

# The Impact of Societal Awareness on Political Participation While Use of Technology (UTAUT)

Fadi Yousef Krayyem ALkhazali<sup>1</sup>; Albattat, Ahmad<sup>1\*</sup>

<sup>1</sup>Graduate School of Management, Post Graduate Centre, Management and Science University, University Drive, Off Persiaran Olahraga, Section 13, 40100, Selangor, Malaysia

Email address: dr.battat@msu.edu.my

**Abstract**— A lot of questions about the impact of the Internet on public participation in politics have gone unresolved. Little is known about how the Internet influences people' online and offline political involvement, as well as the impact of community awareness on political participation through the use of UTAUT technology. This study presents the effect of Internet use on individuals' online and offline political participation, as well as the moderating functions of psychological resources in the political process, to highlight what is known about the relationship between internet use and political participation. The main objective of this study is to extending the unified theory of acceptance and usage of technology with awareness to examine the intention to use e-voting system in Jordan with the consideration of the mediating effect of the perceived value. The importance of this study is highlighted through a number of scientific and practical considerations. The scientific importance is reflected in what electronic voting technology can provide in expanding electoral participation and community awareness, as well as ensuring greater transparency of the entire electoral process, which gives greater legitimacy to the existing systems. The research used the descriptive analytical research method by describing the phenomenon to be studied and the concepts and terms related to this phenomenon. The study expected positive impact in using e-voting system by perceived value in Jordan and the more it increased expectancy is the Intention to use e-voting system by Perceived value in Jordan has increased.

**Keywords**— Community awareness, political participation, UTAUT technology, political involvement.

## I. INTRODUCTION

Today, the technological revolution is represented in the qualitative shift brought about by the Internet. This network created new forms of communication and the exchange of information on a large scale, as many individuals use the Internet for everything (Bin Shaaban, 2010); from e-commerce to chatting and many others. Such changes resulted in more global citizens producing more interactive and exchange of views that made them want to be more involved in government affairs and policymaking in a more transparent way. Information gathering is the raw resource to make the contemporary democratic society. Through access to information, citizens can fulfill their civic responsibilities or make reasonable criticism of the government.

Accordingly, all schools of thought today view the Internet as an important tool to help solve the problems facing democracy by creating a new pattern termed electronic democracy, as a tool to involve citizens in the policy-making process.

Governments always strive to use the means that can provide citizens with the ability to express their views in the

fastest and easiest way possible, as the continued response of governments to the preferences of their citizens is one of the key elements of democracy. Technological developments have enabled governments to provide more proper services through the Internet, especially, because of the continuous increase in the number of Internet users, which in 2020 reached nearly 2.7 billion users around the world.

The role that information and communication technology can play in the electoral process, as some imagine, is not limited to electronic voting and using computers and electronic media inside the polling stations, but also to include all stages of the electoral, from voter registration to the counting, announcing results, receiving appeals asks, and passing through voting inside. Commissions or remote voting.

The UTAUT is the abbreviation of the unified theory of acceptance and use of technology (UTAUT), and it's known as a technology acceptance model formulated by Venkatesh and others in "User acceptance of information technology: Toward a unified view". The UTAUT aims to explain user intentions to use an information system and subsequent usage behavior. The theory holds that there are four key constructs: 1) Performance expectancy, 2) Effort expectancy, 3) Social influence, and 4) Enabling conditions.

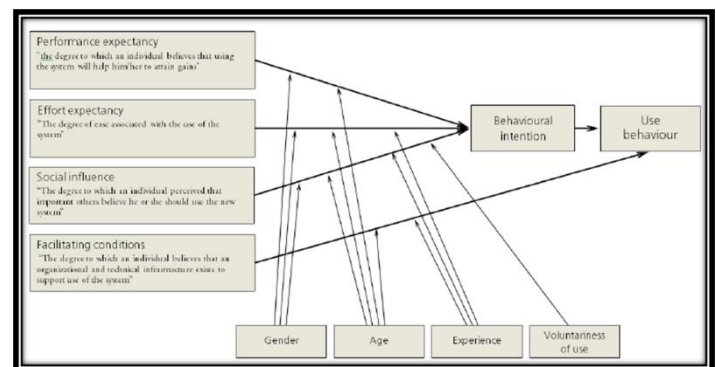


Fig. 1. show the main effects in using the UTAUT technology with community awareness.

Community awareness plays a main role in using the new technology in its shapes, traditional media, such as newspapers, radio, and television, has been greatly influenced by new media in different ways. New media has primarily contributed new aspects to the old communication process, affecting content, senders, and receivers. Interactivity and expanding the receiver's/selection audience's options are two such dimensions.

With such dimensions, receivers have more control over what they are exposed to, since they may choose which media texts they prefer and which are appropriate for their needs. (Sally Samy Tayie 2014).

## II. LITERATURE REVIEW

### *Background of E-voting*

Electronic voting is defined as casting the electoral vote across a wide range of electronic communication technologies, including telephone, limited wireless networks, computers without an Internet connection, and finally the Internet (GIBSON, 2001). electronic voting also means the direct political right to elections, selecting candidates by using Instead of using traditional methods such as paper, information technology is used, and the results are then stored in a computer according to specific technical and security standards to ensure maximum transparency, accuracy, and security, as well as the integrity of the electoral process in its electronic form. (Abdel-Maqsood, 2010).

Modern electronic means can be used in the electoral, starting from registering the voters in the electoral roll, passing through the voting, and ending with the vote counting, and then announcing the election result. Electronic voting, in this broad sense, has expanded since the late last decade. Voters in both Belgium and the Netherlands have used a touch screen, computers, and smart cards, where the votes are recorded and transferred to the electronic database, to count the votes, and then announce the election result (Birch, 2007).

### *Background of societal awareness and political participation in Jordan*

The main and pivotal role of under the category youth lies in party life, so it should be a priority in the next stage. Forms of political participation among young people in Jordan are many, but it remains weak and volatile. Youth consider their participation in student councils and trade unions and their participation in bodies and associations concerned with their political, expressing their views, ideas, and positions on local political issues, is not necessary (Al-Jaafari, 2021). Jordanian law grants "everyone who has completed eighteen years old before ninety days before the date set for the polling for the election of members of Parliament". The right to share. Maybe it is the government's interest to increase the voting rate; but this matter makes young people tools, not partners. In fact, the weak party participation of young people is a result of the weak political and civic culture, and the absence of the concept of civil society in them to the presence of concerns about party affiliation, especially the older group of youth and parents. The parties cannot attract young people, as they lack convincing programs. Most of the parties lack political, economic, and social programs. Some young people believe that parties do not into line with youth-related issues. In addition, youth considered political parties are personal and not mass, and that affiliation with parties may endanger their future. Despite some encouragement and reassurances from decision-makers.

### *Internet Use and Political Participation*

Political participation plays an important role in developing the mechanisms and rules of democratic governance, and political participation as a concept that is under political deliberation at the present time, and within the framework of what is known as "sustainable development" for societies, especially third world societies, whose systems are described as totalitarian or the prevalence of inherited concepts over concepts of citizenship and participation in making Decision and determination of the ruling elite, which in this context is a fundamental pillar of the political system in terms of its constitutional and popular legitimacy (Ahmad, 2019). And participation is the most refined expression of citizenship, which is one of the activities that help in exercising political power, and since youth in Egypt represent a large proportion of the total population and they are an effective and important component of development issues. This prompted us to affirm and shed light on political participation for youth because youth are Those who have the energy and the ability to give and they are a human wealth capable of work and production, and the youth are the solution to all the problems of society (Theocharis, 2017).

Tilellan (2021) argues that in the general context, many studies and statistics have indicated a decrease in the general percentage of citizens' participation in civil society institutions, and more in relation to their involvement in political parties, among them the youth group. Thus, the limited youth participation in party bodies and structures, as well as in other civil society institutions, was one of the most prominent features that accompanied the march of democratic life in Jordan since the promulgation of the political parties' law in 1992. Many factors at the level of society have contributed to perpetuating this image of the weakness of the structure of civil society and its institutions in Jordan. Despite the great spread of these institutions after 1989, given the wide role that the state controls. The image in the Jordanian reality are closer to the existence of a state that controls the largest area of the public sphere between the state and society in exchange for a limited space that is shared and contested by civil society institutions and civil society institutions. Mahmud and Amin (2017) studied the university students' use of online media in political activities. The study's findings reveal a link between online and offline political participation; yet, when compared to Facebook, email plays a little role in political debate.

Azazi, (2008) said that political participation is critical to the development the democratic society which can expresses democracy; therefor, without political engagement, there is no democracy. Citizens' participation in the decision-making process aids in the execution of plans and initiatives. Citizens' approval of new plans or projects is contingent on their complete participation, which is based on their full understanding and awareness of the plans and projects, as well as their values. (Ghafar, 2009) that transcend the geographic boundaries imposed by traditional methods.

### *Relationship between political participation and political attitudes during using UTAUT technology*

According to the research, political participation promotes political attitudes significantly more than attitudes trigger participation. This isn't to say that attitudes have no bearing on conduct; rather, the opposite is true. They conducted that the effects of being politically active with community awareness, efficacy, confidence, and citizenship norms outweigh the effects of these attitudes on involvement. (Quintelier & Van Deth 2014). The Importance of Political Participation with community awareness in using UTAUT technology. According to Azazi (2008). Participation in politics is an important feature of democratic regimes. The scale and range of involvement, as well as making it a right for every person, are crucial to the evolution of democracy. Sally Samy Tayie (2014). Reported that real participation means that policies of the government are supported by the citizens' opinions, and also leads to individuals' organizing themselves and results in more collaboration.

### III. METHODOLOGY

The research hypotheses aim to achieve the objectives of the research and answer the questions of the study by identifying the relationships between the variables included in the study, which include the independent variables, the mediator variable and the dependent variable. The independent and the dependent variable through the mediating variable, while the sixth hypothesis is concerned with studying the relationship between the intermediate variable represented by Perceived value with the dependent variable Intention to use e-voting system.

### IV. FINDINGS

Saeb *et al.*, (2008) said that UTAUT is a good place to start if you want to learn about complicated organizational technology. Due to the variety of tools available, different types and amounts of data generated by citizens, stakeholders with diverse interests, and two-way government-citizen interactions in which citizens typically expect to receive feedback for their actions, e-participation can be considered a complex technological context. Politics, according to Aristotle, usually represents a society's power. They are social activities that help people improve their lives, build a better society, and live happier lives (Heywood, 2013). Heywood. (2013). Said that Politics can alternatively be defined as "the activity through which individuals establish, maintain, and amend the general principles by which they live". Politics, according to Heywood, is frequently linked to societal conflicts and disagreements over current regulations. People disagree because they have different needs, ideas, and interests, thus they must cooperate with others to enact the changes they desire.

There is a tendency within the continuous government development program and an opportunity for radical change and a qualitative shift in the political and parliamentary life on the policies, laws and regulating legislation, including amending the electoral system and its implementation mechanism. Hence, the idea of developing the voting process to electronic voting came as an idea that is not available in Jordan and has not yet been proposed by the Council Parliament or any legislative body, despite previous statements by His

Majesty King Abdullah II, using international practices to implement an electronic voting system.

The UTAUT survey was tested by Venkatesh et al. and found to have an R2 of 70%, indicating that the model explains 70% of the variance in user intentions in order to use information technology (Venkatesh et al., 2003, AlQudah, 2014). The UTAUT theory (The unified theory of acceptance and use of technology (UTAUT) is a technology acceptance model formulated by Venkatesh and colleagues in "User acceptance of information technology: Toward a unified vision") was also used as a reference. The purpose of the UTAUT is to explain user intents to use an information system and subsequent usage behavior.) and I added awareness to it to Measuring people's awareness of the implementation of electronic voting. The objective of this current study is to examine the mediating effect of perceived value between (performance expectancy, effort expectancy, social influence, facilitating conditions, and awareness) on one side and the intention to use e-voting system among Jordanian citizens on the other.

### V. CONCLUSION

The importance of this study is highlighted through a number of scientific and practical considerations. The scientific importance is reflected in what electronic voting technology can provide in expanding electoral participation, as well as ensuring greater transparency of the entire electoral process, giving greater legitimacy to current systems. As for the practical importance, it appears mainly through the provision of electronic voting in terms of saving time and money spent in the electoral process in all its forms and stages. A citizen might be a political participant in his society by belonging to a certain group, non-governmental organization, party, campaign, etc. - or by himself. Nowadays, citizens can protest government policies by joining or donating to a cause, organizing a protest, or even signing a petition and attempting to contact politicians. Being politically active benefits both the citizen and the society in which the person lives. He or she can contribute to the decision-making process and make a difference in his or her country by participating. Political citizens have the opportunity to make a constructive difference and the freedom to express themselves. Their willingness to join dispels all fears and fills them with a sense of power and performance.

### REFERENCES

- [1]. Abdel-Maqsood, M. (2010) Theory on Electronic Voting, Magazine of Moroccan Law, Dar Al-Salam for Printing and Publishing, Issue: Issue 16, Morocco, August 2010, Pages: 131-163
- [2]. Ahmad, T. Aima Alvi, Ittefaq, M. The Use of Social Media on Political Participation Among University Students: An Analysis of Survey Results From Rural Pakistan. Sage Journal, July-September 2019: 1-9.
- [3]. Ahmad, T., Alvi, A., & Ittefaq, M. (2019). The use of social media on political participation among university students: An analysis of survey results from rural Pakistan. Sage Open, 9(3), 2158244019864484.
- [4]. Al-Jaafari, H., (2021). Why do young people refrain from political participation? Al-Rai newspaper, URL: <http://alrai.com/article/10580666/-عن-شباب-وجامعات-لماذا-يحجم-الشباب-المشاركة-السياسية> 08-03-2021, viewed in: 26-04-2021
- [5]. Azazi, W. "The Role of Social Media in Shaping Yemeni Youth's Political Awareness (2008)." Youthdo. N.p., n.d. Web. .

- [6]. Bimber, B., & Copeland, L. (2011, August 25). Digital media and political participation over time in the US: Contingency and ubiquity. Paper prepared for presentation at the Annual Meeting of the European Consortium for Political Research, Reykjavik, Iceland.
- [7]. Bin Shaaban, R. (2010). Electronic Democracy: Renewal of Democratic Practice through Information and Communication Technology, Al-Hikma Magazine, Kunooz Al-Hikma Foundation for Publishing and Distribution, Issue 4, Algeria, Dec., pp 104-130
- [8]. Birch, A. H. (2007). Concepts and Theories of Modern Democracy. London: Routledge.
- [9]. Boulianne, S. 2009. Does Internet use affect engagement? A meta-analysis of research. *Political Communication* 26(2):193–211.
- [10]. Gargiulo, F., & Yazyev, O. V. (2017). Structural and electronic transformation in low-angle twisted bilayer graphene. *2D Materials*, 5(1), 015019.
- [11]. Ghafar, A. Media and Political Participation of Woman. Cairo: Egyptian Lebanese House, 2009.
- [12]. GIBSON, R. (2009). Elections Online: Assessing Internet Voting in Light of the Arizona Democratic Primary, *Political Science Quarterly*, Vol. 116, No. 4 (Winter, 2001-2002), P. 564 and also see at, <http://en.wikipedia.org/wiki/E-voting>, 12-04-2021.
- [13]. Halpern, D., Valenzuela, S., & Katz, J. E. (2017). We face, I tweet: How different social media influence political participation through collective and internal efficacy. *Journal of Computer-Mediated Communication*, 22(6), 320-336.
- [14]. Heywood, A. What is Politics?, 4th . Palgrave Macmillan Foundations, 2013.
- [15]. Jiang, L. (2016). The Effects of the Internet on Online and Offline Political Participation among Citizens in Australia. Sydney, NSW 2007 Liang.Jiang-3@student.uts.edu.au.
- [16]. Kenski, K and Stroud, N.J. 2006. Connections between Internet use and political efficacy, knowledge and participation. *Journal of Broadcasting & Electronic Media* 50(2):173–192.
- [17]. Mahmud, A., & Amin, R. (2017). Use of social networking media in political participation: A study on Dhaka university students. *Sociology and Anthropology*, 56, 481-488.
- [18]. Quintelier, E., & Vissers, S. (2008). The effect of internet use on political participation: An analysis of survey results for 16-Year-olds in Belgium. *Social Science Computer Review*, 26, 411-427.
- [19]. Ross, A. S., & Rivers, D. J. (2017). Digital cultures of political participation: Internet memes and the discursive delegitimization of the 2016 US Presidential candidates. *Discourse, Context & Media*, 16, 1-11.
- [20]. Sæbø, Ø., Rose, J. and Skiftenes Flak, L. (2008), "The shape of eParticipation: characterizing an emerging research area", *Government Information Quarterly*, Vol. 25 No. 3, pp. 400-428.
- [21]. Sally Samy Tayie., (2014). Impact of social media on political participation of Egyptian youth. American University in Cairo AUC Knowledge Fountain.
- [22]. Talilan Osama, Youth and Political Parties in Jordan, Al-Rai Center for Studies, August 2011 on the link: [http://www.alraicenter.com/User\\_Site/Site/View\\_Article.aspx?type=2&ID=352](http://www.alraicenter.com/User_Site/Site/View_Article.aspx?type=2&ID=352) on 05/21/2021
- [23]. Theocharis, Y., & Van Deth, J. W. (2017). Political participation in a changing world: Conceptual and empirical challenges in the study of citizen engagement. Routledge.
- [24]. Venkatesh, Viswanath; Morris, Michael G.; Davis, Gordon B.; Davis, Fred D. (2003). "User Acceptance of Information Technology: Toward a Unified View". *MIS Quarterly*. 27 (3): 425–478.
- [25]. Verba, S., Nie, N. H., & Kim, J. O. Participation and Political Equality: A Seven-Nation Comparison. Cambridge: Cambridge University Press, 1978.
- [26]. Wang, S.I. 2007. Political use of the Internet, political attitudes and political participation. *Asian Journal of Communication* 17(4):381–395.
- [27]. Wang, S.I. 2007. Political use of the Internet, political attitudes and political participation. *Asian Journal of Communication* 17(4):381–395.