi yarışlarında medyanın vatandaşların davranışları ve katılımları üzerindeki etkisini değerlendirmek için iki hipotez ortaya atıldı; H1: Bu nedenle Sıfır Hipotez reddedilirken Alternatif hipotez kabul edilir; bu nedenle, bir seçim kampanyası sırasında, özellikle medyaya en duyarlı olanlar arasında, o partiye yönelik medyada yer alma tonu özellikle olumlu olduğunda, bir partiye yönelik oy niyetlerinin arttığını tespit etmek (Field Report, 2022). Buna ek olarak, Sıfır Hipotezi (Ho2) reddedilirken, 2020 Başkanlık seçimlerinde hem yeni medyanın hem de eski medyanın tüketiminin bir kişinin oy vererek siyasi sürece katılma olasılığı üzerinde önemli bir etkisi olduğunu kanıtlayan alternatif hipotez kabul edildi.

Bu bulgulara dayanarak, çalışma, İnternet kullanıcılarının erişimini açmak ve artırmak için yeterli politika ve programları önermenin, halkın daha fazla siyasi farkındalığa ve katılımına katkıda bulunacağı görülüyor. Ayrıca Amerikan hükümeti, sosyal medyayı kullanan vatandaşları sürekli olarak düzenlemelidir. Ayrıca, adaylar ve adaylar korunmalı ve nefret söylemi, yanlış bilgilendirme ve dezenformasyon düzenli olarak kınanmalıdır.

**Anahtar Kelimeler:** siyaset, seçim, demokrasi

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## INTRODUCTION

There is an expanding world acknowledgment that believable races comprise a central point in the majority rules system, democratization, and great administration. Races in majority rule governments assume the fundamental part of guaranteeing the portrayal of mainstream will and, therefore, assisted with getting the authenticity of the political framework (Loschky, 2015). In this way, Voter turnout is one of the critical pointers of how residents take an interest in the administration of their country. Higher citizen turnout is an indication of the essentialness of a majority rule government, while lower turnout is generally connected with elector aloofness and the question of the political cycle (International IDEA, 2016). Thus, political specialists frequently characterize turnout as voters cast separated by the number of qualified citizens' evaluations of the Voting-age populace (VAP). Worldwide standard US elector's turnout in 2016 was low at 55.7% 245.5 million Americans were 18 or more as of November 2016, and about 157.6 million announced being enlisted to cast a ballot while 136.5 million cast a ballot (Census Bureau Reports, International IDEA Reports). Besides, as of November 16, 2020, just 66.7 percent of the qualified democratic populace in the United States cast a ballot in the just-closed official decisions; as against the 58% turnout in 2008 official races. (Statista, 2022.)

# CHAPTER ONE

## 1.1 Introduction

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Be as it may be, the media assume a vital part in citizens' conduct and turnout; Thus, the media alludes to any methods for sending data which is done through the different structures, gadgets, and frameworks that make up mass correspondences, including papers, magazines, radio broadcasts, TV slots, and the web (Akpan, and Nnaane, 2011) More than 10 years prior, data and correspondence advancements drastically changed the world. For example, media and innovation need to change relational collaboration, correspondence examples, and social and political conversations. Media and correspondence researchers, political specialists, sociologists, and worldwide relations researchers have directed many investigations on different parts of online media utilization (Golan, Arceneaux, and Soule, 2019 referred to in Taufiq, et al, 2019).

Political missions have progressively utilized media (old and new media) to help shape the public's impression of up-and-comers. The media is an online correspondence network that permits general society to deliver unique substance through stages, for

example, online papers audit radio, and live streams on TV Facebook, Instagram, and Twitter, to refer to a couple. While every stage offers the public different methods for articulation, all stages are focused on the possibility of long-range informal communication. Because of the extraordinary accomplishment in using the media during political missions, and the ascent in light of a legitimate concern for electors, competitors have started to standardize the utilization of web-based media in political crusading.

In any case, it is critical to take note that there still exists low citizens turnout in correlation with the democratic Age populace (VAP) among the electorates although correspondence administrators revealed the shift from the old media (customary media) to the new media that envelops the web and the web-based media stages (International IDEA, 2016). Moreover, June Duncan distinguishes intriguing reasons the media proceeding to have a solid wave impact during decisions. He thought that the effect of Internet entrance is not just on the immediate line between a gathering and its supporters yet in addition between the gathering and the fringe watching crowds through the help of the customary media and the crowds via web-based media channels. This implies that a gathering's message and activities can arrive at the majority in a lot quicker and more clear way. Consequently, the development of online media stages, for example, Twitter and Facebook support this new influx of open correspondence and truly affects the public's view of gatherings (Abonyi, 2011).

As per the information from Socialbakers on 2020 official, it was recorded that 72% of US. Residents of casting a ballot age effectively utilized some type of online media, while 69% of Americans in a similar gathering use Facebook alone. The web-based media advertising stage found that while President Donald Trump's utilization of Twitter has been generally recognized, and enormously affected the result of the 2016 decisions, previous Vice president Joe Biden has outperformed the President in many key commitment measurements. In addition, while President Trump has exactly 87 million supporters on Twitter to Vice president Biden's 11 million adherents, the two up-and-comers have seen a huge and ceaseless expansion in commitment during this political decision cycle (Suciu, 2019). Observationally, information recorded from Social bakers believed that Biden's three most elevated performing tweets have almost twofold the quantity of cooperation contrasted with Trump's tweets, regardless of Biden's lower supporter check.



A review of the percentage of U.S. adults on each major media platform is outlined below in Table 1.1.

<b>Media Platform</b>	<b>Percentage</b>
Monthly Reach of streaming Video, TV, or Movies online	74%
Online Radio Reach	74%
Weekly TV Reach	90%
Magazine	36%
Share of newspaper audience that is print only	51%
Share of households with an internet subscription	86.6%

Source: [Statista](#), 2022

The 2016 U.S. official political decision highlighted a few manners by which the conveyance of data through media might have affected the result of the political decision. From Donald Trump's dynamic utilization of Twitter to worries over 'counterfeit news' in new media timetables and the utilization of Facebook promotions by Russian interests, like never the expected effect of the media on decisions needs a superior arrangement. Because of the indecent idea of these kinds of stories in the news media, one might be enticed to quickly accept they affected the political decision. The enticement is to accept that adjustments to data utilization made by the old and new media are influencing decisions. This, in any case, may not be the situation, as right on time as 2008, new media was being proclaimed as an extraordinary new political data source and apparatus for crusades. Many commended the 2008 Obama crusade for the job the media played in his triumph at the surveys. Ensuing exploration, notwithstanding, recommended it was anything but a significant influencer (Kushin and Yamamoto 2010 referred to in Kevin, E.C, 2018).

Definitively this examination will use American National Election Survey information from the 2020 U.S official political decision. Subsequently, the proposition will look at how the extension in the size of the media climate is identified with political information and electors' conduct. It will likewise take a gander at whether media (old and new) builds the chances an individual will end up voting. Subsequently, this work tries to fill this hole with an examination of the effect of the media on electors' conduct and turnout in the US official races i.e. to research the capacity of media sources to energize particular democratic conduct - deciding in favor of a particular competitor as opposed to another. The exploration is proposed to similarly survey and assess the

impact the media apply on citizens' last decision in the US 2020 official races? Are Americans' decisions in favor of Biden and against Clinton determinant of the media inclusion? Is there any genuine force of the media that can change nonvoters over to cast a ballot in the US 2020 official decisions? What is the degree of online political interest, and how can it impact electors' conduct and citizens' turnout?

## **1.2 Problem Statement**

The media has had an extraordinary effect on each industry during the most recent decade. Amidst what is known as the advanced age, society depends on the media to assemble all data concerning recent developments (Taufig, et al, 2019). As of late, however, there has been an upsurge of outlets with uneven or thoughtful roots – which were noticed consistently across an assortment of stages: on satellite TV, the Internet, web-based media, and live radio. Hence, Partisan media was important for American culture; as these news sources have a particular way of detailing: they are obstinate, and when political decision time moves around, even advance a particular competitor (Amanda, 2018). Even though, the media is changing the game for up-and-comers and growing the extent of legislative issues. Up-and-comers and electors are straightforwardly captivating however at the expense of their judgment and view of each other (Morgan). Political mission administrators have embraced the utilization of web-based media advertising and have seen extraordinary achievements in doing as such. Moreover, expanded commitment in the media seems to have assumed a vital part in expanding city commitment, there is additionally a disadvantage i.e., falsehood and disinformation. As found in the 2020 United States official political decision, there has been an interesting ascent in instances of video control where video cuts are altered to cause the possibility to seem, by all accounts, to be making slips up that they didn't submit, slurring words or showing up less able, and some profound fakes, a method utilizing computerized reasoning to create pictures and recordings regularly utilized for noxious purposes, where recordings are PC produced to show bogus film and control general feelings (Hayleigh and Hinckle, 2020; Taufig, et al 2019).

Comprehensively this examination planned to research the effect of the media on electors' conduct and turnout in the US official 2020 political race. (i.e endeavor to address the associations that the media impacts general democratic examples and

turnout). The investigation additionally looks to discover answers to the accompanying examination questions.

### **1.3 Research Questions**

The principal question brought up in this research or study is: What is the effect of the media on citizens' conduct and turnout in the US 2020 presidential decisions (elections?) Nonetheless, there are some inquiries regarding media sway on US 2020 official race electors' turnout. These are.

- How much effect do media exert on voters' final choice in the US 2020 presidential elections?
- Are Americans' votes for Biden and against Clinton determinant of the media coverage?
- Is there any real power of the media that can convert nonvoters to vote in the US 2020 presidential elections?
- What is the extent of online political participation, and how does it influence voters' behavior and voters' turnout?

### **1.4 Objectives of the study**

This study targets to evaluate the effect of the media on citizens' conduct and turnout in the US 2020 official races. Incompatibility of this, subsequently, this examination drives to accomplish the accompanying targets:

- To evaluate the media, apply to electors' last decision in the US 2020 official races.
- To discover whether Americans' decisions in favor of Biden and against Clinton were determinants of the media inclusion.
- To learn if the genuine force of the media changes over a nonvoter to cast a ballot in the US 2020 official races.
- To assess the degree of online political cooperation, and how it has impacted citizens' conduct cum turnout.

## **1.5 Research Hypothesis**

H<sub>1</sub>: During an election campaign vote intentions for a party increase when the tone of media coverage for that party gets particularly positive, especially among those most attentive to the media.

H<sub>01</sub>: During an election campaign vote intentions for a party does not increase when the tone of media coverage for that party gets particularly positive, especially among those most attentive to the media.

H<sub>2</sub>: The consumption of both new media and old media in the US 2020 Presidential elections had a significant effect on a person's likelihood to engage in the political process by voting.

H<sub>02</sub>: The consumption of both new media and old media in the 2020 Presidential elections had no significant effect on a person's likelihood to engage in the political process by voting.

## **1.6 Significant of the Study**

This investigation is, accordingly, both convenient and critical. An itemized examination of this wonder will lessen the lack of information around here. Additionally, the ideas and suggestions proffered in this investigation will persistently improve beneficial electors' practices and turnout by next by the following US races. At last, this work will be helpful to researchers who may wish to complete further exploration of the media and its effect on US legislative issues.

## **1.7 Scope and limitation of the Study**

This examination centers fundamentally around the effect of the media on electors' conduct and turnout in the US official 2020 decisions. The examination stays broadly US 2020 Presidential race. This effective limitation will consider an inside and out take a gander at one specific kind of political race in the United States while keeping the topic from getting too expensive to possibly be covered. Notwithstanding, the examination did not consider the causal effect of the media-political activists on individuals' overall democratic examples.

## **1.8 Operational Definition of Concepts**

The possibility of a calculated explanation comes from the need to see a few terms as utilized in this examination. Osumah and Ikelegbe (2009) affirm that the pith of conceptualization is to give operational definitions to some significant terms utilized in the talk. In such a manner, the accompanying terms are characterized:

### **Media**

Broad communications are for the most part the channels of correspondence that convey messages to the overall population. There are eight chief broad communications TV, books, papers, movies, magazines, radio, web, and accounts (Dye referred to in Zuzana, 2008). Web-based media are new data organizations and data innovation utilizing a type of correspondence using intelligent and client delivered content, and relational connections are made and kept up. Commonplace web-based media network administrations could be content sharing, web networks, and Internet gatherings. Additionally called "Web 2.0" apparatuses (Aindrila, et al, 2014)

### **Voter's Turnout (Electors Turnout)**

Elector turnout is the degree to which qualified citizens utilize their decision on the final voting day. It is estimated as the level of votes cast at a political decision, including invalid votes. The term 'qualified citizens' can be characterized from numerous points of view. In the first place, the quantities of enlisted electors as authoritatively detailed by the public bodies liable for gathering citizens' rundowns; and second, the democratic age populace (VAP), which is a gauge of the extent of a country's populace that is of casting a ballot age (International IDEA 2016).

### **Democracy:**

Democracy is popularly conceived as the government of the people, for the people, and by the people. According to Mikailu and Yaqub, "Democratic politics is always everywhere built on certain minimum principles. These principles include participation and inclusiveness, responsiveness and accountability, transparency and good governance, regular, free, and fair elections, freedom and respect for human rights, and the observance of rule of law (Mikailu, 2003).

**Presidential Election:**

According to Dye (2001), the election is a major instrument for the recruitment of political leadership in democratic societies; it is the key to effective participation in a democratic dispensation and the means through which people give their consent to the government (Adamu, 2018). Thus, a Presidential election can be defined as the type of election that is usually conducted in a political system that practices a presidential system of government. This election is conducted to elect the president who served as the head of government and head of state. In the United States, the term starts on the 20th of January of the year after the election, so-called Inauguration Day. The elections are always held on Election Day, which is the Tuesday after the first Monday in November of every fourth year. The president is elected in a so-called indirect election (cited in Zuzana, 2008).

**Political Participation:**

Verba and Nie (1972) affirm that political cooperation, explicitly equitable investment, is comprehensively an "endeavor to impact the definitive designation of qualities for a general public" and "underlines the progression of impact upwards from the majority". This comprehension of political interest goes past appointive cooperation to incorporate aberrant investment strategies, for example, "endeavors to impact the democratic conduct of others, being dynamic in associations including local area issues, working with others to attempt to take care of local area issues, framing a gathering or association to tackle local area issues, and being an individual from a political association" (Allison, 2012).

**1.9 Proposed outline of work**

Chapter one will introduce the study and describes the background of the study. It highlights the research problems, the aims, and objectives of the study, the geographical and time scope of the study, and the limitation of the study.

Chapter two will consider the conceptual and theoretical framework of the study; it covers the review of relevant literature on politics amidst the old and new media. It centers essentially on previous and existing theoretical work on media and voters' behavior cum turnout, the inherent gaps, and contributions of the present study; also, the chapter will extensively discuss, the roles of the media on voters' behavior and

turnout in the US presidential elections. The chapter will also emphasize the historical background US political system and the nature of presidential elections.

Chapter three will entrench the Research Methodology that will be adopted in this study; it will also explain the Research Designed, Method of Data Collection and Research instrument will be explained in this Chapter.

Chapter four will focus on the presentation and analysis of research data. This chapter will be divided into three sub-sections, namely: data presentation, hypothesis testing, and data analysis cum research findings.

Chapter five is the summary, recommendations, and conclusion of the study. The area uncovered in this research will be identified; suggestions, recommendations, and a bibliography will also be given for further studies.



## **CHAPTER TWO**

### **LITERATURE REVIEW AND THEORETICAL FRAMEWORK**

#### **2.1. Introduction**

Arrangements of studies in the space of governmental issues in the midst of the old and new media have been finished by various scientists. This examination work is subsequently an extra to different investigations in the topic. This section broadly surveys past related examinations, perceptions, suppositions, remarks, thoughts, and information that shed light on the critical ideas being talked about – the effect of the media on citizens' conduct and turnout in the US official 2020 decisions. The embodiment of this is frequently subsequently to make a connection between related past investigations and this examination work. An endeavor is likewise made to conceptualize this examination inside a hypothetical structure pertinent to the field of study.

#### **2.2 Conceptual clarification**

##### **2.2.1 The concept of Voters' Turnout**

In a vote-based system, casting a ballot assumes a urgent part as a mode for residents to partake in overseeing the capacity to choose agents. This implies casting a ballot empowers the populace to flag strategy inclinations and state public viewpoint, and even establish new laws (Dahl 2006; Gainous and Wagner 2014 referred to in Curry, 2018). For chose agents, casting a ballot gives authenticity and position to run and gives political rivals the affirmation that the chance exists to supplant people with great influence through races (Manin, Przeworski, and Stokes 1999; Przeworski and Stokes 1999).

The worldwide decline in citizen turnout has happened with the development of many negative voices about the condition of majority rules system all throughout the planet. Precious stone (2015: 152) contends that: 'low paces of elector cooperation are extra indications of majority rule medical affliction' (International IDEA, 2016). Consequently, the term Voters' turnout essentially alludes to the level of qualified electors who cast a polling form in a political race. Roberts, (2009) saw elector turnout as the all-out number of individuals that vote in a given political race, normally given



as a rate. Characterizing turnout as the portion of the populace that has projected its votes is right yet not really finishes (Robert, 1987).

With this, International IDEA sees Voter turnout as how much qualified electors utilize their decision on final voting day. Basically, it is estimated as the level of votes cast at a political decision, including invalid votes. Hence, the term 'qualified electors' as utilized in the above definition, can be estimated as: first, the quantity of enlisted citizens as formally revealed by the public bodies liable for gathering citizens' rundowns; and second, the democratic age populace (VAP), which is a gauge of the extent of a country's populace that is of casting a ballot age.

- 36% The International IDEA clarified the two fundamental purposes behind utilizing both citizen enlistment and VAP insights to gauge the quantity of qualified electors. To start with, it further clarified that a few nations' enlistment information is either off base or inaccessible, and in some cases electors' registers are not utilized. In such cases, VAP measurements can be utilized as a choice to gauge citizen turnout. Second, the VAP measurements can give more clear pictures of investment in certain nations that have issues with the electors' rundown or insufficient enlistment framework (International IDEA, 2016).

Global standard US citizens turnout in 2016 was low with 55.7% 245.5 million Americans were 18 or more as of November 2016, and about 157.6 million revealed being enrolled to cast a ballot while 136.5 million casted a ballot (Census Bureau Reports, International IDEA Reports, Pewresearch). Moreover, as of November 16, 2020, just 66.7 percent of the qualified democratic populace in the United States casted a ballot in the just finished up official decisions; as against the 58% turnout in 2008 official races (Statista, 2022; electproject, 2022).

### **2.2.2 The Conceptual Analysis of the Media**

The term media is inseparable from broad communications; implies innovation that is proposed to contact a mass crowd. It is the essential methods for correspondence used to arrive at by far most of the general public. Thus, the most widely recognized stages for broad communications are TV, papers, radio, magazines, and the web. The overall

population regularly depends on the broad communications to give data with respect to policy driven issues, social issues, amusement, and news in mainstream society (Akpan, and Nnaane, 2011).

Subsequently, Old media as the name suggests implies customary media; these were broad communications foundations that prevailed before the data age. Customary media comprises of print media, music studios, film studios, radio telecom, promotion organizations, and link/broadcast TV stations (Akpoveta, 2015). Then again, the new media includes PC advances that are intelligent and relatively decentralized; they empower individuals to telecommunicate with each other. Moreover, new media is utilized to depict content made accessible utilizing various types of electronic correspondence and made conceivable using PC innovation (Kenski, and Stroud, 2006). As indicated by Ames, 2014 he set that the acknowledged meaning of "web-based media," "new media," or "Web 2.0" alludes to Internet advances that incorporate mission sites, writing for a blog, Internet gathering pledges devices, and long-range interpersonal communication locales like Twitter, Facebook, and YouTube (Ames, 2014). For the most part, the expression of new media depicts content accessible on-request through the web. Hence, the new media can be seen on any gadget and gives an approach to individuals to connect with the substance continuously with the consideration of client remarks and making it simple for individuals to share the substance on the web and in friendly with companions and collaborators. Instances of New media include sites and websites web based sound and video visit rooms messages online networks web-based media and sharing stages portable applications Web publicizing DVD and CD-ROM media computer generated reality conditions joining of advanced information with the phone, like Internal communication (Omowale, 2019)

Notwithstanding the above attestation, the ascent of interpersonal interaction, for example, Facebook or Twitter offered people new chances for individuals to share their thoughts and data. Sites, for example, YouTube and online TV web based, for example, iPlayer had assumed a main part in establishing a climate where every individual can have the opportunity of picking what they need to see (Leeson, 2008).

Akpoveta, (2015) recognized the distinction between new media and customary media, he set that the conventional media comprises of prints and broadcasts like papers,

magazines, radio telecom books, and CDs, and so forth. Then again, online media, which develops with innovation, incorporates the utilization of Twitter, informal organizations just as web journals - utilizing the web as a stage. Has cutting edge innovation worked with web utilization, however it has likewise elevated new media to the degree that the greater parts currently accept new media will one day succeed conventional media. New media has the establishments of conventional media in filling a similar need, comparable methods in get-together data and having similar crowds; be that as it may, it might succeed customary media because of the distinctions in the right to speak freely, combined with informal communication administrations qualified for clients and the hurried speed broadcasting.

Albeit both media stages serve to keep the crowd educated regarding news, online media has an additional component that permits clients to arrange. With customary media, there is no space for systems administration. Nonetheless, with the extraordinary expansion in web clients, web-based media has negligible restriction as it is impossible with the tremendous volume of sites, dissimilar to customary media. Moreover, new media will in general scatter messages quicker than customary media because of the brief time frame required in posting. Finally, it gives freedoms to clients to mingle and organize (Akpoveta, 2015).

### **2.2.3 The Nexus between the Media and Voters' Turnout cum Political Participation**

The media for the most part is seen to be pivotal ways individuals foster interest and gain information about governmental issues. Along these lines, media openness is famously acknowledged as pertinent for expanding political support (DelliCarpini and Keeter 1997; Gainous and Wagner 2014; Gentzkow 2006; Gil de Zuniga, Jung, and Valenzuela 2012; Popkin 1994; Prior 2007; Smets and van Ham 2013 referred to in Curry, 2018). The legal job of the media framework to conveys data, consequently, affects elector turnout. Prior (2007) picked that the media climate is a significant thought and the best indicator of citizen turnout. He dug in that those generally keen on news and governmental issues, which are more sectarian commonly, may probably end up voting (Prior 2007 referred to in Curry, 2018).

Moreover, the media have become join for political battling. Rather than visiting gatherings with the gathering chiefs and citizens, the competitors presently invest

much of their energy going from one media market (which is a territory where individuals can get something similar or comparable radio and TV broadcasting) to another to discover more media inclusion than different applicants. The correspondents generally go with them on this battlefield. Along these lines, crusades are coordinated as media occasions the evening news programs are the most focuses of mission exercises (Zuzana, 2008).

Thus, customary news media sources, similar to papers, TV, radio, and the Internet, have been found to positively affect elector turnout (DelliCarpini and Keeter 1997; Gainous and Wagner 2014; Gentzkow 2006; Gil de Zuniga, Jung and Valenzuela 2012; Popkin 1994; Prior 2007; Smets and Van Ham 2013). With the quick development during recent long periods of web-based media like Facebook and Twitter, some examination has inspected whether it likewise positively affects casting a ballot. A portion of these investigations have tracked down a positive connection between web-based media and support, including angles past casting a ballot like marking an appeal or speaking with a chosen official (Bimber et al. 2014; Bimber and Copeland 2013; Bode 2012).

**Table on % of US. Adults following news about the 2020 election candidates**

Source	Very close	Fairly close	Net
Cable TV	37	33	70
Print	33	35	67
Network TV	26	37	63
News Websites/App	23	37	60
Radio	21	37	58
Local TV	11	25	35
Social Media	8	28	36

**Source: Pewresearch (Conducted June, 2020).**

### **2.3 US Presidential Elections and the Roles of the Media: An Overview**

The United States (US) is situated in North America and is verged on the north by Canada, on the east by the Atlantic Ocean, on the south by the Gulf of Mexico and Mexico, and on the west by the Pacific Ocean. As at 11, December 2020, the United States populace was assessed 330,694,409 (www.census.gov) with 3,539,227 sq mi

(9,166,598 sq km). The State doesn't have an authority language at the government level; however English is the accepted public language with money in the United States dollar (USD).

The public authority of the United States is that of a government republic set up by the Constitution of the United States, embraced by the Constitution Convention of 1787. There is a division of forces between the government and the state governments. The government comprises of three branches: the leader, the authoritative, and the legal executive. The administrative branch has a chosen House of Representatives and Senate. The presidential branch is driven by a chosen president and a selected bureau of heads of government organizations that regulate the laws sanctioned by the authoritative branch. The legal branch is coordinated into circuits with the ability to audit the choices of the locale courts. Extreme survey of lower court choices is dealt with by US Supreme Court. Topographically, the United States is separated into 50 states and one government area, Washington, DC, the capital city. The United States likewise has 14 ward domains. These domains likewise may have lower administrative bodies (Tax summaries, 2020; Infoplease, 2020).

As per Dye (2001), a political race was seen as a significant instrument for the enrollment of political authority in equitable social orders; it is the way to viable interest in a vote-based allotment and the methods through which individuals give their agree to the public authority (Adamu, 2018). In this manner, a Presidential political race can be characterized as the kind of political decision that is typically led in a political framework that practices an official arrangement of government. This political race is led to choose the president who filled in as the head of government and head of state. In the United States, the term begins on twentieth January of the year after the political race, supposed Inauguration Day. The races are constantly hung on Election Day, which is the Tuesday after the primary Monday in November of each fourth year. The president is chosen in an alleged circuitous political decision (referred to in Zuzana, 2008).

The broad communications have drastically rebuilt American official decisions. The media impact the enrollment of competitors and their correspondence with electors. They decide how the up-and-comers introduce themselves and how they act during their political missions. The American official races are an unpredictable and long-

haul measure, which cost a large number of dollars and request exertion of many individuals (Dye, 1983).

### **2.3.1 Role of the media (old and new media) in US 2016 Presidential Election**

The 2016 US official decisions race, more than twelve Republicans and a modest bunch of Democrats have declared their offers for administration since the beginning of the 2016 official constituent cycle. Exercises Learnt from Obama's effective advanced missions, the 2016 official races effectively utilized the media including the web-based media to connect with the undeniably wired Americans' voting public (Hwang, 2016). In this way, new media stages and instruments gave the 2016 up-and-comers horde of freedoms to crusade on the web and examination with computerized correspondences. For example, web-based media stages had empower live commitment, like Snapchat, twitter, YouTube and Facebook, have enormous offered and drawn in electors in a more close to home path due to it capacity to permitted citizens to feel as though they were with the applicants progressively while official wannabes were offered advantages to go about as they thoroughly consider the assistance of individual online media stages and the help of media secures (Hwang, 2016).

Professor Lindsay Hoffman, a political correspondence educator at the University of Delaware noticed that the 2016 decisions were tied in with pursuing the following enormous thing,"<sup>124</sup> so up-and-comers need to profit by the media especially the new web-based media and mechanical improvements to acquiring on the web edge over political adversaries (Jackie, 2015). Without question, Trump, Clinton, and Sanders all pre-owned web-based media broadly all through the mission season to use on their separate adversaries and to deal the gatherings' cardinal plans and projects (statement). The three applicants posted on their web-based media at comparative rates in a normal of 2 to 7 Facebook posts each day and 11 to 12 tweets on Twitter each day and other different online advert and link network news and projects (Pew Research Center 2016 refered to in Hernandez, 2019)

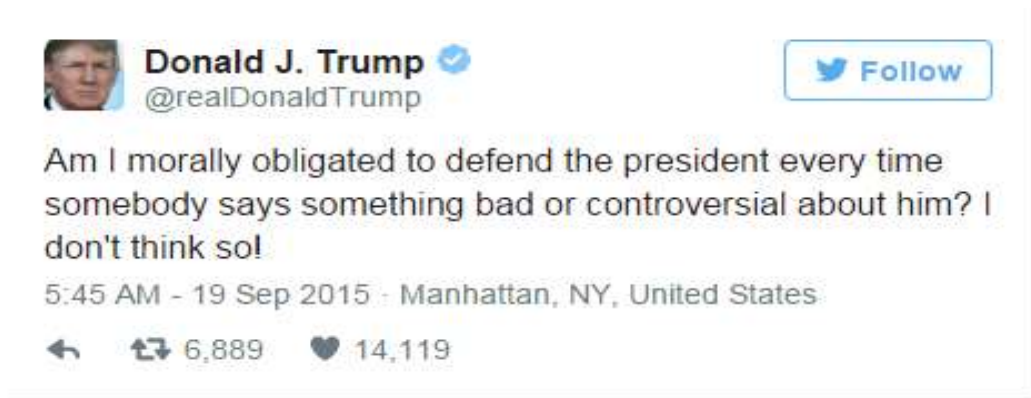
### **2.3.2 Donald Trump and his Media Strategy**

Donald Trump, a financial specialist, and political pariah (Republican) arose as the champ of the 2016 political race. Media specialists and the scholarly world set that

Trump's incredible fame can be ascribed to his capacity to overwhelm the media features with his handy utilization of media and his uproarious and grandiloquent selection of words yet engaging character. As indicated by a transmission examination by the Tyndall Report, he represents 43% of all GOP (Grand Old Party) inclusion on network news and had gotten almost twofold the quantity of transmission minutes Hillary Clinton had gotten during the political race measure (Cary, 2015).

Trump utilized his web-based media to retweeting conventional individuals and reacting to remarks including inciting and offended his faultfinders and challengers. Toward the beginning of November 2016, Trump tweeted a photograph of his rival Jeb Bush (former governor of florida) with bigot and questionable references, including an insignia and Bush spruced up in a mariachi ensemble. He likewise assaulted Fox News anchor Megyn Kelly on Twitter after her "extremely out of line" questions coordinated at Trump in the principal Republican discussion that earned almost 10,000 preferences. Furthermore, he retweeted his online supporters who likewise reprimanded Kelly's presentation. Utilizing his incendiary assertions and assaults as feed, Trump has been utilizing his online media accounts, especially Twitter, as the ideal stage to flaunt his pompous character and draw in with his adherents (Hwang, 2016; Hernandez, 2019).

Maybe than having painstakingly created and safe online media posts, Trump's tweets mirror his genuine character and way of talking. As per Politico, he placed that Trump capacities as his own interchanges' planner, forming most tweets including choosing which of his allies to retweet. Besides, the Wall Street Journal likewise composes that Trump "depends on his cell phone to tweet pokes and self-advancement," affirming that Trump undoubtedly forms his assaults and messages himself. Consequently, Trump's web-based media account is a legitimate portrayal of his character, permitting his devotees and allies to really become acquainted with their up-and-comer, rather than an applicant's mission group. Marc Ambinder revealed that Trump does not utilize Twitter instrumentally... "He tweets as he might suspect", which is unequivocally how Twitter should function," as he tweets him by and by (Ambinder, 2015).



Sourced: (@realDonaldTrump cited in Hwang, 2016)

This single tweet was rapidly retweeted around multiple times and incited more than 1,000 conversations over the course of the following six hours. "A great deal of what Trump is saying is the thing that numerous exteriors of D.C. are thinking. With this, it had unavoidably shown Trump had acquired a gigantic media from his dynamic commitment and passionate association with his online adherents. Maybe than just suggesting conversation starters on Twitter or enjoying a couple painstakingly chose photographs on Instagram. In utilizing web-based media a similar way the normal millennial does, Trump is fruitful in identifying with his crowd and devotees in a real and powerful online media voice. Maybe his prosperity is a direct result of his "natural comprehension of the current media climate and the ability to follow up on it," composes Van Jones in a CNN assessment piece (Van Jones, 2015).

Reference to the above affirmation one can derive that Trump's broad online media use, combined with the pretentious, disputable, and concise nature of his posts, have landed him at the focal point of political talk. He reliably gets substantially more online response than any of his 2016 challengers. For example, he shared his contemplations on the Democratic discussion by means of his Twitter, which gave Trump 31,743 online media specifics, around 7,000 less notices than Hillary: notwithstanding not in any event, being a piece of the discussion. Consequently, Trump's dramatist, absurd, and occasionally questionable tweets get gotten by the Twitter journalists and afterward the conventional news media (Emily, 2015).



### **2.3.3 Hillary Clinton's Meticulous Media Use**

Hillary Clinton reported her official desire on Twitter; her tweet got more than 36,000 retweets quickly. As per The Hill, she produced 10.1 million associations from 4.7 million special clients inside 24 hours, contrasted and Rand Paul's 1.9 million cooperation from 865,000 people, yet it was seen that her more noteworthy openness had a more pessimistic public impact – a more prominent opportunity to turn into a web sensation from her more extensive crowd. For example, following her declaration, her adversaries began a defamatory hashtag crusade (#WhyImNotVotingForHillary) that moved on Twitter as the most mainstream theme. Her notoriety and the brand name can possibly collect an immense reaction from steady web-based media clients and had similar potential from pundits (McCabe, 2015).

Clinton just appears to be distant and does not fittingly control her computerized crusade methodology. Clinton's group occupied with a recently evolved versatile informing stage called Snaps, of which Snaps incidentally declared their dispatch of an emoticon "HillMoji Keyboard" committed to Clinton. This emoticon console and Clinton's association in these prospering web-based media stages appear to be superfluous and pointless as well as constrained and unnatural to Clinton (Lapowsky, 2015).

Hillary Clinton gives a differentiating and more customary computerized methodology than Trump's. Clinton is fastidious and cautious in her web-based media crusade, keeping away from expected errors and slip-ups. Clinton regularly posts on every bit of her web-based media accounts, guaranteeing that she stays applicable in the online political talk. Dissimilar to Trump, Clinton projects the specific message that will satisfy everybody and makes the ideal snapshots of association with her allies. Although her methodology is apparently protected numerous pundits contend that Hillary's tweets show how much work and time spent into cautiously building the post that "figures what should be said (subject) with the maximal measure of wellbeing (substance, tone)." Her online media voice doesn't precisely mirror her character and is rather shallow and shallow as though her posts were removed from a legislator's handbook (Hwang, 2016).

Her very protected and determined media presence converts into an unsatisfying and indistinguishable Facebook and Twitter channel. In June 2015, her mission delivered

a Spotify playlist containing elevating melodies of inspiration and strength. Yet, the entirety of the melodies on her playlist were delivered after 1999, including mainstream female craftsmen like Katy Perry, Ariana Granda, and Kelly Clarkson. Also, Hillary was ridiculed for an abnormal Vine video, where she was "chillin" with a neighborhood specialty brew. In the meantime, the online voice and web-based media presence is so evidently not an impression of her character that Clinton hazards seeming to be shallow and excessively determined (Diaz, 2015). On another event, Clinton permitted a female entrepreneur to assume control over her Twitter represent the day to feature her independent company stage. These media takeovers embody Clinton's commitment with her allies while spreading her message and stage (Carr, 2015).

In spite of Hillary Clinton's fastidious utilization of web-based media, political intellectual Nicholas Carr accepts that Clinton isn't tapping the maximum capacity of her computerized crusade since she sees "web-based media as a supplement to TV inclusion, a methods for building up her messages and pictures, instead of as the mission's driving force."158 Perhaps if Clinton zeroed in more considerable endeavors via web-based media and endeavored to associate with her allies in a more bona fide voice, she would have more noteworthy notoriety and accomplishment from the online local area (Hwang, 2016).

#### **2.4. The US 2020 Presidential Elections and the electing votes (Struggle for power among Trump and Biden cum the media Strategies)**

Democrat Joe Biden crushed President Donald Trump by about 4.45 rate focuses, as per Pew Research Center's organization of last or close last gets back from every one of the 50 states and the District of Columbia. Biden got almost 81.3 million votes or 51.3% of all votes cast – a record, and more than 7 million a greater number of votes than Trump ((DeSilver, 2020). However, when the 538 balloters meet in their states to project the votes that will officially make Biden the duly elected president, his edge of triumph was more noteworthy than his edge in the famous vote. Biden is on target to get 306 discretionary votes or 56.9% of the 538 absolute votes accessible.

Definitely, Biden's triumph was almost indistinguishable from Trump's Electoral College win in 2016, when Trump crushed Democrat Hillary Clinton 304-227 notwithstanding accepting 2.8 million less well-known votes. (Two Republican

balloters and five Democratic voters cast "shifty" votes in favor of others). Thus, the two such disparate decisions could create such comparable Electoral College edges shows a withstanding highlight of the United States' idiosyncratic method of picking its top chief: The Electoral College reliably delivers more unbalanced outcomes than the famous vote. The greater the EVI, the more noteworthy the uniqueness between the champ's mainstream vote and constituent vote edges; the more modest the EVI, the nearer the two edges are to one another. In view of the detailed well-known vote to date and the normal vote in the Electoral College, Biden's EVI is 1.11 – more modest, truth be told, than Trump's in 2016 (1.23), and the littlest since George W. Shrub's two triumphs in 2000 and 2004 (1.05 the multiple times). (pewresearch, 2020).

Intrinsically, the EVI factor emerges from two principles administering the Electoral College – one set down in the Constitution and one that is become standard practice throughout the long term. Under the Constitution, each state gets one discretionary decision in favor of every congressperson and delegate it has in Congress. Since each express, regardless of how enormous or how little, gets two congresspersons, little states have more prominent load in the Electoral College than they would be founded on their populace alone. Second, everything except two states utilizes a majority the champ bring home all the glory framework to grant their official balloters – whoever gets the most votes in a state wins all its electing votes. Winning a state by 33 rate focuses, as Biden did in Massachusetts, doesn't draw him any nearer to the White House than winning it by 0.3 focuses as Biden did in Arizona. (DeSilver, 2020).

Conversely, consider the two expresses that don't utilize champ bring home all the glory, Maine, and Nebraska. In those states, competitors get two electing votes in favor of winning the statewide vote in addition to one for each legislative area they win. In Maine this year, Biden won 53.1% of the statewide vote and one of its two legislative areas, so he acquired 75% of Maine's constituent votes (three out of four), not 100%. In Nebraska, Trump took 58.2% of the statewide vote and two of three legislative areas, for 80% (four out of five) of the state's electing votes. While not corresponding, those outcomes even more intently mirror the variety of up-and-comer support inside Maine and Nebraska than a champ bring home all the glory framework does (pewresearch, 2020).

For Trump in 2016 and Biden in 2020, winning a modest bunch of enormous, the champ brings home all the glory states by a nearby edge demonstrated key to their Electoral College triumphs. In 2016, Trump conveyed Florida, Michigan, Pennsylvania, and Wisconsin (complete constituent votes: 75) by under 2 rate focuses each – or a joined all out of 190,655 votes out of more than 23.3 million projects in those states. This year, Biden conveyed Arizona, Georgia, Pennsylvania, and Wisconsin (complete electing votes: 57) by that equivalent restricted edge – or a consolidated absolute of 124,364 votes out of 18.6 million projects (Pewresearch, 2020).

A considerable lot of the decisions with the most-swelled appointive votes included noticeable outsider competitors who held down the victors' well known vote share without being critical Electoral College players themselves. Then again, when the two significant gathering candidates ran decently equally and there were no outstanding free movers or outsiders, the Electoral College vote has would in general be a lot nearer to the well-known count. In any case, numerous Americans favor changing the way we choose our leaders. A Pew Research Center review from this past January tracked down that 58% of U.S. grown-ups supported correcting the Constitution so the official up-and-comer who gets the most well-known votes cross country wins; 40% favored keeping the momentum framework (Pewresearch, 2020).

## **2.5 The Support of the Media in the 2020 US Presidential Election Process**

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This year, the US is encountering quite possibly the most expected and troublesome decisions in its set of experiences. Online media, for certain 233 million clients in the US and as of now a significant correspondences stage, is accepted to have taken on an elevated part of significance and capacity to impact paving the way to the political race with individuals depending more on virtual correspondence during the COVID-19 pandemic (Moore and Hinckle, 2020). The significance of media in the current year's Presidential race could not possibly be more significant. As of now, about 72% of U.S. residents of casting a ballot age effectively utilize some type of web-based media, while 69% of Americans in a similar gathering use Facebook alone, as indicated by information from Social bakers. The web-based media advertising stage found that

while President Donald Trump's utilization of Twitter has been generally recognized, and surely massively affected the result of the 2016 races, previous Vice President Joe Biden has outperformed the President in many key commitment measurements (Suciu, 2020).

Specialists accept that media has emphatically affected municipal commitment, enrollment, and early democratic in all cases. Numerous states have detailed record-breaking new citizen enlistment numbers and cross country, early democratic has broken memorable records at 99.7 million early votes submitted (effectively more than 66% of the complete votes cast in 2016). "Get out the vote" (GOTV) promotions and correspondences via web-based media, an umbrella term used to portray activities taken to get allies of a mission to turn up at the surveys, are almost difficult to miss while looking through friendly applications.

In addition, while President Trump has somewhere in the range of 87 million devotees on Twitter to Vice President Biden's 11 million adherents, the two up-and-comers have seen an enormous and nonstop expansion in commitment during this political decision cycle. Moreover, the social bakers information found that Biden's three most noteworthy performing tweets have almost twofold the quantity of communications contrasted with Trump's separate tweets, notwithstanding Biden's definitely lower adherent check – another demonstration of the unimportance of devotee rely on a phase this huge (Suciu, 2022).

## **2.6 Comparison of 2016 and 2020 US Presidential Elections**

Following four years of a President Donald Trump-drove United States, electors chose Democratic candidate Joe Biden to turn into the 46th president. The 2020 decisions denoted the most noteworthy elector turnout in United States history, with Biden catching more than any up-and-comer has at any point recorded; while only four years separated, the democratic socioeconomics contrasted from various perspectives somewhere in the range of 2016 and 2020. Biden expected to refine Democratic chosen one Hillary Clinton's presentation all around, and leave surveys uncover he caught more youthful citizens, more conservatives, and more rural electors, among other democratic coalitions (Businessinsider, 2020).

Following the November political decision, Republicans at present have 50 seats in the Senate contrasted with the Democrats' 48 seats. It was noticed that two Senate overflow decisions will occur in Georgia in January. On the off chance that Democrats win the two seats, they would flip the Senate with Vice President-elect Kamala Harris filling in as the tie-breaking vote, and they would be in charge of both the chief and administrative parts of the central government. Even though numerous races still can't seem to be called, the Democratic Party kept up its lion's share in the House of Representatives, yet not without their misfortunes. Conservatives flipped at any rate eight seats, and that number may develop after extra votes are included in New York and a relate in Iowa. Following the finish of President Barack Obama's two terms in the White House, Clinton coordinated facing a shockingly tough Republican candidate: Trump (Pewresearch, 2020).

Trump arose triumphant on political race night in 2016, flipping Pennsylvania, Michigan, Wisconsin, Iowa, and Florida into Republican domain. The first discretionary tally after the 2016 political decision was 306 decisions in favor of Trump and 232 for Clinton. The last tally, notwithstanding, is diverse as Trump lost two votes and Clinton lost five because of fickle balloters, bringing the end all out to 304 appointive decisions in favor of Trump and 227 for Clinton. Trump's possibility for re-appointment in 2020 was soured by Biden, who amassed a converse of 2016's unique Electoral College results and won 306 votes to Trump's 232 (Theguardian,2020).

To win, Biden flipped Pennsylvania, Wisconsin, Michigan, Georgia, Arizona, and Nebraska's first Congressional District. Biden is the principal Democrat to flip Georgia since President Bill Clinton in 1992 and the first to win in Arizona since 1996. In both the 2016 and 2020 decisions, Trump lost the well-known vote. Clinton won almost 3 million a greater number of votes than he, and Biden is on target to win almost 6 million a greater number of votes than Trump. Biden has effectively won a bigger number of votes than any official applicant in US history. The diagrams in the supplement showed Biden triumph and how it analyzes to Trump's success in 2016 (BBC,2020).

## 2.7 Empirical Review of the Literature

The investigation evaluated some writing to have the option to discover exact issues to explore and these are examined beneath.

Andre Blais, (2003) in his investigation named "Do the media straightforwardly affect the vote"? the investigation consolidated two distinct methodologies: the 'linkage' approach which relates media inclusion to casting a ballot aims, and the 'mindfulness' approach which looks at the vote decision of the individuals who give most and least consideration to TV news. The examination applied the two strategies to the Canadian political decision. The examination discoveries upheld the speculation that during the political race, deciding in favor of a gathering increment (diminished) when media inclusion of that gathering was deliberately certain (or negative), among the individuals who followed the news and concluded how to cast a ballot during the mission, discover no proof that, on final voting day, those more mindful to the news casted a ballot uniquely in contrast to those less mindful. The examination at that point presumed that the media briefly moved democratic expectations during the Canadian political decision however that they seem to straightforwardly affect the last vote. Also, the examination was censured dependent on the way that the creators center just around the Liberal chiefs and on the Conservative vote. It likewise does not have the worldwide picture about the general impact of the media on the three significant gatherings and pioneers associated with the political decision.

Muccio, 2018 in her proposal named "A Study of the 2016 Presidential Election: Examining the Influence of the Cable News Media on Candidate Choice" the postulation researched the significant link organizations' belongings – that is, CNN, Fox News, and MSNBC – on the 2016 official mission and political race. Additionally, the examination work inspected the degree to which link news utilization impacts crowds, and whether it helped in choosing the 2016 US President. The postulation embraced information from the 2016 American National Election Studies (ANES) and the discoveries uncovered that keeping away from link news substance may have considered a more noteworthy liking to Clinton. The investigation depicts a sectarian link news climate that effectly affects the two watchers' and non-watchers vote decisions. The main disclosure is that the moderate inclining Fox News assisted with choosing Donald Trump in the 2016 US official political race, and viably deterred

watchers from deciding in favor of Hillary Clinton. Albeit the postulation didn't dissect the hardliner media circle as it identifies with online sources and web-based media (and not the slightest bit guarantee to causally decipher the political race result).

Biswas, Ingle, and Roy (2014) compose on "Impact of Social Media on Voting Behavior" The exploration work analyzed whether web-based media will impact youthful electors to make their choice in India 2014 races and whether online media can be a distinct advantage in the last Lok Sabha 2014 decisions. The examination embraced an organized survey as its exploration instrument. Hence, 120 respondents were haphazardly chosen from different areas in Durgapur city i.e Bidhan Nagar, City focus, Nit grounds, Benachity, Ambhuj state, and so forth the testing strategy was begun on eleventh March and finished on 30th March. A two-way ANOVA was directed to decide if there is any huge connection between the trustworthy variable "Online standard notices and different types of publicizing impact my democratic conduct " to the autonomous variable "Probability to cast a ballot in 2014 political decision" and "Age". The examination discoveries uncovered those Online standards add some other type of publicizing fundamentally affects youthful electors particularly understudies which impact them as well as help in forming their conduct and web-based media play a critical effect on the democratic conduct of youthful citizens. Albeit the examination can't ensure to change something very similar into turnout on surveying day and conceded that conventional media still has a huge effect yet just in provincial zones.

Ames (2014) "Online Media #Ftw!: the Influence of Social Media on American Politics" the examination received a contextual analysis approach utilizing the organized meeting as a strategy for information assortment. The discoveries showed that social media is impacting all parts of governmental issues, from getting sorted out to raising support to planning and past. Additionally, the examination work presents that online media has empowered government officials and support associations to work outside of the conventional state or region lines. As it exhibited how applicants presently don't need to depend on the channel of conventional media choosing what substance to air and when and gives a road straightforwardly to the elector and works with an exchange as opposed to a talk. While this proposition didn't have the chance to dive into the effect web-based media is having on the information.



Adamu (2018) examined "The Role and Use of Social Media in Elections Campaigns and Voting Behavior in Nigeria: An Analysis of the 2015 Presidential Election" utilizing optional information to unmistakably broke down his investigation. They thought that the online media stages affected democratic examples in the finished up 2015 official races in Nigeria; it was additionally seen that web-based media impacted Nigerians during the political races and casting a ballot conduct. The examination set that the Peoples' Democratic Party (PDP) lost the official political race because of the appropriate utilization of online media by All Progressive Congress (APC) where they exploited security challenges going up against Nigeria before the political decision. The exploration work noticed that APC thought of potential arrangements by spreading them through Facebook, Twitter, paper, TV among others. Also, presumed that the broad communications have had the option to support Nigeria's popular government using web innovation in electioneering, public view of ideological groups, political interaction mission, and casting a ballot in which the cards' peruser were utilized in the country for each first time. Yet, the investigation was censured for the absence of careful observational examinations.

Kofi Frimpong; Ping Li; Nyame; Hossin" (2020) "The Impact of Social Media Political Activists on Voting Patterns" the procedure was a media-based engendered study with 420 substantial reactions and the primary condition displaying was utilized to test the reasonable model, which exhibits that the connectedness with political and online media activists is critical and decidedly impacts alterations in casting a ballot design. The investigation found that online political interest and political impact present an impact on casting a ballot design. The examination additionally uncovered that the connection between associations with web-based media political activists and online political cooperation is huge, as demonstrated by a solid covariance saw in the model. Albeit the respondents were just sourced online the disconnected forthcoming respondents were denied admittance to partake in the study.

## **2.8. Gap in the Literature**

This section zeroed in on the survey of surviving works of writing on the effect of the media on electors' conduct and turnout in the US 2020 official races. The Nexus

between the Media and Voters' Turnout cum Political Participation is additionally assessed. It additionally arranges the investigation inside a hypothetical system which gives a focal point through which the subject of political cooperation and correspondence (media) is considered and perceived. Apparent from past investigations on the media and its effect on electors' turnout single contemplated the effect of the online media (new media just) while the old media were disregarded. Most of the investigations were not even contemporary to mirror the current social circumstance. Furthermore, most investigations harp no audit on the sectarian media circle as it identifies with an online source.

In light of the above attestation, a more inside and out investigation of the media and its effect on citizens' turnout to decide how much both media (old and new) impact electors' turnout will be an understudy. Thus, with the quick development in the course of recent long periods of media like Facebook and Twitter, YouTube digital TV, and other media stage, some examination has inspected whether it additionally positively affects casting a ballot. A portion of these examinations have tracked down a positive connection among media and citizens' turnout, including perspectives past casting a ballot like marking an appeal or speaking with a chosen official, while different investigations have not tracked down this positive relationship. It depends on this imagines that this exploration will in general gander at the effect of the media on electors' turnout and conduct, especially United States and these above issues trigger the need to fill important examination holes and address certain inquiries:

- How much effect do media exert on voters' final choice in the US 2020 presidential elections?
- Are Americans' votes for Biden and against Clinton were determinant of the media coverage?
- Is there any real power of the media that can convert nonvoters to vote in the US 2020 presidential elections?
- What is the extent of online political participation, and how does it influence voters' behavior and voters' turnout?

## **2.9 Theoretical Framework**

### **2.9.1 Introduction**

The hypothesis is a fundamental fixing in any exploration work, as it gives an essential construction where upon an examination work secures. As placed by Bunch, (2005), a

hypothesis gives a system for assessing different procedures in both the long and short run, and for seeing the sorts of changes that they are probably going to create. The hypothesis is an arrangement of ideas and standards intended to improve the comprehension of an assortment of occasions, realities, and wonders (Sheila, 2001). A hypothesis can assist us with comprehension by giving an arrangement of clarifications, a structure, a perspective on so we may realize that something is a sure route as well as why it is that way, either in the feeling of giving explanations behind it or in the feeling of uncovering it causes, that is, the thing that brings about it (Omotola, 2007).

### **2.9.2 Micheletti Theory of Political Participation and Communication**

The hypothesis of political support and correspondence was pushed and propounded by researchers like Michele Micheletti (2006) in his exposition named "Correspondence and Political Understanding as Political Participation" and Robert Dahl (1997), in "Toward Democracy: A Journey" Dahl concedes that legislative issues have changed in manners that are irreversible for reasonable purposes. At some point around the fifth century B.C., Greek society moved from the gentry (or oppression) to majority rule government ("A Democratic Dilemma: System Effectiveness versus Citizen Participation," Dahl 1997, p. 431 referred to in Bailey and Braybrooke, 2003).

In this way, the essential popularity-based establishment of that age was the city gathering, where free residents directed governmental issues eye to eye. Hundreds of years after the fact the little city-state, resuscitated irregularly in archaic Italy, was overshadowed by the country state, which in just examples introduced changes that are recognizable to twenty-first-century Americans: free political articulation, portrayal, all-inclusive testimonial (Bailey and Braybrooke, 2003).

Besides, "to secure an edified comprehension of conceivable government activities and arrangements additionally requires opportunity of articulation. To obtain municipal capability, residents need freedoms to communicate their perspectives; gain from each other; take part in conversation and pondering; read, hear, and question specialists, political competitors, and people whose decisions they trust; and learn in alternate ways that rely upon opportunity of articulation" (Dahl, 1998, 96-7). Something else, residents won't evaluate significant arrangement choices and settle on educated decisions (i.e., vote) at political decision time, Liberal majority rules system

scholars don't accept that residents are dynamic communicators, however they anticipate them (by one way or another) to know their political inclinations at political race time and in different settings that interest residents to settle on educated decisions among options important for governmental issues.

Today, Dahl guarantees, a third change is occurring, the sluggish blend of more modest wards into bigger ones and subsequently the extension of "the limits of the choices that altogether influence the crucial interest of its residents" ("A Democratic Dilemma: System Effectiveness Versus Citizen Participation," Dahl 1997 referred to in Bailey and Braybrooke, 2003). The popular governments of today, to remain significant and powerful, should adapt not exclusively to the real factors of tremendously crowded social orders and with social pluralism inside and outside public limits yet additionally with a globalizing current market economy. Henceforth, the industrious point of his believing is to discover manners by which average residents can successfully partake, in any event, when (as is presently the situation) they can practice vanishingly little impact individually as electors (or as members otherly). Would they be able to try and have a dream of having an impact when they share that impact with a huge number of different residents?

Basically, Micheletti saw the present political agreement to involve informative activities of "sorting things out," assembling political unique pieces however much as could be expected in a strong new philosophical casing and getting a decent psychological and enthusiastic (instinctive) hold on legislative issues and life governmental issues. He further settled in that open support and understanding governmental issues is, subsequently, a type of reflexivity. It is recognized that residents' lives are implanted in an assortment of social, political, and financial vulnerabilities. He set that Political researchers ought to, in this way, see political comprehend as political epistemology and that it can engage residents to wrestle with the connection among private and public life (Micheletti, 2006).

In light of the above attestation, correspondence and developing political arrangement is creative political activity. These activities include the familiarity with issues of others, uncovering connections among realities and entertainers, arranging and contextualizing occasions, relating personal circumstance to other-interest, seeing far off issues in neighborhood choices, settings, and things, evaluating divided and

clashing information, handling experience just as effectively utilizing new psychological and passionate contributions to shape esteems, define political perspectives, reason about the political world, make political character, and think about political duty literally. The political information to construct political arrangement can, in this manner, come from an assortment of sources (Micheletti, 2006).

Besides, note that data chasing, data giving, data recovering, and data understanding is political support. Thus, along these lines, correspondence and political agreement is required for people to educate themselves as well as other people about the goings-on in the public arena and to arrange themselves strategically. Without a bit of uncertainty, cultural powers like the media, support gatherings, enterprises, and surprisingly settled social developments and ideological groups welcome normal individuals to include themselves straightforwardly in open activities. Developing quantities of resident organizations and promotion bunches request that individuals take data materials offered on their sites and tailor-make their political agreement and messages. Political correspondence and political agreement have entered the DIY (Do-It-Yourself) world Micheletti and Stolle, 2006.

### **2.9.3 Justification of the Theory for the Study (Political System)**

To begin with, correspondence has become a business. Many firms presently offer correspondence direction to political, common society, and market entertainers. The political consultancy has by and large become interchanges programming. It places correspondence in the focal point of its exercises. Legislative issues Online News Tool and Strategies, made by a previous U.S. Senate strategy expert Phil Noble who was granted the International Political Consultant of the Year by his companions of the American Association of Political Consultants in 1997, "gives news, devices, and procedures for utilizing the Internet in legislative issues and public undertakings" (Nobel and Associates, 2005 referred to in Micheletti, 2006).

Thus, legislators are likewise getting into the informative institutional building. In the late spring of 2005 previous U.S. VP Al Gore uncovered Current, another TV station that seeks "to make TV... a two-path discussion" by utilizing new advanced instruments that "make it workable for resident writers, new producers, normal residents to take an interest and make this medium a multi-way discussion" (Journal Sentinel, 2005). Current clarifies its central goal in these words: "It works like this:

Anyone who needs to contribute can transfer a video. At that point, everybody in the Current online local area votes in favor of what ought to be on TV. You can participate at one or the other stage—watch and cast a ballot or make and transfer (Current, 2005).

Liberal majority rule government scholars do not accept that residents are dynamic communicators, however they anticipate them (some way or another) to know their political inclinations at political race time and in different settings that interest residents to settle on educated decisions among choices applicable for legislative issues. Illuminated arrangement is one of the models that Robert Dahl created in his exceptionally compelling hypothetical chips away at liberal majority rule government. In Dahl's words, "Inside sensible restricts as to time, every part should have equivalent and successful freedoms for finding out about the pertinent elective approaches and their conceivable results" (Dahl, 1998). For him and other people who utilize liberal majority rules system to outline their work, the great vote-based government requires edified residents who are and stay educated about government and legislative issues.

Another defense of the hypothesis is that viable and simple correspondence has made the media to be significant and thus, its value had particularly encouraged expanded investment, including the web clients and cooperation. Indeed, the inventive new strategies for partaking can be found on the web which gives new courses to conveying and investigating. Subsequently, the expansion in the amount of political investment among clients of web-based media had come about in expanded disconnected political cooperation (Burford, 2012).

Notwithstanding the standard types of disconnected cooperation, researchers have likewise separated various manners by which correspondence (media) had improved simple political support without getting too specialized, these types of interest are adding/erasing political data from their profile page, similar to an applicant or political gathering, talking about governmental issues in a message/text/divider, posting a status message/photograph/interface identified with legislative issues, a political occasion, or joining a political gathering.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

Methodology simply means methods or means used to achieve an objective. It is the process or methods applied by Researcher to carry out Research work. Thus, the research is based on facts, ideas and logical thoughts. The data needed for this fact and ideas are from both primary and secondary sources. The researcher ensured that data sources are in line with the areas of the topic of study.

#### **3.2 Research Design**

The research design adopted for this study is the survey method; Quantitative and qualitative data will be generated through a field survey of research design. The survey method is a means of collecting large and standardized data from the field using online structured questionnaire disseminated via Google forms through a sharable web link- The study will adopt the viral technique where one respondent forwards the survey link to another iteratively. Thus, this standardized data that will enable the researcher to provide information to the research questions in order to generalize influences about the target population. It will enable the researcher to exploit the factors that are not directly observable.

#### **3.3. Sample and Sampling Technique**

The study areas will be the United States (US). The choice of this State, as areas of the study, therefore, provided a platform for comprehensive assessment of the impact of the media on voters' behavior and turnout in the US 2020 presidential elections. However, because of the fact that the entire population cannot be reached due to complexities and unrealistic attempt at reaching the whole elements, randomly convenient sampling technique will be adopted so as to give everybody in the sample frame equal chance of being selected for inclusion in the sample size.

#### **3.4. Description of Study Area**

The United States (US) is located in North America and is bordered on the north by Canada, on the east by the Atlantic Ocean, on the south by the Gulf of Mexico and Mexico, and on the west by the Pacific Ocean. As at 11, December 2020, the United States population was estimated 330,694,409 (US Census, 2020) with 3,539,227 sq mi (9,166,598 sq km). The State does not have an official language at the federal level,

but English is the de facto national language with currency in the United States dollar (USD).

The government of the United States is that of a federal republic set up by the Constitution of the United States, adopted by the Constitution Convention of 1787. There is a division of powers between the federal government and the state governments. The federal government consists of three branches: the executive, the legislative, and the judiciary. The legislative branch has an elected House of Representatives and Senate. The executive branch is led by an elected president and an appointed cabinet of leaders of federal agencies that administer the laws enacted by the legislative branch. The judicial branch is organized into circuits with the power to review the decisions of the district courts. Ultimate review of lower court decisions is handled by US Supreme Court. Geographically, the United States is divided into 50 states and one federal district, Washington, DC, the capital city. The United States also has 14 dependent territories. These territories also may have lower governmental bodies (Taxsummaries; Infoplease, 2020).

Thus, a Presidential election can be defined as the type of election that is usually conducted in a political system that practices a presidential system of government. This election is conducted to elect the president who served as the head of government and head of state. In the United States, the term starts on 20th January of the year after the election, so-called Inauguration day. The elections are always held on Election Day, which is the Tuesday after the first Monday in November of every fourth year. The president is elected in a so-called indirect election (cited in Zuzana, 2008).

### **3.5 Population and Sample of the Study Area**

The population of this study involves all citizens within the United States (US), which were about 330,694,409 (US Census Board, 2020) as at 11, December 2020. And in order to determine the sample size of the population, 400 people will be drawn from the sample of the entire population as respondents; since the study employed randomly convenient sampling technique where by questionnaires and constructive interview will be conducted within the study area.



### 3.6 Sample Size

To obtain a representative sample size, Yamane formula would be adopted so as to arrive at valid sample size since the entire population cannot be accessed. The Yamane formula is stated below:

$$n = \frac{N}{1 + N(e)^2}$$

Where n= sample size

N= population

e= significant level (5%)

In applying the formula for selecting a sample size for the three (3) selected Local government Area with its population

$$n = \frac{330,694,409}{1 + 330,694,409 (0.05)^2}$$

$$n = \frac{330,694,409}{1 + 330,694,409 (0.0025)}$$

$$n = \frac{330,694,409}{1 + 826736.0225}$$

$$n = \frac{330,694,409}{826737.0225}$$

n= 399.9

The sample size is 400 approximately.

### 3.7 Data Collection Technique

The technique used in selecting respondents for the study is randomly convenient sampling technique. A total of 400 questionnaires will be administered to respondents in the United States via Google forms through a sharable web link.

### 3.8 Sources of Data

The data required for this research work are both descriptive and quantitative. The study engaged both primary and secondary sources of data. By primary sources, required data and information are collected directly from the sample under study through the use of well-structured online questionnaires, Personal interviewed with the citizenry in the study Areas which are as follows:

- a. Electorates
- b. Political aspirants
- c. Electoral Officials

- d. Students above 18 years
- e. Party leaders
- f. Elective and appointed political office holders
- g. Media anchors.

Thus, the Secondary source of data on refers to the information gathered from already published or unpublished materials such as government gazettes, Americans National Election Studies (ANES) reports, Voters' turnout reports, Bulletin, magazines, journals, newspapers, articles, relevant textbooks, census commission, materials from the internet and term papers. In addition the secondary sources of data in this study will also involve extensive and thorough library research and examination of existing literature, archival documents in the subject areas.

### **3.9 Research Instrument for Data Collection**

A Structured questionnaire will be designed as a research instrument to collect data on the impacts of voters' behavior and turnout in the US 2020 presidential elections. These questionnaires will be divided into sections in line with the formulated objectives and hypotheses. The well-structured questionnaire will consist of section A to G while A is bordering on personal data and B to G focus on the main thrust of the study, and the respondents view will be measured on a Likert Scale where;

Strongly disagree;	=	1
Disagree;	=	2
Neutral;	=	3
Agree;	=	4
Strongly Agree.	=	5

### **3.10 Method of Data Analysis**

In order for the researcher to analyse data collected, the use of qualitative and quantitative method is explored using Chi-square statistical tool to test the hypothesis. The qualitative method has to do with assigning the statement of data while quantitative method has to do with assigning numerical, values or symbols data.

## **CHAPTER FOUR**

### **DATA PRESENTATION AND ANALYSIS**

#### **4.1. Introduction**

This chapter dwells succinctly on the presentation and analysis of the data obtained in the course of this study. Data were collated and analyzed using the Statistical Package for Social Sciences (SPSS version 21.0) software package. Statistical analyses include frequency distribution tables, Chi-Square, Friedman test and simple percentages. Thus, this section is categorized into three segments; the first section discussed the demographic profile of respondents, the section provides the analysed statistical figure collated from the field and the final section shows the findings in relation to the research objectives cum hypotheses.

In the course of the data analysis and interpretation, the word “non-response” stands for respondents that were indifferent to some of the questions asked. Short descriptive analyses of the tables were also diagrammatized for clarity purpose.

#### **4.2 Demographic Profiles of Respondents**

A total number of 375 questionnaires were received using online structured questionnaire disseminated via Google forms through a sharable web link- The study adopted the viral technique where one respondent forwards the survey link to another iteratively. Meanwhile 347 (92.5%) questionnaires were duly filled by respondents for analysis. Respondents of this study encompasses political leaders, Women parties’ members, Party leaders, Male party members, women political aspirants, women in elective and appointive positions across the US states.

#### **4.3 Analysis and Findings**

This section focuses on the analysis of collated data from the respondents within the mainframe of the study areas, US states. Below are the stated objectives of the study:

- To assess the media exert on voters' final choice in the US 2020 presidential elections.
- To ascertain whether Americans' votes for Biden and against Clinton were determinant of the media coverage.
- To ascertain if the real power of the media converts a nonvoter to vote in the US 2020 presidential elections.

- To evaluate the extent of online political participation, how it has influence voters' behavior cum turnout.

#### 4.4.1 Section A: Socio-demographic Characteristics of Respondents

**Table 4.4.1: Sex Distribution of Respondents**

	Frequency	Percent	Cumulative Percent
Valid Male	157	45.2	45.2
Female	190	54.8	100.0
Total	347	100.0	

*Source: Author, 2022*

The table presented above shows the sex distribution of respondents male occupied 45.2% with corresponding frequency of 157, 190 female (54.8%). This affords the researcher gather very useful information about the field of study by both genders with significant percentage.

**Table 4.4.2 Age Distribution of Respondents**

Age	Frequency	Percent	Valid Percent	Cumulative Percent
18-27	157	45.3	45.3	45.3
28-37	179	51.6	51.6	96.9
38 and Above	5	1.5	1.5	98.4
Non-Response	5	1.5	1.5	99.9
Total	347	100.0	100.0	

*Source: Field Reports, 2022*

The table presented above shows the age distribution of respondents. The table reveals that 157 out of 347 respondents fall between the age of 18 and 27. This represents 45.3% of the respondents. However, the number of respondents between the age of 28 and 37 stands at 179(51.6%) while 5(1.5%) of the respondents were 38 years and above. 5(1.5%) were indifferent of the question asked. Ages below 18 are excluded from the study since the constitution of the land forbids this group of individuals from political participation in the country. It is clear from the table above that more of the

respondents were above 18 years of age. This afford the researcher gather very useful information since individuals between this age are experienced and all things being equal, are expected to have a substantial knowledge about the field of study.

**Table 4.4.3 Distribution of Respondents by Marital Status**

	Frequency	Percent	Valid Percent	Cumulative Percent
Single	282	81.3	81.3	81.3
Married	65	18.7	18.7	100
Non Response	0	0	0	100
Total	395	100.0		

*Source: Field Reports, 2022*

The table presented above reveals the percentage distribution of marital status of respondents. 81.3% (282) were single and 18.7% (65) were married. It was recorded that none of the respondent were divorce.

**Table 4.4.4 Occupation Distribution of Respondents**

	Frequency	Percent	Valid Percent	Cumulative Percent
Government	43	12.4	12.4	12.5
Private	98	28.2	28.2	40.6
Self-employed	146	42.1	42.1	82.7
Valid Other	38	10.9	10.9	93.6
Non Response	22	6.3	6.3	100.0
Total	347	100.0	100.0	

*Source: field survey, 2022*

According to the above table 347 questionnaires were received from the online viral links. Thus, 43(12.4%) of respondents shown to work under government parasttals; While 98(28.2%) respondents work with private organizations; 146(42.1) were self-employed 38 (10.9%) belong to others i.e Students and the unemployed members of the society. Meanwhile, 22(6.3%) were Non-response. Based on the above table it was shown that respondents cut across different discipline and occupation as this aids the researchers to gather experience and valuable information from the respondents.

**Table 4.4.5 Academic Qualification of Respondents**

	Frequency	Percent	Valid Percent	Cumulative Percent
College	76	21.9	21.9	21.9
Valid Tertiary	271	78.1	78.1	100.0
Total	347	100.0	100.0	

*Source: field survey, 2022*

Table 4.2.5 above indicates that 21 (63.3%) are educated up to tertiary level. This shows a high level of literacy among the respondents in each of the wards. While only 76(21.9%) had college education. Based on the above table it was shown that most of the respondents were literate and learners as this enable the researcher to expressed the context of the research to the respondents.

**Table 4.4.6 Do you voted in the last US 2020 presidential elections**

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	104	30	30	30
Valid No	243	70	70	100.0
Total	347	100.0	100.0	

*Source: field survey, 2022*

According to the table above, the percentage of respondents who voted in the concluded US 2020 presidential election 104(30%) and 243(70) did not vote at the last US 2020 presidential election.

**Table 4.4.7 Which of the following best describes your political affiliation**

	Frequency	Percent	Valid Percent	Cumulative Percent
Republican	32	9.4	9.4	9.4
Valid Democrat	200	57.8	57.8	67.2
Independent	114	32.8	32.8	100.0
Total	64	100.0	100.0	

*Source: field survey, 2022*

The table above also shows 32(9.4%) of respondents were affiliated to Republican Party and ideology, while 200(57.8%) supported Democrat and 114(32.8%) were in line with independent party. Based on the above table it was shown that each of the party was represented by the respondents.

#### 4.5 Section B: Analysis of Research Objectives

The researcher used descriptive analytical procedure in which percentages were utilized for data classification in order to offer probable answers to the research objectives in this study.

**4.5.1 Objective 1:** To assess the media exert on voters' final choice in the US 2020 presidential elections.

**Table 4.5.1 Distribution of Respondents on the media exert on voters' final choice in the US 2020 presidential elections.**

	Strongly Disagree		Disagree		Non-Response		Agree		Strongly Agree		TOTAL
	F	%	F	%	F	%	F	%	F	%	
Issues on media affected my voting preference	-	-	65	18.7	27	7.8	168	48.4	87	25	<b>347</b> <b>(100%)</b>
The media provides electorates platforms to stay connected to favoured political parties	32	9.2	5	1.4	54	15.5	151	44.3	103	29.6	<b>347</b> <b>(100%)</b>
Online polls influence electorates' decision to vote.	17	4.9	60	17.3	54	15.5	135	39	81	23.3	<b>347</b> <b>(100%)</b>
Electorates might be influence to vote for a particular candidate based on content read about him/her on the media i.e internet,	16	4.6	22	6.3	49	14.1	184	53	76	21.9	<b>347</b> <b>(100%)</b>

newspapers, TV news, magazine and other media platforms.												
The media exert on Voters' final choice in the US 2020 presidential elections.	16	4.7	16	4.7	81	23.3	157	45.2	76	21.9	<b>347(100%)</b>	)
The media influence electorates voting pattern in the 2020 US presidential elections.	16	4.7	32	9.2	76	22	163	46.9	60	17.2	<b>347(100%)</b>	)
The media news, reports, messages and information switched preference vote	17	4.9	42	12.1	85	24.4	161	46.4	42	12.1	<b>347(100%)</b>	)

Source: Field Reports, 2022

Data in Table 4.5.1 reveals 65 (18.7%) respondents disagree on the statement that, Issues on media affected voting preference, while 27(7.8%) were undecided. 168(48.4%) agree that Issues on media affected voting preference. while 87(25%) strongly agree. Meanwhile no respondents strongly disagree on the statement that Issues on media affected my voting preference.

Also, the above table illustrates the percentage response of respondents; thus, 32(9.2%) and 5(1.4%) strongly disagree and disagree and on the statement that the media provides electorates platforms to stay connected to favoured political parties while 151(44.3%) and 103 (29.6%) agreed and strongly agreed respectively with 54(15.5%) non-response. It was also indicated that 60(17.3%) and 17(4.9%) disagree and strongly disagree on the assertion that Online polls influence electorates' decision to vote. while 135(39%) and 81(23.3%) agree and strongly agree as 54(15.5%) non-response.

Furthermore, 16 (4.6%) strongly disagree that Electorates might be influence to vote for a particular candidate based on content read about him/her on the media i.e internet, newspapers, TV news, magazine and other media platforms, 22(6.3%) disagree while 49(14.1%) were undecided. Also, 184(53%) agreed that Electorates might be influence to vote for a particular candidate based on content read about him/her on the media i.e



internet, newspapers, TV news, magazine and other media platforms. while 76(21.3%) strongly agree.

In addition, table 4.5.1 reveals, that 16(4.7%) strongly disagree that the media exert on Voters' final choice in the US 2020 presidential elections, as 16(4.7%) disagree while 81(23.3%) were undecided. On the other hands 157(45.2%) agree that the media exert on Voters' final choice in the US 2020 presidential elections, as 76(21.9%) strongly agree.

Consequently, table 4.5.1 reveals that 16(4.7%) strongly disagree that the media influence electorates voting pattern in the 2020 US presidential elections. 32(9.2%) disagree while 76(22%) were undecided. 163(46.9%) agree that, the media influence electorates voting pattern in the 2020 US presidential elections, as 60(17.2%) strongly agree.

Lastly, table 4.5.1 reveals that 17(4.9%) strongly disagree that the media news, reports, messages and information switched preference vote, 42(12.1%) disagree while 85(24.4%) were undecided. 161(46.4%) agree that, the media news, reports, messages and information switched preference vote, as 42(12.1%) strongly agree.

Without an iota of doubt, the above data indicated that Issues on media affected voting preference meanwhile the media provides electorates' platforms to stay connected to favoured political parties. The statistical data also showed that online polls influence electorates' decision to vote. Furthermore the respondent also accepted the assertion that electorates might be influence to vote for a particular candidate based on content read about him/her on the media i.e internet, newspapers, TV news, magazine and other media platforms. The research table posited that the media exert on Voters' final choice in the US 2020 presidential elections. Thus, respondents also accepted the statement that the media influence electorates voting pattern in the 2020 US presidential elections while majority of respondents further accepted the assertion that the media news, reports, messages and information switched preference vote.

In addition, structure interviewed conducted with respondents supported the above statistical data collated. This is presented as follow:

Lisa Herman a media anchor at one of the American major media network (MSNBC) covering everything from politics to world events posited that:

*Inevitably, the media play crucial roles in American politics, particularly in selecting new president, cannot be overemphasized. She added that several interactive political platforms have been created by myriad of media networks to provide electorates' platforms to stay connected to favoured political parties. She further opted that political parties also pushes certain percentage of parties' fund to the media for coverage so that electorates might be influence to vote for the said party candidate based on content read about him/her on the media i.e internet, newspapers, TV news, magazine and other media platforms (Fieldwork, 2022).*

*Stanley Carl a popular party social media campaign director confirm that the media influence electorates voting pattern in the 2020 US presidential elections through party's media news, reports, messages and other information. He entrenched that from the day a candidate bravely show interest and aspiration as party bearer the media immediately disclose the person personality and other basic information. He added that the media backing does not stop there and if the candidate eventually becomes the party flag bearer then full documentary video and write up will be designed and share to different social media network for potential and eligible voters to read and be acquitted to the party bearers.*

**4.4.2 Objective 2:** To ascertain whether Americans' votes for Biden and against Clinton were determinant of the media coverage.

**Table 4.5.2 Distribution of Respondents on whether Americans' votes for Biden and against Clinton were determinant of the media coverage.**

	Strongly Disagree		Disagree		Non-Response		Agree		Strongly Agree		TOTAL
	F	%	F	%	F	%	F	%	F	%	
The media coverage determine Americans' votes for Biden in the last US 2020 presidential elections.	33	9.5	43	12.4	43	12.4	195	56.2	33	9.5	347(100%)

The US Electors voted against Clinton in US 2016 presidential elections is a determinant of the media.	32	9.2	59	17.1	49	14	141	40.6	66	19	<b>347(100%)</b>
The media broadcast messages positively favoured Biden in the last 2020 concluded 2020 presidential.	22	6.4	27	7.9	81	23	179	51.7	38	10.9	<b>347(100%)</b>
If Clinton had had more positive media coverage, She would have won the US Electors hearts to be voted for.	22	6	49	14	65	19	141	41	70	20	<b>347(100%)</b>
The media is the sole player towards the defeat of Clinton in 2016 US presidential elections.	32	9.2	70	20.2	32	9.2	190	54.7	23	6.6	<b>347(100%)</b>
The victory of Biden as president is attributed to the media coverage.	32	9.2	49	14	49	14	130	37.4	81	23.3	<b>347(100%)</b>

Source: field survey, 2022

Data in table 4.5.2 reveals 33(9.5%) respondents strongly disagree that the media coverage determine Americans' votes for Biden in the last US 2020 presidential elections, 43(12.4%) disagree while 43(12.4%) were undecided. 195(56.2%) agree that the media coverage determine Americans' votes for Biden in the last US 2020 presidential elections while 33(9.5%) strongly agree.

Furthermore, 32(9.2%) strongly disagree that, the US Electors voted against Clinton in US 2016 presidential elections is a determinant of the media, 59(17.1%) disagree while 49(14%) were undecided. Also, The US Electors voted against Clinton in US 2016 presidential elections is a determinant of the media; As agreed by 141(40.6%) respondents while 66(19%) strongly agree.

Another information in table 4.5.2 reveals, 22(6.4%) strongly disagree that, the human relations in the university have been turned into a commercial relation that is inhuman, 27(7.9%) disagree while 81(23%) were undecided. 179(51.7%) agree that, the media broadcast messages positively favoured Biden in the last 2020 concluded 2020 presidential, as 38(10.9%) strongly agree. Consequently, table 4.5.2 reveals 22(6%) strongly disagree the statement If Clinton had had more positive media coverage, She

would have won the US Electors hearts to be voted for, 49(14%) disagree while 65(19%) were undecided. 141(41%) agree that, If Clinton had had more positive media coverage, She would have won the US Electors hearts to be voted for, as 70(20%) strongly agree. Meanwhile, table 4.3.2 reveals 32(9.2%) strongly disagree the media is the sole player towards the defeat of Clinton in 2016 US presidential elections, 70(20.2%) disagree while 32(9.2%) were undecided. 190(54.7%) agree that, the media is the sole player towards the defeat of Clinton in 2016 US presidential elections, as 23(6.6%) strongly agree.

Lastly, the statistical table 4.5.2 reveals that 32(9.2%) strongly disagree that the victory of Biden as president is attributed to the media coverage. only, 49(14%) disagree while 49(14%) were undecided. 130(37.4%) agree that, crucial decisions are deliberately by the university management only, as 81(23%) strongly agree.

Thus, respondents reacted to this question based on whether Americans' votes for Biden and against Clinton were determinant of the media coverage; the statistical data also indicated that the media coverage determine Americans' votes for Biden in the last US 2020 presidential elections. While respondents accepted the statement that the US Electors voted against Clinton in US 2016 presidential elections is a determinant of the media. And respondent argued in support of the statement that, the media broadcast messages positively favoured Biden in the last 2020 concluded 2020 presidential. Furthermore, respondents supported the assertion that If Clinton had had more positive media coverage, she would have won the US Electors hearts to be voted for. Meanwhile majority of respondents accepted the statement that the media is the sole player towards the defeat of Clinton in 2016 US presidential elections. Lastly, respondents' responds showed that without doubt Americans' votes for Biden and against Clinton were determinant of the media coverage. To buttress the data presented, here are comments made by some selected interviewed respondents:

*Edward Walter a social worker in New York city juxtaposes the presidential race of Clinton 2016 media campaign and Biden 2020 media campaign. He deduced that Donald Trump efficiently utilised the social media opportunities to gain popularity and market his personality. Meanwhile Clinton focuses more on physical campaign and social gathering. Walter further asserted that the media positively favoured the Biden 2020 presidential race. As most of the media*

contents were favouring Biden that he to eventually pool more votes (Fieldwork, 2022).

**4.3.3 Objective 3:** To ascertain if the real power of the media converts a nonvoter to vote in the US 2020 presidential elections.

**Table 4.5.3 Distribution of Respondents on** if the real power of the media converts a nonvoter to vote in the US 2020 presidential elections

	Strongly Disagree		Disagree		Non-Response		Agree		Strongly Agree		TOTAL
	F	%	F	%	F	%	F	%	F	%	
I sincerely developed interest in US 2020 presidential election due to media sensitization programmes online and offline.	27	7.8	16	4.6	38	10.9	200	57.6	66	19	347(100%)
The media posses' real power to convert nonvoters to vote in the US 2020 presidential elections.	11	3.1	32	1.6	54	31.3	173	50	49	14.1	347(100%)
The last cable TV broadcasts on US 2020 presidential election convince me to vote on the election day.	21	6.3	163	46.9	21	6.3	76	21.9	65	18.8	347(100%)
I regain political interests through various social media ads and reports.	12	3.1	38	3.1	43	35.9	157	45.3	97	12.5	347(100%)
Newspapers reviews and magazines political talk triggered my political interests.	37	10.6	53	15.3	10	2.9	163	47	84	24.2	347(100%)

Source: field survey, 2022

Data in Table 4.5.3 reveals 27(7.8%) respondents strongly disagree that, I sincerely developed interest in US 2020 presidential election due to media sensitization programmes online and offline, 16(4.6%) disagree while 38(10.9%) were undecided. 200(57.6%) agree that I sincerely developed interest in US 2020 presidential election due to media sensitization programmes online and offline. while 66(19%) strongly agree.

Furthermore, 11 (3.1%) strongly disagree that the media posses' real power to convert nonvoters to vote in the US 2020 presidential elections, 32(1.6%) disagree while

54(31.3%) were undecided. Also, 173(50%) agreed that Members the media posses' real power to convert nonvoters to vote in the US 2020 presidential elections. While 49(14.1%) strongly agree.

In addition, table 4.5.3 reveals, that 21(6.3%) strongly disagree that The last cable TV broadcasts on US 2020 presidential election convince me to vote on the election day, as 163(46.9%) disagree while 21(6.3%) were undecided. On the other hands 76(21.9%) agree that the last cable TV broadcasts on US 2020 presidential election convince me to vote on the election day, as 65(18.8%) strongly agree.

However, table 4.5.3 reveals, that 12(3.1%) strongly disagree on the statement that I regain political interests through various social media ads and reports, as 38(10.9%) disagree while 43(35.9%) were undecided. On the other hands 157(45.3%) agree on the statement that I regain political interests through various social media ads and reports, as 97(12.5%) strongly agree.

Consequently, table 4.5.3 reveals, that 37(10.6%) strongly disagree that Newspapers reviews and magazines political talk triggered my political interests, as 53(15.3%) disagree while 10(2.9%) were undecided. On the other hands 163(47%) agree that Newspapers reviews and magazines political talk triggered my political interests, as 84(24.2%) strongly agree.

Reference to the above data analysis, it was denoted that majority of respondents opined that the media posses' real power to convert nonvoters to vote in the US 2020 presidential elections, Furthermore, evidence showed that Americans sincerely developed interest in US 2020 presidential election due to media sensitization programmes online and offline. While majority of respondents also rejected the aforementioned statement which stated that the last cable TV broadcasts on US 2020 presidential election convince me to vote on the election-day. Be as it may, majority of respondents supported the statement that I regain political interests through various social media ads and reports. Furthermore, the statistical data also proved that Newspapers reviews and magazines political talk triggered Americans political interests.

As this quantitative data were also supported by the comments of interviewed respondents.

*Alex Oscar is of the opinion that majority of American developed interest in US 2020 presidential election as the media as make political sensitizations, education and awareness cover large range of audience even the Americans at the diasporas are engage in political campaigns, rally symposiums without physical present but were significantly active and attracting others to vote for their preferred candidates or party. Furthermore, Oscar concluded that at this level of electioneering Americans are well informed on party candidates and flag-bearers.*

*Robert Luis, make reference to himself on what propelled him to vote to his preferred candidate what his high level debate and manifesto speech publish by major media outlet in the state. He makes it clear that major political talks, news and other information can be easily accessible through his smart phone.*

**4.3.3 Objective 4:** To evaluate the extent of online political participation, how it has influence voters' behavior cum turnout.

**Table 4.5.4 Distribution of Respondents on** oline political participation, how it has influence voters' behavior cum turnout.

	Strongly Disagree		Disagree		Non-Response		Agree		Strongly Agree		TOTAL
	F	%	F	%	F	%	F	%	F	%	
Newspapers, magazines, journal publications arouse the interest of eligible Americans' towards active political participation.	11	3.2	16	4.6	65	18.7	206	59.4	49	14.1	347(100%)
Twitter, Facebook, YouTube video and other social media platforms encourage eligible Americans towards active political participation.	11	3.2	16	4.6	11	3.2	206	59.4	10.3	29.6	347(100%)
Parties' indoor campaigns arouses eligible Americans interest towards active political participation.	9	2.6	31	8.9	87	25	189	54.5	31	8.9	347(100%)
Online political participation influence Voters' Behaviour and Turnout.	8	2.3	8	2.3	31	8.9	215	62	85	24.4	347(100%)

During the pre-election period media outlets broadcast news on Voters' education and civil sensitization	25	7.2	28	8.1	129	37	137	39.5	28	8.1	<b>347(100%)</b>
Americans signed up online to volunteer for the activities of political parties and subscribe to political news letters	16	4.6	39	11.2	71	20.5	213	61.3	8	2.3	<b>347(100%)</b>
Online voluntary political activities i.e parades, meetings and others are essential for me and I encourage people to participate.	15	4.3	63	18.1	47	13.5	134	38.6	88	25.4	<b>347(100%)</b>
Observing media online and offline political advertisement potentially influences my vote.	31	9	65	18.7	47	13.5	149	42.9	55	15.8	<b>347(100%)</b>

Source: field survey, 2022

Data in Table 4.5.4 reveals 11(3.2%) respondents strongly disagree that, Newspapers, magazines, journal publications arouses the interest of eligible Americans' towards active political participation., 16(4.6%) disagree while 65(18.7%) were undecided. 206(59.4%) agree that Newspapers, magazines, journal publications arouses the interest of eligible Americans' towards active political participation. while 49(14.1%) strongly agree.

Furthermore, 11 (3.2%) strongly disagree that Twitter, Facebook, YouTube video and other social media platforms encourage eligible Americans towards active political participation, 16(4.6%) disagree while 11(3.2%) were undecided. Also, 206(59.4%) agreed that Twitter, Facebook, YouTube video and other social media platforms encourage eligible Americans towards active political participation. While 103(29.6%) strongly agree.

In addition, table 4.5.4 reveals, that 9(2.6%) strongly disagree that Parties' indoor campaigns arouses eligible Americans interest towards active political participation, as 31(8.9%) disagree while 87(25%) were undecided. On the other hands 189(54.5%) agree that Parties' indoor campaigns arouses eligible Americans interest towards active political participation, as 31(8.9%) strongly agree.



However, table 4.5.4 reveals, that 8(2.3%) strongly disagree that Online political participation influence Voters' Behaviour and Turnout, as 8(2.3%) disagree while 31(8.9%) were undecided. On the other hands 215(62%) agree that Online political participation influence Voters' Behaviour and Turnout, as 85(24.4%) strongly agree.

Consequently, table 4.5.4 reveals, that 25(7.2%) strongly disagree that During the pre-election period media outlets broadcast news on Voters' education and civil sensitization, as 28(8.1%) disagree while 129(37%) were undecided. On the other hands 137(39.5%) agree that during the pre-election period media outlets broadcast news on Voters' education and civil sensitization, as 28(8.1%) strongly agree.

Furthermore, table 4.5.4 reveals, that 16(4.6%) strongly disagree that Americans signed up online to volunteer for the activities of political parties and subscribe to political news letters, as 39(11.2%) disagree while 71(20.5%) were undecided. On the other hands 213(63.3%) agree that Americans signed up online to volunteer for the activities of political parties and subscribe to political news letters, as 8(2.3%) strongly agree.

Meanwhile, table 4.5.4 reveals, that 15(4.3%) strongly disagree that Online voluntary political activities i.e parades, meetings and others are essential bro me and I encourage people to participate, as 63(18.1%) disagree while 47(13.5%) were undecided. On the other hands 134(38.6%) agree that Online voluntary political activities i.e parades, meetings and others are essential bro me and I encourage people to participate., as 88(25.4%) strongly agree.

Lastly, table 4.5.4 reveals, that 31(9%) strongly disagree that Observing media online and offline political advertisement potentially influences my vote, as 65(15.6%) disagree while 47(13.5%) were undecided. On the other hands 149(42.9%) agree that Observing media online and offline political advertisement potentially influences my vote, as 55(15.8%) strongly agree.

Reference to the above data analysis, it was denoted that majority of respondents opined that Newspapers, magazines, journal publications arouses the interest of eligible Americans' towards active political participation, Furthermore, evidence showed that Twitter, Facebook, YouTube video and other social media platforms encourage eligible Americans towards active political participation. As majority of

respondents also argued in support of the aforementioned statement which stated that Parties' indoor campaigns arouses eligible Americans interest towards active political participation.

Consequently, respondent also supported the fact that the online political participation influence Voters' Behaviour and Turnout. The statistical data also proved that during the pre-election period media outlets broadcast news on Voters' education and civil sensitization. In addition, the table above also disclosed that Americans signed up online to volunteer for the activities of political parties and subscribe to political newsletters.

Furthermore, majority of respondents supported the assertion that online voluntary political activities i.e parades, meetings and others are essential me and I encourage people to participate. Lastly, the statistical data also indicated that Observing media online and offline political advertisement potentially influences my vote.

As this quantitative data were also supported by the comments of interviewed respondents.

*Kanneth Lucy confirms the essence of the media voters' education and civil sensitization. She opted that jingles, animations and drama plays influences civil electioneering and political participation. She further entrenched that online voluntary political activities triggered ample political participation as such online parades, meetings and others are essential to electorates and it also encourages others participates.*

*Michael Smith also added that the media outlets such as newspaper, magazines, journal not only arouses the interest of eligible American but also enhances active political participation. In essence, He affirms that messages and information from the media outlets convince citizenry on the need for ample political participation and the future benefits.*

*In addition, Steve Abraham a veteran political analyst acknowledges the crucial roles of the social media platform towards encouraging active political participation in America. He opined that with the tick of the finger vital files and documentaries of political aspirants can be rooted up through the use of the twitter, facebook and you-tube and*

*citizenry easily learn vital rudiment and political principle with or without formal education.*

#### **4.4 Hypothesis Testing**

This section examines the impact of the media on voters' behavior and turnout in the US 2020 presidential elections. Hence, attempt is also made to assess and put to test the mere hypothesized believes and to test the hypothetical statements made on the basis of the research objectives in chapter one of this research study.

These hypotheses are:

- H<sub>1</sub>: During an election campaign vote intentions for a party increase when the tone of media coverage for that party gets particularly positive, especially among those most attentive to the media
- H<sub>01</sub>: During an election campaign vote intentions for a party does not increase when the tone of media coverage for that party gets particularly positive, especially among those most attentive to the media..
- H<sub>2</sub>: The consumption of both new media and old media in the US 2020 Presidential elections had a significant effect on a person's likelihood to engage in the political process by voting.
- H<sub>02</sub>: The consumption of both new media and old media in the 2020 Presidential elections had no significant effect on a person's likelihood to engage in the political process by voting.

The acceptance or rejection of the *null hypothesis* 1 (H<sub>01</sub>) will be tested using chi square statistical tools (i.e testing for relationship between categorical variables).

The dependent variable is vote intention for a party while the independent variables the positive tone of media coverage for that party in the study.

**4.4.1 Decision Rule:** the null hypotheses are measured by the p-value. Thus if the p-value is less than the conventional significance level (0.05), the null hypothesis is rejected. On the other hand, if the p-value is higher than the significance level; the null hypotheses are accepted (source: Plackett and Pearson, 1983).

The results of the statistical tests are presented below.

### Hypothesis 1

**During an election campaign vote intentions for a party does not increase when the tone of media coverage for that party gets particularly positive, especially among those most attentive to the media**

#### 4.4.2 Chi-Square Test

*Frequencies on relationship between the vote intentions for a party and the positive tone of media coverage for that party*

**Table 4.4.2**

**During an election campaign vote intentions for a party does not increase when the tone of media coverage for that party gets particularly positive, especially among those most attentive to the media..**

	Observed N	Expected N	Residual
Strongly Disagree	8	69.4	-61.4
Disagree	244	69.4	174.6
Agree	8	69.4	-61.4
Strongly Agree	16	69.4	-53.4
Undecided	71	69.4	1.6
Total	347		

**Table 4.4.3**

**During an election campaign vote intentions for a party increase when the tone of media coverage for that party gets particularly positive, especially among those most attentive to the media.**

	Observed N	Expected N	Residual
Strongly Disagree	8	69.4	-61.4
Disagree	16	69.4	-53.4
Agree	249	69.4	179.6
Strongly Agree	16	69.4	-53.4
Undecided	58	69.4	-11.4
Total	347		

### Test Statistics

	During an election campaign vote intentions for a party does not increase when the tone of media coverage for that party gets particularly positive, especially among those most attentive to the media.	During an election campaign vote intentions for a party increase when the tone of media coverage for that party gets particularly positive, especially among those most attentive to the media.
Chi-Square	589.037 <sup>a</sup>	603.159 <sup>a</sup>
Df	4	4
Asymp. Sig.	.000	.000
a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 69.4.		

From the above analysis using the Chi-square Data analysis, During an election campaign vote intentions for a party does not increase when the tone of media coverage for that party gets particularly positive, especially among those most attentive to the media.; this is evidence from the Chi-square value of 589.037<sup>a</sup> and a corresponding p-value of 0.000

Also from the statistics table; we can see that the During an election campaign vote intentions for a party increase when the tone of media coverage for that party gets particularly positive, especially among those most attentive to the media.. This is also seen in the Chi-square value of 603.159<sup>a</sup> and a p-value of 0.000

**4.4.5 Decision:** Null Hypothesis is therefore rejected while the Alternate hypothesis is accepted; hence establishing that During an election campaign vote intentions for a party increase when the tone of media coverage for that party gets particularly positive, especially among those most attentive to the media..

#### 4.4.6 Discursion of Findings

From the above hypothesis it is obvious and inevitable based on the decisions made on the hypothesis 1, as the null hypothesis was rejected, proving that During an

election campaign vote intentions for a party increase when the tone of media coverage for that party gets particularly positive, especially among those most attentive to the media.. Thus, reference to the Research Findings vote intentions for a party increase when the tones of media coverage for that party get particularly positive. Literarily, the research works also prove that that there is positive increase in voters' intention when the tone of the media is positive to that party.

**The Interview Conducted on** vote intentions for a party increase when the tones of media coverage for that party get particularly positive

**Respondent A:** A political analyst, he opted on the new political dimensions i.e media sphere. The lay emphasize on the significant roles played by the media on vote intention of the electorates. Furthermore, he asserted that most of the electoral aspirants that perfected handle the media tools effectively then to get the benefits as increase in votes in returns. Mr Smith White gave an empirical example on the benefits Donald Trump received in the 2016 presidential election as against Hilary Clinton. He makes it cleared that in the forthcoming election the Democrate acknowledge the significant roles of the media. In the 2020 the party push certain percentage of the party's budgets on the media to help in marketing their flag bearer (President Biden).

**Respondent B** Lucy Johnson, make it clearly that in this modern era everybody is busy to spell 30 minutes on conventional meeting instead even the political parties now open in for zoom party meeting. In fact he entrenched that most of political parties' events; activities were posted of the parties' websites for citizenry to get familiar with the party programmes.

**Respondent C** Bright Philips an executive member of the democrat It is obvious that the media will continous to get favour of the voters from candidates media have been positively supported through its numerous media publications and other media coverage. Without doubt as fact people continue to be inkling with smart phone and the social media the media will continue to control the pull of voters' for candidates its favour in its media coverage and publications.

## **Analysis of Respondent Views**

Without an iota of doubt, most of the respondent argued in support that there is positive increase in voters' intention when the tone of the media is positive to that party. Respondents also stressed on the fact that vote intentions for a party increase when the tones of media coverage for that party get particularly positive.

Andre Blais, (2003) The research findings supported the hypothesis that during the election campaign, voting for a party increase (decreased) when media coverage of that party was systematically positive (or negative), among those who followed the news and decided how to vote during the campaign, find no evidence that, on election day, those more attentive to the news voted differently from those less attentive. The research then concluded that the media temporarily moved voting intentions during the Canadian election but that they appear to have had no direct impact on the final vote.

Kofi Frimpong; Ping Li; Nyame; Hossin" (2020) The study discovered that online political participation and political effect present an effect on voting patterns. The study also revealed that the relationship between connections with social media political activists and online political participation is significant, as indicated by a strong covariance observed in the model.

## **Hypothesis 2**

*The consumption of both new media and old media in the 2020 Presidential elections had no significant effect on a person's likelihood to engage in the political process by voting*

### **4.5.1 Chi-Square Test**

*Frequencies on relationship between the new media and old media in the US 2020 Presidential elections had no significant effect on a person's likelihood to engage in the political process by voting.*

**Table 4.5.2**

**The consumption of both new media and old media in the 2020 Presidential elections had no significant effect on a person's likelihood to engage in the political process by voting.**

	Observed N	Expected N	Residual
Strongly Disagree	54	69.4	-15.4
Disagree	98	69.4	28.6
Agree	93	69.4	23.6
Strongly Agree	16	69.4	-53.4
Undecided	86	69.4	16.6
Total	347		

**Table 4.5.3**

The consumption of both new media and old media in the 2020 Presidential elections had a significant effect on a person's likelihood to engage in the political process by voting.

	Observed N	Expected N	Residual
Strongly Disagree	7	69.4	-62.4
Disagree	18	69.4	-51.4
Agree	217	69.4	147.6
Strongly Agree	45	69.4	-24.4
Undecided	60	69.4	-9.4
Total	347		

Source: Field Reports, 2022

**Table:4.5.4 Statistics**

	The consumption of both new media and old media in the 2020 Presidential elections had no significant effect on a person's likelihood to engage in the political process by voting.	The consumption of both new media and old media in the 2020 Presidential elections had a significant effect on a person's likelihood to engage in the political process by voting.
Chi-Square	68.288 <sup>a</sup>	417.942 <sup>a</sup>



Df	4	4
Asymp. Sig.	.000	.000

Source: Field Reports, 2022

From the above analysis using the Chi-square Data analysis, the null hypothesis; the consumption of both new media and old media in the 2020 Presidential elections had no significant effect on a person's likelihood to engage in the political process by voting; this is evidence from the Chi-square value of 68.288 and a corresponding p-value of 0.000

Also from the statistics table; we can see the consumption of both new media and old media in the 2020 Presidential elections had a significant effect on a person's likelihood to engage in the political process by voting. This is also seen in the Chi-square value of 417.942 and a p-value of 0.000

**4.5.5 Decision:** Null Hypothesis ( $H_0$ ) is therefore rejected while the alternate hypothesis accepted proving that the consumption of both new media and old media in the 2020 Presidential elections had a significant effect on a person's likelihood to engage in the political process by voting.

#### **4.5.6 Discursion of Findings**

From the above hypothesis it is obvious and inevitable based on the decisions made on the hypothesis ( $H_0$ ), as the null hypothesis was rejected, proving that the consumption of both new media and old media in the 2020 Presidential elections had a significant effect on a person's likelihood to engage in the political process by voting. Thus, based on the Research Findings it was showed both new media and old media in the 2020 Presidential elections had a significant effect on a person's likelihood to engage in the political process by voting.

**The Interview Conducted on** the consumption of both new media and old media in the 2020 Presidential elections had a significant effect on a person's likelihood to engage in the political process by voting

**Respondent A:** Stanley William a former party campaign organiser confessed to the germane important power of the media. He added that party had strategies it procedure to getting new members and loyalties through the use of the both the old media (Radio live stream, Televised broadcast programmes, print media among others) Also party campaign

organiser through the its media directors also utilised the new media channels so to get across to electorate and more party loyalty. He entrenched that democracy means majority rule so therefore party uses all media channel so ensure the more electorate subscribe to the party and support it flag-bearer on the election day.

**Respondent B**Larry Patrick from California supported the statistic results as he confirmed that the more a person subscribed to both old and new media the more that people is exposed to political process voting. He also argued that most of Americans learn the principle of electioneering through the reading and listening to media content on politics and governance. And conclude that the media jingle usually convince the low interest voters to usually vote in elections.

#### **Analysis of Respondents' Views**

Thus, make it clear that both new media and old media in the 2020 Presidential elections had a significant effect on a person's likelihood to engage in the political process by voting. To prostrate this assertion, Biswas, Ingle, and Roy (2014) opted that ". The study findings revealed that Online banners add any other form of advertising has a significant impact on young voters especially students which not only influence them but also help in shaping their behavior and social media play a significant impact on the voting behavior of young voters.

Adamu (2018) opined that the social media platforms influenced voting patterns in the concluded 2015 presidential elections in Nigeria; it was also observed that social media had a significant influence on Nigerians during the election campaigns and voting behavior. The study posited that the Peoples' Democratic Party (PDP) lost the presidential election due to the proper use of social media by All Progressive Congress (APC) in which they capitalized on security challenges confronting Nigeria before the election. The research work noted that APC came up with possible solutions by disseminating them through Facebook, Twitter, newspaper, television among others. And concluded that the mass media has been able to sustain Nigeria's democracy through the use of internet technology in electioneering, public perception of political

parties, political process campaign, and voting in which the cards' reader were used in the country for every first time.

Smets and Van Ham 2013; Gainous and Wagner 2014; Gentzkow 2006; posited that traditional news media sources, like newspapers, television, radio, and the Internet, have been found to have a positive effect on voter turnout. Furthermore these studies also supported that there are positive relationship between social media and participation, including aspects beyond voting like signing a petition or communicating with an elected official.

#### 4.6.1 Summary of Research Hypothesis

$$\chi^2 = \sum \frac{(\text{Observed frequency} - \text{Expected frequency})^2}{\text{Expected frequency}}$$

**Table 4.6.2 Summary of Null Hypothesis and Alternate hypothesis impact of the media on voters' behavior and turnout in the US 2020 presidential elections**

S/N	Research Questions	X <sup>2</sup> - values	P-values	Decision
1	The consumption of both new media and old media in the 2020 Presidential elections had no significant effect on a person's likelihood to engage in the political process by voting.	68.288 <sup>a</sup>	.000	Rejected
2	The consumption of both new media and old media in the 2020 Presidential elections had a significant effect on a person's likelihood to engage in the political process by voting.	.346	.000	Accepted
3	During an election campaign vote intentions for a party does not increase when the tone of media coverage for that party gets particularly positive, especially among those most attentive to the media.	589.037 <sup>a</sup>	0.000	Rejected
4	During an election campaign vote intentions for a party increase when the tone of media coverage for that party gets particularly positive, especially among those most attentive to the media.	5603.15	0.000	Accepted

Source: Field Reports, 2022

**Level of significance** (0.05 (5%))

**Decision Rule:** Reject  $H_0$  if P-value  $< 0.05$  and accept if otherwise.



## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

#### **5.1 Introduction**

This chapter presents the discussion and conclusions that were derived from the results of the statistical analysis presented in the previous chapter. Thus, this chapter is mainly divided into five main sections. The first section basically summary the main findings of the study; followed by discussion of the implications of the study and several recommendations were raised to give valid modalities. In addition, the limitations of the study discussed cum suggestions for future research were raised and final conclusion brings the study to an end.

#### **5.2 Summary**

There is an increasing global realization that credible elections constitute a major factor in democracy, democratization, and good governance. Elections in democracies play the vital role of ensuring the representation of popular will and, subsequently helped to secure the legitimacy of the political system (Loschky, 2015). Thus, Voter turnout is one of the crucial indicators of how citizens participate in the governance of their country. Higher voter turnout is in most cases a sign of the vitality of democracy, while lower turnout is usually associated with voter apathy and mistrust of the political process (International IDEA, 2016). Be as it may be, the media play a pivotal role in voters behavior and turnout; Thus, the media refers to any means of transmitting information which is done through the various forms, devices, and systems that make up mass communications, including newspapers, magazines, radio stations, television channels, and the internet (Akpan, & Nnaane, 2011) More than a decade ago, information and communication technologies dramatically changed the world.

Without a doubt, Political campaigns have increasingly used media (old and new media) to help shape the public's perceptions of candidates. The media is an online communication network that allows the public to produce original content through platforms such as online newspapers review radio, live stream on television Facebook, Instagram, and Twitter, to mention a few. While each platform offers the public various means of expression, all platforms are centered on the idea of social networking. Because of the great success in utilizing the media during political

campaigns, and the rise in the interest of voters, candidates have begun to normalize the use of social media in political campaigning.

Furthermore, June Duncan identifies interesting reasons the media continuing to have a strong wave effect during elections. He opined that the impact of Internet penetration is not only on the direct line between a party and its followers but also between the party and the peripheral watching audiences through the assistance of the traditional media and the audiences on social media channels. This means that a party's message and actions can reach the masses in a much faster and clearer manner. Thus, the growth of social media platforms such as Twitter and Facebook underpins this new wave of open communication and has a very real impact on the public's perception of parties (Abonyi, 2011).

According to the statistical data from Social bakers on 2020 presidential, it was recorded that 72% of US. Citizens of voting age actively used some form of social media, while 69% of Americans in the same group use Facebook alone. The social media marketing platform found that while President Donald Trump's use of Twitter has been widely acknowledged, and certainly had a tremendous impact on the outcome of the 2016 elections, former Vice president Joe Biden has surpassed the President in many key engagement metrics. Moreover, while President Trump has some 87 million followers on Twitter to Vice president Biden's 1 million followers, both candidates have seen a massive and continuous increase in engagement during this election cycle (cited on Peter Suci Forbes, 2020). Empirically, data recorded from Socialbakers opined that Biden's three highest performing tweets have nearly double the number of interactions compared to Trump's respective tweets, despite Biden's drastically lower follower count (cited on Peter Suci Forbes, 2020).

A review of the percentage of U.S. adults on each major media platform is outlined below in =Table 1.1.

<b>Media Platform</b>	<b>Percentage</b>
Monthly Reach of streaming Video, TV, or Movies online	74%
Online Radio Reach	74%
Weekly TV Reach	90%
Magazine 36%	

Share of newspaper audience that is print only	51%
Share of households with an internet subscription	86.6%

Source: Statista, 2020

Based on the above assertion, a more in-depth study of the media and its impact on voters' turnout to determine the degree to which both media (old and new) influence voters' turnout will be an understudy. Hence, with the rapid growth over the past 10 years of media like Facebook and Twitter, youtube, cable TV, and other media platform, some research has examined whether it also has a positive effect on voting. Thus, some studies have found positive relationship between social media and participation, including aspects beyond voting like signing a petition or communicating with an elected official (Bimber et al. 2014; Bimber and Copeland 2013; Bode 2012; Bode et al. 2014; Bond et al. 2012; Broockman and Green 2014; Gainous and Wagner 2014; Gil de Zuniga, Molyneux, and Zheng 2014; Holt et al. 2013; Pasek, more, and Romer 2009; Vitak et al. 2011; Xenos, Vromen, and Loader 2014; Zhang, Seltzer, and Bichard 2013) Other studies have not found this positive relationship (Bimber et al. 2014; Broockman and Green 2014; Dimitrova and Bystrom 2013; Green and Gerber 2015; Kushin and Yamamoto 2010; Towner 2013 cited in Curry, 2018).

Furthermore, evident from previous studies on the media and its impact on voters' turnout single studied the impact of the social media (new media only) while the old media were neglected. The majority of the tudies were not even contemporary to reflect the present social situation. And most analyses dwell no review on the partisan media sphere as it relates to an online source. It is based on this pretends that this research tends to look at the impact of the media on voters' turnout and behaviour, particularly United States. Subsequent to the literature review and theoretical framework, some hypothetical statements were developed and tested. These hypotheses are:

- H<sub>1</sub>: During an election campaign vote intentions for a party increase when the tone of media coverage for that party gets particularly positive, especially among those most attentive to the media.
- H<sub>01</sub>: During the course of an election campaign vote intentions for a party decrease when the tone of media coverage for that party gets particularly negative, especially among those most attentive to the media.

H<sub>2</sub>: The consumption of both new media and old media in the US 2020 Presidential elections had a significant effect on a person's likelihood to engage in the political process by voting.

H<sub>02</sub>: The consumption of both new media and old media in the 2020 Presidential elections had no significant effect on a person's likelihood to engage in the political process by voting.

### 5.3 Implication of the Study

Various statistical techniques including Chi-square, frequency tables and simple percentages were employed to test the above hypotheses. The statistical results that emanated from critical analyses of the data collected indicate important findings;

The table 4.4.2 in the study appendix showed the influence of each of the independent variable to the model and its significance. From the study, the Chi-square Data analysis, depicted that *during an election campaign vote intentions for a party does not increase when the tone of media coverage for that party gets particularly negative, especially among those most attentive to the media..*; this is evidence from the Chi-square value of 589.037<sup>a</sup> and a corresponding p-value of 0.000. Also from the statistics table; results showed that the *during an election campaign vote intentions for a party increase when the tone of media coverage for that party gets particularly positive, especially among those most attentive to the media..*; This can also be seen in the Chi-square value of 603.159<sup>a</sup> and a p-value of 0.000 (Research Appendix).

As depicted in the above data analysis; Null Hypothesis is therefore rejected while the Alternate hypothesis is accepted; hence establishing that *during an election campaign vote intentions for a party increase when the tone of media coverage for that party gets particularly positive, especially among those most attentive to the media.*

#### **Hypothesis two (2)**

Consequently the Chi-square test was also utilised in testing hypothesis two (2), the consumption of both new media and old media in the 2020 Presidential elections had no significant effect on a person's likelihood to engage in the political process by voting.

From the above analysis using the Chi-square Data analysis, the null hypothesis; *the consumption of both new media and old media in the 2020 Presidential elections had no significant effect on a person's likelihood to engage in the political process by*



*voting*; this is evidence from the Chi-square value of 68.288 and a corresponding p-value of 0.000

Also from the statistics table; we can see the consumption of both new media and old media in the 2020 Presidential elections had a significant effect on a person's likelihood to engage in the political process by voting. This is also seen in the Chi-square value of 417.942 and a p-value of 0.000 (Research Appendix).

**Decision:** Null Hypothesis ( $H_0$ ) is therefore rejected while the alternate hypothesis accepted proving that the consumption of both new media and old media in the 2020 Presidential elections had a significant effect on a person's likelihood to engage in the political process by voting.

#### **5.4 Limitation of the Study**

Though the research was conducted under precaution consideration, but it is inevitable to disclose that this study has its limitation which could have some effects on the findings of the research that might warrant some explanations. Precisely, this study focuses primarily on the impact of the media on voters' behavior and turnout in the US presidential 2020 elections. The study dwells extensively US 2020 Presidential elections. This topical restriction will allow for an in-depth look at one particular type of election in the United States while preventing the subject matter from becoming too broad to be covered. However, the study did not consider the causal impact of the media-political activists on people's general voting patterns.

Consequently, the study limitations might cut short the generality of the findings and conclusions of the study, as the study serve as the basis upon which other research study can be expanded and raised.

Furthermore, the research design employed quantitative and qualitative data using online structured questionnaire disseminated via Google forms through a sharable web link-.on issues related to the study subject matters. In addition, some other relevant documents demanded from stakeholders were not released to enable the study to be more empirical and support the data collected.

#### **5.5 Policy Recommendations**

Consequently, Political campaigns have increasingly used media (old and new media) to help shape the public's perceptions of candidates. Hence, the great success in

utilizing the media during political campaigns, and the rise in the interest of voters, candidates have begun to normalize the use of social media in political campaigning. Thus, it is important to note that there still exists low voters turnout in comparison with the voting-Age population (VAP) among the electorates even though communication operators disclosed the shift from the old media (traditional media) to the new media that encompasses the internet and the social media platforms. Therefore, the following policy recommendations are suggested.

**Adequate and continuous Web Access to Americans:** Policies and programs to access increase Internet users should be encouraged because they can contribute to greater political awareness and participation. In this regard, the Internet can be considered a public good, and much like free education and public library systems, citizens should have free Internet access. There should be continually more web access in rural and poor communities including public libraries and schools. Hence, increased civic and political participation is a strong argument in favour of government investment in providing Web access for all. In addition, programs that focus on information technology expansion should be promoted.

**Improvement in Communication and Technology Regularisation:** American government should continually regulate citizens used of the social media. Candidates and aspirants should be protected from media slanders and unlawful labels. There should be regular condemnation of hate speech, misinformation and disinformation. Furthermore, US government should seek to address technique using artificial intelligence to fabricate images and videos most often used for malicious purposes, where videos are computer generated to show false footage and manipulate public opinions.

**Government Subsidy on Party Media Cost for Political Awareness and Education:** In America, political advertising has become the most expensive factor in campaigning. The voters have become more dependent on the television, radio, and the internet as a source of information and the media get more and more power. So therefore, the government need to subsidy parties media bills and sponsored some media adverts on political education, civic engagement and participation.

**Fair Media Reporting and Coverage:** The study also recommended that the media should be fair in its reporting and media coverage. Thus, the media coverage is one of the key issues of a successful presidential campaign. The media to some extent have the power to decide who will be the candidate in an election. Also, unfair media eliminate the candidates who fail to perform in front of a camera or look unimpressive because the television brings the image of the candidates directly into the homes of voters. Likewise, favourable media reporting over some time can create presidential candidates out of governors, senators, and other political figures. The media create name recognition which is the essential quality of a presidential candidate and the first step to a successful election. In American presidential elections, the media influence the recruitment of candidates and their communication with voters. They determine how the candidates present themselves and how they behave during their political campaigns.

## **5.6 Conclusion**

This study has elongated on the impact of the media on voters' behaviour and turnout in the US 2020 presidential elections. Political analysts argued that the media play a pivotal role in voters' behavior and turnout. The study defines the media as any means of transmitting information which is done through the various forms, devices, and systems that make up mass communications, including newspapers, magazines, radio stations, television channels, and the internet (Akpan, & Nnaane, 2011)

Thus, some studies have found positive relationship between social media and participation, including aspects beyond voting like signing a petition or communicating with an elected official (Bimber et al. 2014; Bimber and Copeland 2013; Bode 2012; Bode et al. 2014; Bond et al. 2012; Broockman and Green 2014; Gainous and Wagner 2014; Gil de Zuniga, Molyneux, and Zheng 2014; Holt et al. 2013; Pasek, more, and Romer 2009; Vitak et al. 2011; Xenos, Vromen, and Loader 2014; Zhang, Seltzer, and Bichard 2013) Other studies have not found this positive relationship (Bimber et al. 2014; Broockman and Green 2014; Dimitrova and Bystrom 2013; Green and Gerber 2015; Kushin and Yamamoto 2010; Towner 2013 cited in Curry, 2018).

As depicted in the study , the null hypothesis ( $H_{01}$ ) was therefore rejected while the Alternate hypothesis accepted; hence establishing that During an election campaign vote intentions for a party increase when the tone of media coverage for that party gets particularly positive, especially among those most attentive to the media. On the other hand, Null Hypothesis ( $H_{02}$ ) is therefore rejected while the alternate hypothesis accepted proving that the consumption of both new media and old media in the 2020 Presidential elections had a significant effect on a person's likelihood to engage in the political process by voting. Conclusively, the study suggest adequate policies and programs to open access to and increase Internet users seems it will contribute to greater political awareness and participation of the public. Also, American government should continually regulate citizens used of the social media. Candidates and aspirants should be protected. There should be regular condemnation of hate speech, misinformation and disinformation.

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**APPENDIXES**  
**QUESTIONNAIRE**

Department of Political science and Public Administration  
ISTANBUL GELISIM UNIVERSITY,  
INSTITUTE OF GRADUATES STUDIES.

28/07/2021

Dear Sir/Madam,

I am by name Olanrewaju, Omowale Ezekiel a student of Istanbul Gelisim University, Istanbul, Turkey; department of Political Science and public administration, Institute of Graduate studies. This questionnaire is designed to collect data on the *Impact of the on Voters' Behavior and Turnout in the US 2020 Presidential Elections*. This project is being undertaken in partial fulfillment of the requirements for the award of Master of Science (M. Sc.) in Political Science and Public administration in the above named institution.

Please kindly complete this questionnaire as honestly as you can. All information supplied will be used solely for the purpose of this study and will be treated with utmost confidentiality.

Your cooperation will be highly appreciated.

Thank you in advance.

*Yours faithfully,*

**Olanrewaju, Omowale Ezekiel**

## QUESTIONNAIRE

### SECTION A – BIO-DATA

1. Sex: Male  Female
2. Age: 18 – 27  28 –37  38 - Above
3. Marital Status: Single  Married  Divorced
4. Occupation: Government  Private  Self-employed  NGO
- Others

5. Academic Qualification: Primary Education  Secondary Education  Tertiary Education

6. Do you voted in the just concluded US 2020 presidential elections:

**YES**  **NO**

7. Which of the following best describes your political affiliation: **Republican**
- Democrat**
- Independent**

The following statements use a five (5) Likert scale. On the scale, five (5) is the highest construct. The Likert scale is given as follows:

- 1- Strongly disagree
- 2- Disagree
- 3- Undecided
- 4- Agree
- 5- Strongly Agree

Please tick the number that corresponds to your answer in each of the questions.

S/N	SECTION B: Assessment of the media exert on voters' final choice in the US 2020 presidential elections	1 S.D	2 D	3 U	4 A	5 S.A
8	Issues on media affected my voting preference.					
9	The media provides electorates the platform to stay connected to favored political parties.					
10	Online polls influence electorates' decision to vote.					
11	Electorates might be influence to vote for a particular candidate based on content read about him/her on the media i.e. internet, newspapers, TV news, magazine and other media platforms.					
12	The media exert voters' final choice in the US 2020 presidential elections					
13	The media influence electorates voting pattern in the 2020 US presidential elections.					

14	The media news, reports, messages and information switched preference vote.					
S/N	<b>SECTION C: Assessment of the media coverage as a determinant for Americans' votes in favor for Biden and against Clinton.</b>	<i>1</i> <i>S.D</i>	<i>2</i> <i>D</i>	<i>3</i> <i>U</i>	<i>4</i> <i>A</i>	<i>5</i> <i>S.A</i>
15	The media coverage determines Americans' votes for Biden in the just concluded US 2020 presidential elections.					
16	The US Electors voted against Clinton in US 2016 presidential elections is a determinant of the media coverage.					
17	The media broadcast messages positively favoured Biden in the just concluded US 2020 presidential elections.					
18	If Clinton had had more positive media coverage, She would have won the US electors hearts to be voted for.					
19	The media is the sole player towards the defeats of Clinton in 2016 US presidential election.					
20	The victory of Biden as president-elect is attributed to the media coverage.					
S/N	<b>SECTION D: Assessment of the real power of the media to converts a nonvoter to vote in the US 2020 presidential elections.</b>	<i>1</i> <i>S.D</i>	<i>2</i> <i>D</i>	<i>3</i> <i>U</i>	<i>4</i> <i>A</i>	<i>5</i> <i>S.A</i>
21	I sincerely developed interest in US 2020 presidential election due to media sensitization programmed online and offline.					
22	The media posses' real power to converts a nonvoter to vote in the US 2020 presidential elections.					
23	The last cable TV broadcasts on US 2020 presidential election convince me to vote on the election day.					
24	I regain political interest through various social media ads, reports.					
25	Newspapers reviews and magazine political talk triggered my political interest.					
S/N	<b>SECTION E: Assessment of online political participation and its influence on voters' behavior cum turnout.</b>					
26	Newspapers, magazine, journal publication arouses the interest of eligible Americans towards active political participation					
27	Twitter, Facebook, YouTube video and other social media platforms encourages eligible Americans towards active political participation.					
28	Parties' indoor campaigns arouse eligible Americans interest towards active political participation.					
29	Online political participation influence voters' behavior and turnout.					
30	During the pre-election period media outlets broadcast news on voters' education and civil sensitization without any sponsorship.					

31	Americans signed up online to volunteer for the activities of political parties and subscribe to political newsletters					
32	Online voluntary political activities i.e parades, meetings and others are essential to me and I encourage people to participate.					
33	Observing media online and offline political advertisement potentially influences my vote.					
<b>S/N</b>	<b>SECTION F: Hypothesis</b>					
34	The consumption of both new media and old media in the 2020 Presidential elections had a significant effect on a person's likelihood to engage in the political process by voting.					
35	The consumption of both new media and old media in the 2020 Presidential elections had no significant effect on a person's likelihood to engage in the political process by voting.					
36	During an election campaign vote intentions for a party increase when the tone of media coverage for that party gets particularly positive, especially among those most attentive to the media.					
37	During the course of an election campaign vote intentions for a party decrease when the tone of media coverage for that party gets particularly negative, especially among those most attentive to the media.					

**SECTION G: Ample voters’ turnout in the future**

16. What will be your suggestion in promoting ample voters’ turnout in America’s

Future elections? -----  
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**Appendix**

(for states that split electoral votes)

/www.bbc.com/

**Trump**  
61,201,031 votes  
**47.0%**

**Clinton**  
62,523,126 votes  
**48.0%**

State or district	Hillary Clinton Democratic			Donald Trump Republican			Gary Johnson Libertarian			Jill Stein Green			Evan McMullin Independent			Others			Margin		Total votes	Sources
	Votes	%	E V	Votes	%	E V	Votes	%	E V	Votes	%	E V	Votes	%	E V	Votes	%	E V	Votes	%		
Ala.	729,547	34.36%	—	1,318,255	62.08%	9	44,467	2.09%	—	9,391	0.44%	—	—	—	—	21,712	1.02%	—	588,708	27.73%	2,123,372	[390]

Alaska	116,454	36.55%	-	163,387	51.28%	3	18,725	5.88%	-	5,735	1.80%	-	-	-	-	14,307	4.49%	-	46,933	14.73%	318,608	[391]
Ariz.	1,161,167	44.58%	-	1,252,401	48.08%	11	106,327	4.08%	-	34,345	1.32%	-	17,449	0.67%	-	32,968	1.27%	-	91,234	3.50%	2,604,657	[392]
Ark.	380,494	33.65%	-	684,872	60.57%	6	29,949	2.64%	-	9,473	0.84%	-	13,176	1.17%	-	12,712	1.12%	-	304,378	26.92%	1,130,676	[393]
Calif.	8,753,788	61.73%	55	4,483,810	31.62%	-	478,500	3.37%	-	278,657	1.96%	-	39,596	0.28%	-	147,244	1.04%	-	-4,269,978	-30.11%	14,181,595	[394]
Colo.	1,338,870	48.16%	9	1,202,484	43.25%	-	144,121	5.18%	-	38,437	1.38%	-	28,917	1.04%	-	27,418	0.99%	-	-136,386	-4.91%	2,780,247	[395]
Conn.	897,572	54.57%	7	673,215	40.93%	-	48,676	2.96%	-	22,841	1.39%	-	2,108	0.13%	-	508	0.03%	-	-224,357	-13.64%	1,644,920	[396]

Del.	235,603	53.09%	3	185,127	41.72%	-	14,757	3.32%	-	6,103	1.37%	-	706	0.16%	-	1,518	0.34%	-	-50,476	-11.37%	443,814	[397][398]
D.C.	282,830	90.48%	3	12,723	4.07%	-	4,906	1.57%	-	4,258	1.36%	-	-	-	-	6,551	2.52%	-	-270,107	-86.78%	311,268	[399]
Fla.	4,504,975	47.82%	-	4,617,886	49.02%	29	207,043	2.20%	-	64,399	0.68%	-	-	-	-	25,736	0.28%	-	112,911	1.20%	9,420,039	[400]
Ga.	1,877,963	45.64%	-	2,089,104	50.77%	16	125,306	3.05%	-	7,674	0.19%	-	13,017	0.32%	-	1,668	0.04%	-	211,141	5.13%	4,114,732	[401][402]
Hawaii	266,891	62.22%	3	128,847	30.03%	-	15,954	3.72%	-	12,737	2.97%	-	-	-	-	4,508	1.05%	1	-138,044	-32.18%	428,937	[403]
Idaho	189,765	27.49%	-	409,055	59.26%	4	28,331	4.10%	-	8,496	1.23%	-	46,476	6.73%	-	8,132	1.18%	-	219,290	31.77%	690,255	[404]



Ill.	3,090,729	55.83%	20	2,146,015	38.76%	-	209,596	3.79%	-	76,802	1.39%	-	11,655	0.21%	-	1,627	0.03%	-	-944,714	-17.06%	5,536,424	[405]
Ind.	1,033,126	37.91%	-	1,557,286	56.82%	11	133,993	4.89%	-	7,841	0.27%	-	-	-	-	2,712	0.10%	-	524,160	19.17%	2,734,958	[406]
Iowa	653,669	41.74%	-	800,983	51.15%	6	59,186	3.78%	-	11,479	0.73%	-	12,366	0.79%	-	28,348	1.81%	-	147,314	9.41%	1,566,031	[407]
Kan.	427,005	36.05%	-	671,018	56.65%	6	55,406	4.68%	-	23,506	1.98%	-	6,520	0.55%	-	947	0.08%	-	244,013	20.60%	1,184,402	[408]
Ky.	628,854	32.68%	-	1,202,971	62.52%	8	53,752	2.79%	-	13,913	0.72%	-	22,780	1.18%	-	1,879	0.10%	-	574,177	29.84%	1,924,149	[409]
La.	780,154	38.45%	-	1,178,638	58.09%	8	37,978	1.87%	-	14,031	0.69%	-	8,547	0.42%	-	9,684	0.48%	-	398,484	19.64%	2,029,032	[410]

<b>Ma ine †</b>	357,7 35	47. 83 %	2	335,5 93	44. 87 %	-	38,1 05	5.0 9%	-	14,2 51	1.9 1%	-	1,8 87	0.2 5%	-	356	0.0 5%	-	-22, 142	-2. 96%	747,9 27	
<b>ME -1</b>	212,7 74	53. 96 %	1	154,3 84	39. 15 %	-	18,5 92	4.7 1%	-	7,56 3	1.9 2%	-	807	0.2 0%	-	209	0.0 5%	-	-58, 390	-14 .81 %	394,3 29	[411][ 412]
<b>ME -2</b>	144,8 17	40. 98 %	-	181,1 77	51. 26 %	1	19,5 10	5.5 2%	-	6,68 5	1.8 9%	-	1,0 80	0.3 1%	-	147	0.0 4%	-	36,36 0	10.2 9%	353,4 16	
<b>Md.</b>	1,677, 928	60. 33 %	1 0	943,1 69	33. 91 %	-	79,6 05	2.8 6%	-	35,9 45	1.2 9%	-	9,6 30	0.3 5%	-	35,1 69	1.2 6%	-	-734, 759	-26. 42%	2,781, 446	[413]
<b>Ma ss.</b>	1,995, 196	60. 01 %	1 1	1,090 ,893	32. 81 %	-	138, 018	4.1 5%	-	47,6 61	1.4 3%	-	2,7 19	0.0 8%	-	50,5 59	1.5 2%	-	-904, 303	-27. 20%	3,325, 046	[414]
<b>Mic h.</b>	2,268, 839	47. 27 %	-	2,279 ,543	47. 50 %	1 6	172, 136	3.5 9%	-	51,4 63	1.0 7%	-	8,1 77	0.1 7%	-	19,1 26	0.4 0%	-	10,70 4	0.23 %	4,799, 284	[415]

Min n.	1,367, 716	46. 44 %	1 0	1,322 ,951	44. 92 %	-	112, 972	3.8 4%	-	36,9 85	1.2 6%	-	53, 076	1.8 0%	-	51,1 13	1.7 4%	-	-44,7 65	-1.5 2%	2,944, 813	[416]
Mis s.	485,1 31	40. 11 %	-	700,7 14	57. 94 %	6	14,4 35	1.1 9%	-	3,73 1	0.3 1%	-	-	-	-	5,34 6	0.4 4%	-	215,5 83	17.8 3%	1,209, 357	[417]
Mo.	1,071, 068	38. 14 %	-	1,594 ,511	56. 77 %	1 0	97,3 59	3.4 7%	-	25,4 19	0.9 1%	-	7,0 71	0.2 5%	-	13,1 77	0.4 7%	-	523,4 43	18.6 4%	2,808, 605	[418]
Mo nt.	177,7 09	35. 75 %	-	279,2 40	56. 17 %	3	28,0 37	5.6 4%	-	7,97 0	1.6 0%	-	2,2 97	0.4 6%	-	1,89 4	0.3 8%	-	101,5 31	20.4 2%	497,1 47	[419][ 420]
Neb r. †	284,4 94	33. 70 %	-	495,9 61	58. 75 %	2	38,9 46	4.6 1%	-	8,77 5	1.0 4%	-	-	-	-	16,0 51	1.9 0%	-	211,4 67	25.0 5%	844,2 27	[421]
NE- I	100,1 32	35. 46 %	-	158,6 42	56. 18 %	1	14,0 33	4.9 7%	-	3,37 4	1.1 9%	-	-	-	-	6,18 1	2.1 9%	-	58,50 0	20.7 2%	282,3 38	

NE-2	131,030	44.92%	–	137,564	47.16%	1	13,245	4.54%	–	3,347	1.15%	–	–	–	–	6,494	2.23%	–	6,534	2.24%	291,680	
NE-3	53,332	19.73%	–	199,755	73.92%	1	11,668	4.32%	–	2,054	0.76%	–	–	–	–	3,451	1.28%	–	146,367	54.19%	270,109	
Nev.	539,260	47.92%	6	512,058	45.50%	–	37,384	3.29%	–	–	–	–	–	–	–	36,683	3.23%	–	–27,202	–2.42%	1,125,385	[422]
N.H.	348,526	46.98%	4	345,790	46.61%	–	30,777	4.15%	–	6,496	0.88%	–	1,064	0.14%	–	11,643	1.24%	–	–2,736	–0.37%	744,296	[423]
N.J.	2,148,278	55.45%	14	1,601,933	41.35%	–	72,477	1.87%	–	37,772	0.98%	–	–	–	–	13,586	0.35%	–	–546,345	–14.10%	3,874,046	[424]
N.M.	385,234	48.26%	5	319,667	40.04%	–	74,541	9.34%	–	9,879	1.24%	–	5,825	0.73%	–	3,173	0.40%	–	–65,567	–8.21%	798,319	[425]

N. Y.	4,556,124	59.01%	29	2,819,534	36.52%	-	176,598	2.29%	-	107,934	1.40%	-	10,373	0.13%	-	50,890	0.66%	-	-1,736,590	-22.49%	7,721,453	[426]
N.C.	2,189,316	46.17%	-	2,362,631	49.83%	15	130,126	2.74%	-	12,105	0.26%	-	-	-	-	47,386	1.00%	-	173,315	3.66%	4,741,564	[427]
N. D.	93,758	27.23%	-	216,794	62.96%	3	21,434	6.22%	-	3,780	1.10%	-	-	-	-	8,594	2.49%	-	123,036	35.73%	344,360	[428]
Ohio	2,394,164	43.56%	-	2,841,005	51.69%	18	174,498	3.17%	-	46,271	0.84%	-	12,574	0.23%	-	27,975	0.51%	-	446,841	8.13%	5,496,487	[429]
Oklahoma	420,375	28.93%	-	949,136	65.32%	7	83,481	5.75%	-	-	-	-	-	-	-	-	-	-	528,761	37.08%	1,452,992	[430]
Ore.	1,002,106	50.07%	7	782,403	39.09%	-	94,231	4.71%	-	50,002	2.50%	-	-	-	-	72,594	3.63%	-	-219,703	-10.98%	2,001,336	[431]

Pa.	2,926,441	47.46%	-	2,970,733	48.18%	20	146,715	2.38%	-	49,941	0.81%	-	6,472	0.11%	-	65,176	1.06%	-	44,292	0.72%	6,165,478	[432]
R.I.	252,525	54.41%	4	180,543	38.90%	-	14,746	3.18%	-	6,220	1.34%	-	516	0.11%	-	9,594	2.07%	-	-71,982	-15.51%	464,144	[433]
S.C.	855,373	40.67%	-	1,155,389	54.94%	9	49,204	2.34%	-	13,034	0.62%	-	21,016	1.00%	-	9,011	0.43%	-	300,016	14.27%	2,103,027	[434]
S.D.	117,458	31.74%	-	227,721	61.53%	3	20,850	5.63%	-	-	-	-	-	-	-	4,064	1.10%	-	110,263	29.79%	370,093	[435]
Tenn.	870,695	34.72%	-	1,522,925	60.72%	11	70,397	2.81%	-	15,993	0.64%	-	11,991	0.48%	-	16,026	0.64%	-	652,230	26.01%	2,508,027	[436]
Texas	3,877,868	43.24%	-	4,685,047	52.23%	36	283,492	3.16%	-	71,558	0.80%	-	42,366	0.47%	-	8,895	0.10%	2	807,179	8.99%	8,969,226	[437]

Utah	310,676	27.46%	–	515,231	45.54%	6	39,608	3.50%	–	9,438	0.83%	–	243,690	21.54%	–	12,787	1.13%	–	204,555	18.08%	1,131,430	[438]
Vt.	178,573	56.68%	3	95,369	30.27%	–	10,078	3.20%	–	6,758	2.14%	–	639	0.20%	–	23,650	7.51%	–	–83,204	–26.41%	315,067	[439]
Va.	1,981,473	49.73%	13	1,769,443	44.41%	–	118,274	2.97%	–	27,638	0.69%	–	54,054	1.36%	–	33,749	0.85%	–	–212,030	–5.32%	3,984,631	[440]
Wash.	1,742,718	52.54%	8	1,221,747	36.83%	–	160,879	4.85%	–	58,417	1.76%	–	–	–	–	133,258	4.02%	4	–520,971	–15.71%	3,317,019	[441]
W. Va.	188,794	26.43%	–	489,371	68.50%	5	23,004	3.22%	–	8,075	1.13%	–	1,104	0.15%	–	4,075	0.57%	–	300,577	42.07%	714,423	[442]
Wis.	1,382,536	46.45%	–	1,405,284	47.22%	10	106,674	3.58%	–	31,072	1.04%	–	11,855	0.40%	–	38,729	1.30%	–	22,748	0.77%	2,976,150	[443]

Wyo.	55,973	21.63%	–	174,419	67.40%	3	13,287	5.13%	–	2,515	0.97%	–	–	–	–	9,655	3.73%	–	118,446	46.30%	255,849	[444]
Total	65,853,516	48.18%	227	62,984,825	46.09%	304	4,489,221	3.28%	–	1,457,216	1.07%	–	731,788	0.54%	–	1,152,671	0.84%	7	–2,868,691	–2.10%	136,669,237	
	Hillary Clinton Democratic			Donald Trump Republican			Gary Johnson Libertarian			Jill Stein Green			Evan McMullin Independent			Others						Sources

<https://en.wikipedia.org>



## US 2020 Presidential Results in percentages Per States

Solid Democratic

Lean Democratic

	DEM.	REP.	% EXP.
Pa.	50%	49%	100%
Mich.	50%	48%	100%
Ariz.	50%	49%	100%
Wis.	50%	49%	100%
Nev.	50%	48%	100%

	DEM.	REP.	% EXP.
Calif.	64%	34%	100%
N.Y.	61%	38%	100%
Ill.	57%	41%	99%
N.J.	57%	41%	100%
Va.	54%	44%	100%
Wash.	58%	39%	100%
Mass.	66%	32%	100%
Minn.	52%	45%	100%
Colo.	55%	42%	99%
Md.	65%	32%	100%
Ore.	56%	40%	100%
Conn.	59%	39%	100%
N.M.	54%	44%	100%
Maine	53%	44%	100%
N.H.	53%	46%	100%
Hawaii	64%	34%	100%
R.I.	59%	39%	100%
Del.	59%	40%	100%
Vt.	66%	31%	100%
D.C.	92%	5%	100%

	DEM.	REP.	% EXP.
Texas	47%	52%	100%
Fla.	48%	51%	100%
Ohio	45%	53%	100%
N.C.	49%	50%	100%
Ga.		49%	100%
Iowa	45%	53%	100%