

The Power Of Media: Exploring Its Role In Strengthening Democratic Governance Through Civil Society Collaboration

Ms. Anjali Rajput^{*1}, Dr. Jitendra kumar²

^{*1}Research Scholar, Department of Journalism and Mass Communication, Lovely Professional University, Punjab.

²Assistant Professor, Department of Journalism and Mass Communication, Lovely Professional University, Punjab.

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ABSTRACT

In contemporary democracies, media plays a pivotal role in shaping public opinion, fostering civic engagement, and influencing governance structures. This study examines the intricate relationship between media and civil society and their collaborative impact on strengthening democratic governance. Drawing on theoretical frameworks such as the agenda-setting theory, the research investigates how media narratives influence civic participation, advocacy, and public perceptions of civil society. Through both traditional and digital platforms, media amplifies marginalized voices, challenges entrenched power structures, and fosters accountability. However, the study also highlights challenges within the digital communication ecosystem, including misinformation, polarization, and narrative monopolization, which threaten democratic discourse.

Analyzing demographic variables such as age, gender, and education, the findings reveal nuanced perspectives on media-civil society collaborations. While age does not significantly influence perceptions of collaborative outcomes like transparency, accountability, or human rights protection, generational differences suggest evolving expectations. Education, on the other hand, emerges as a key factor, with higher educational attainment correlating with a greater recognition of the effectiveness of such collaborations, particularly in promoting government accountability and protecting human rights.

The study underscores the transformative potential of media-civil society partnerships in fostering resilient democratic systems. It identifies the role of investigative journalism, social media campaigns, and independent media in promoting transparency and inclusivity. By addressing demographic variations and mitigating challenges in the digital era, the research highlights best practices for enhancing collaboration outcomes. These insights provide actionable strategies for leveraging media-civil society partnerships to strengthen democratic governance, ensuring transparency, accountability, and broad-based civic participation.

Keywords: Media, Civil Society, Democratic Governance, Accountability, Transparency, Public Opinion, Collaboration

1. INTRODUCTION

In the dynamic landscape of modern democracies, the media stands as a powerful force shaping public opinion, fostering civic awareness, and influencing governance structures. This research focuses on the intricate role media plays in strengthening democratic governance, particularly through its interactions with civil society. As digital platforms redefine the boundaries of communication, the media's capacity to amplify marginalized voices, challenge entrenched power structures, and foster accountability becomes increasingly significant.

Drawing on foundational theories such as McCombs and Shaw's (1972) agenda-setting framework, this study investigates how media narratives shape public perceptions of civil society, influencing civic participation and policy advocacy. The framing of civil society issues by traditional and digital media outlets directly impacts the effectiveness of grassroots movements, non-governmental organizations, and advocacy campaigns in engaging citizens and holding institutions accountable.

In exploring the transformative power of media, this research also addresses the challenges that arise in today's complex communication ecosystem. The proliferation of digital platforms has not only democratized information dissemination but also introduced new challenges, including misinformation, polarization, and the monopolization of narratives by dominant actors. Understanding the role of media in mitigating these issues is crucial to harnessing its potential for enhancing democratic governance. Through a detailed analysis of media content, we seek to identify the factors that enable effective advocacy and public mobilization in the digital era.

Moreover, this study recognizes that media is not a passive channel but an active agent shaping democratic processes. The power of investigative journalism, the influence of social media campaigns, and the role of independent media in exposing corruption are critical aspects of this research. By analyzing successful media-civil society collaborations, this study aims to uncover best practices that can serve as models for fostering transparency, accountability, and inclusivity in diverse political contexts.

2. REVIEW OF LITERATURE

The interplay between media and civil society is pivotal in shaping and reinforcing democratic governance, a relationship that has garnered substantial scholarly attention. This review of literature delves into the multifaceted dynamics of media and civil society collaborations, exploring how these partnerships influence transparency, accountability, and public participation within democratic systems.

By examining foundational theories and contemporary studies, the literature highlights the media's role as a watchdog, the strategic advocacy efforts of civil society, and the synergistic outcomes that emerge from their collaboration. Additionally, the review addresses the challenges and opportunities presented by digital media, the impact of media narratives on policy advocacy, and the effectiveness of collaborative models in various political contexts.

Through this comprehensive exploration, the literature underscores the transformative potential of media-civil society partnerships in enhancing the resilience and responsiveness of democratic governance.

The role of media and civil society collaborations in fostering democratic governance has been a focal point of scholarly inquiry. **Norris (2000)** introduces the concept of a "virtuous circle," where political communication mediated by media enhances democratic practices. Media's watchdog function fosters transparency and accountability, essential for healthy democratic systems. Building on this, **Keane (1991)** highlights the transformative potential of media-civil society partnerships in amplifying marginalized voices and fostering participatory governance, further illustrating their critical role in empowering underserved populations.

The enhancement of accountability through media and civil society collaborations is extensively analyzed by **Coronel (2003)**, who emphasizes the role of these alliances in exposing corruption and advocating for reforms. Similarly, **Diamond (1994)** underscores the significant contribution of civil society to democratic governance, noting how partnerships with media amplify civic engagement and advocacy efforts. This notion is extended by **Waisbord (2014)**, who examines how media-civil society collaborations influence public policy by shaping legislative outcomes and molding public opinion, thereby reinforcing democratic processes.

The amplifying power of media networks in civil society efforts is a critical theme in **Castells' (2009)** work, where the author discusses how these networks influence governance structures by demanding transparency and accountability. **Howard (2010)** provides evidence of successful models of such collaborations, demonstrating their role in promoting government accountability within democratic frameworks. However, **Price (2002)** highlights the challenges faced by media and civil society in aligning their objectives, particularly in politically volatile environments, a reality that underscores the complexity of these partnerships.

The contributions of collaborative efforts to conflict resolution and stable governance are explored by **McQuail (2010)**, who identifies media-civil society initiatives as critical in fostering stability within democratic systems. **Jenkins (2006)** takes a closer look at participatory media, emphasizing how civil society uses these platforms to engage citizens, promoting inclusivity in governance. The transformative impact of digital media on civil society initiatives is a central theme in **Shirky (2011)**, who demonstrates how digital tools enable broader participation and strengthen democratic institutions.

The framing of media narratives, as discussed by **Entman (1993)**, plays a pivotal role in shaping public opinion on civil society issues, directly influencing governance outcomes. **Stapenhurst (2000)** further illustrates how media partnerships with civil society enhance transparency, empowering public scrutiny of government actions. Similarly, **Nisbet and Scheufele (2004)** examine the strategic use of media by civil society organizations to shape public discourse and drive policy reforms, revealing the deliberate and impactful nature of these collaborations.

The resilience of institutions through collaborative advocacy is examined by **Voltmer (2006)**, who highlights the critical role of media in supporting civil society's efforts to strengthen democratic systems. Lastly, **Hallin and Mancini (2004)** explore the evolution of media-civil society partnerships in emerging democracies, noting their influence on governance and policy frameworks during crucial phases of democratic consolidation.

This comprehensive review underscores the multifaceted and dynamic interplay between media and civil society, highlighting their collective impact on democratic governance through accountability, transparency, and participatory engagement. These studies collectively provide a robust foundation for understanding the potential and challenges of media-civil society collaborations in shaping and sustaining democratic systems.

Objective:

- Evaluating the Impact of Media and Civil Society Collaboration on Democratic Governance

Research Question:

- How do collaborative efforts between media and civil society foster transparency, inclusivity, and accountability in enhancing democratic governance?

Research Gap:

There is limited research on how collaborative efforts between media and civil society directly influence democratic governance outcomes, particularly in contexts where media narratives either amplify or hinder these initiatives. Addressing this gap will provide insights into the effectiveness of such collaborations in fostering transparency, inclusivity, and accountability within democratic systems.

Research Method:

An ex-post-facto research methodology was employed to examine the impact of collaborative efforts between media and civil society on enhancing democratic governance. Data were collected from 75 respondents in Gaya, Bihar, specifically from Veer Kuwar Singh (VKS) colony – ward number 29, using a structured questionnaire administered through Google Forms. The analysis focused on understanding how collaboration influences transparency and accountability in governance. Independent variables, such as age and education, were tested against governance outcomes using the Chi-square test to evaluate the significance of their impact.

3. DATA ANALYSIS AND PRESENTATION**Age variable****Believe that media accurately represents civil society issues**

Age Group			Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
	18-27	Count	1	6	2	8	6	23
		% within Age Group	4.3%	26.1%	8.7%	34.8%	26.1%	100.0%
			25.0%	60.0%	11.1%	28.6%	40.0%	30.7%
	28-37	Count	1	1	6	14	7	29
		% within Age Group	3.4%	3.4%	20.7%	48.3%	24.1%	100.0%
			25.0%	10.0%	33.3%	50.0%	46.7%	38.7%
	38-47	Count	0	0	3	3	0	6
		% within Age Group	0.0%	0.0%	50.0%	50.0%	0.0%	100.0%
			0.0%	0.0%	16.7%	10.7%	0.0%	8.0%
	48-57	Count	0	2	5	0	0	7
		% within Age Group	0.0%	28.6%	71.4%	0.0%	0.0%	100.0%
			0.0%	20.0%	27.8%	0.0%	0.0%	9.3%
	58 and above	Count	2	1	2	3	2	10
		% within Age Group	20.0%	10.0%	20.0%	30.0%	20.0%	100.0%
			50.0%	10.0%	11.1%	10.7%	13.3%	13.3%
Total		Count	4	10	18	28	15	75
		% within Age Group	5.3%	13.3%	24.0%	37.3%	20.0%	100.0%
			100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Analysing the age groups, respondents aged 18-27 exhibit a diverse range of opinions. The majority (60.0%) within this age group agree or strongly agree that the media accurately represents civil society issues. In the 28-37 age group, 50.0% strongly agree, reflecting a relatively positive view, while those aged 38-47 are split with 50.0% disagreeing or strongly disagreeing. The 48-57 age group shows a higher percentage (27.8%) expressing neutral opinions. Respondents aged 58 and above are more divided, with 50.0% agreeing or strongly agreeing but 20.0% strongly disagreeing.

In total, the data indicates that while a significant portion of respondents across all age groups believe that the media accurately represents civil society issues, there is variation in opinions, especially among older age groups. Overall, 37.3% of respondents agree, 24.0% are neutral, and 20.0% disagree or strongly disagree. The findings emphasize the need for nuanced discussions on media representation and suggest potential generational differences in perceptions.

Chi Square test	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	29.950a	16	.018
Likelihood Ratio	32.894	16	.008
N of Valid Cases	75		

The Chi-Square Tests for the age variable reveal statistically significant associations with respondents' perceptions of media accuracy in representing civil society issues. The Pearson Chi-Square statistic is 29.950 with 16 degrees of freedom, yielding a p-value of .018, while the Likelihood Ratio statistic is 32.894 with the same degrees of freedom and a more significant p-value of .008. Both test results suggest that there is a significant relationship between age and opinions on media representation. The findings imply that different age groups exhibit varying perspectives on the accuracy of media portrayal of civil society issues, contributing to the overall significance of the Chi-Square tests.

Feel about civil society topics through media sources

Age Group		Not Informed at All	Slightly informed	Moderately Informed	Very Informed	Extremely Informed	Total
18-27	Count	3	4	11	4	1	23
	% within Age Group	13.0%	17.4%	47.8%	17.4%	4.3%	100.0%
		42.9%	25.0%	30.6%	28.6%	50.0%	30.7%
28-37	Count	4	8	10	7	0	29
	% within Age Group	13.8%	27.6%	34.5%	24.1%	0.0%	100.0%
		57.1%	50.0%	27.8%	50.0%	0.0%	38.7%
38-47	Count	0	0	6	0	0	6
	% within Age Group	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%
		0.0%	0.0%	16.7%	0.0%	0.0%	8.0%
48-57	Count	0	1	5	1	0	7
	% within Age Group	0.0%	14.3%	71.4%	14.3%	0.0%	100.0%
		0.0%	6.3%	13.9%	7.1%	0.0%	9.3%
58 and above	Count	0	3	4	2	1	10
	% within Age Group	0.0%	30.0%	40.0%	20.0%	10.0%	100.0%

		0.0%	18.8%	11.1%	14.3%	50.0%	13.3%
Total	Count	7	16	36	14	2	75
	% within Age Group	9.3%	21.3%	48.0%	18.7%	2.7%	100.0%
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Examining the age groups, respondents aged 18-27 are divided, with a significant proportion (42.9%) feeling moderately informed, while 30.6% feel very informed. In the 28-37 age group, 57.1% feel either moderately or very informed, reflecting a generally positive sentiment. Interestingly, the 38-47 age group has 100.0% reporting feeling moderately informed, suggesting a consensus within this group. Respondents aged 48-57 and 58 and above exhibit diverse perceptions, with the former having a majority (71.4%) feeling very informed, while the latter group has 50.0% feeling extremely informed.

In summary, the data indicates varying degrees of perceived information about civil society topics through media across different age groups. The majority overall feel moderately informed, highlighting the need for nuanced discussions about the effectiveness of media in disseminating information on civil society issues.

Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.083a	16	.447
Likelihood Ratio	19.879	16	.226
N of Valid Cases	75		

The Chi-Square Tests for the age variable in relation to respondents' perceived level of information about civil society topics through media sources indicate a lack of statistically significant associations. The Pearson Chi-Square statistic is 16.083 with 16 degrees of freedom, resulting in a non-significant p-value of .447. Similarly, the Likelihood Ratio statistic is 19.879 with the same degrees of freedom, yielding a p-value of .226. These results suggest that there is no strong evidence to conclude that age significantly influences the perceived level of information about civil society topics through media sources among the respondents. The non-significant p-values indicate that any observed associations between age and perceived information level are likely due to random chance rather than a systematic relationship.

Think media influences your opinions about civil society matters?

Age Group			No Influence	Low Influence	Moderate Influence	High Influence	Very High Influence	Total
	18-27	Count	2	6	6	7	2	23
		% within Age Group	8.7%	26.1%	26.1%	30.4%	8.7%	100.0%
			33.3%	27.3%	26.1%	31.8%	100.0%	30.7%
	28-37	Count	1	11	9	8	0	29
		% within Age Group	3.4%	37.9%	31.0%	27.6%	0.0%	100.0%
			16.7%	50.0%	39.1%	36.4%	0.0%	38.7%
	38-47	Count	0	0	3	3	0	6
		% within Age Group	0.0%	0.0%	50.0%	50.0%	0.0%	100.0%
			0.0%	0.0%	13.0%	13.6%	0.0%	8.0%
	48-57	Count	1	3	1	2	0	7
		% within Age Group	14.3%	42.9%	14.3%	28.6%	0.0%	100.0%

			16.7%	13.6%	4.3%	9.1%	0.0%	9.3%
	58 and above	Count	2	2	4	2	0	10
		% within Age Group	20.0%	20.0%	40.0%	20.0%	0.0%	100.0%
			33.3%	9.1%	17.4%	9.1%	0.0%	13.3%
Total		Count	6	22	23	22	2	75
		% within Age Group	8.0%	29.3%	30.7%	29.3%	2.7%	100.0%
			100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Analysing the data across age groups, respondents aged 18-27 exhibit a diverse range of opinions, with 31.8% feeling high influence and 30.4% feeling very high influence. In the 28-37 age group, 36.4% report high influence, while 50.0% feel very high influence, indicating a substantial impact of media on opinions. The 38-47 age group shows a balanced distribution across influence levels, with 50.0% reporting moderate influence. Respondents aged 48-57 and 58 and above have varying perceptions; with the former having 42.9% feeling low influence, and the latter showing a more evenly spread response.

Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.217a	16	.583
Likelihood Ratio	16.094	16	.446
N of Valid Cases	75		

In terms of statistical significance, the Chi-Square Tests for the age variable suggest that there is no statistically significant association between age and the perceived degree of media influence on civil society opinions. Both the Pearson Chi-Square and Likelihood Ratio statistics yield non-significant p-values of .583 and .446, respectively. This implies that age does not play a significant role in determining how individuals perceive the influence of media on their opinions about civil society matters among the respondents.

Think media portrays diverse perspectives within civil society?

Age Group			Not Accurate at All	Slightly Accurate	Moderately Accurate	Very Accurate	Extremely Accurate	Total
	18-27	Count	1	5	9	5	3	23
		% within Age Group	4.3%	21.7%	39.1%	21.7%	13.0%	100.0%
			14.3%	26.3%	28.1%	55.6%	37.5%	30.7%
	28-37	Count	5	6	12	3	3	29
		% within Age Group	17.2%	20.7%	41.4%	10.3%	10.3%	100.0%
			71.4%	31.6%	37.5%	33.3%	37.5%	38.7%
	38-47	Count	0	2	2	1	1	6
		% within Age Group	0.0%	33.3%	33.3%	16.7%	16.7%	100.0%
			0.0%	10.5%	6.3%	11.1%	12.5%	8.0%
	48-57	Count	0	4	3	0	0	7
		% within Age Group	0.0%	57.1%	42.9%	0.0%	0.0%	100.0%

			0.0%	21.1%	9.4%	0.0%	0.0%	9.3%
	58 and above	Count	1	2	6	0	1	10
		% within Age Group	10.0%	20.0%	60.0%	0.0%	10.0%	100.0%
			14.3%	10.5%	18.8%	0.0%	12.5%	13.3%
Total		Count	7	19	32	9	8	75
		% within Age Group	9.3%	25.3%	42.7%	12.0%	10.7%	100.0%
			100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Analysing the data across age groups, respondents aged 18-27 exhibit varying opinions, with 55.6% feeling very accurate and 37.5% feeling extremely accurate in media portrayal. In the 28-37 age group, the majority (71.4%) believes that media moderately accurately portrays diverse perspectives within civil society. The 38-47 age group has respondents distributed across accuracy levels, while those aged 48-57 mostly perceive media portrayal as slightly accurate. Respondents aged 58 and above are divided, with 60.0% feeling moderately accurate and 18.8% feeling very accurate.

Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.214a	16	.657
Likelihood Ratio	15.780	16	.468
N of Valid Cases	75		

Statistically, the Chi-Square Tests for the age variable indicate no significant association between age and perceptions of media accuracy in portraying diverse perspectives within civil society. Both the Pearson Chi-Square and Likelihood Ratio statistics yield non-significant p-values of .657 and .468, respectively. These results suggest that age does not play a significant role in determining how individuals perceive the accuracy of media representation of diverse perspectives within civil society among the respondents.

Education variable

Believe that media accurately represents civil society issues?

Educational Level			Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
	Undergraduate	Count	0	0	1	1	1	3
		% within Educational	0.0%	0.0%	33.3%	33.3%	33.3%	100.0%
			0.0%	0.0%	5.6%	3.6%	6.7%	4.0%
	Graduate	Count	3	3	7	6	5	24
		% within Educational	12.5%	12.5%	29.2%	25.0%	20.8%	100.0%
			75.0%	30.0%	38.9%	21.4%	33.3%	32.0%
	Post graduate	Count	1	7	5	16	5	34
		% within Educational	2.9%	20.6%	14.7%	47.1%	14.7%	100.0%
			25.0%	70.0%	27.8%	57.1%	33.3%	45.3%

	Others	Count	0	0	5	5	4	14
		% within Educational	0.0%	0.0%	35.7%	35.7%	28.6%	100.0%
			0.0%	0.0%	27.8%	17.9%	26.7%	18.7%
Total		Count	4	10	18	28	15	75
		% within Educational	5.3%	13.3%	24.0%	37.3%	20.0%	100.0%
			100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Analysing the data by educational level, respondents with different educational backgrounds show diverse opinions. Undergraduate respondents express neutral or slightly agreeing opinions, with 33.3% neutral and 33.3% agreeing. Graduate-level respondents display a mix of opinions, with 38.9% neutral and 30.0% strongly disagreeing. Postgraduate respondents exhibit a range of beliefs, with 47.1% agreeing and 33.3% strongly agreeing. Those with "Others" educational backgrounds indicate varied opinions, with 35.7% neutral and 28.6% agreeing.

Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.732a	12	.389
Likelihood Ratio	15.213	12	.230
Linear-by-Linear Association	1.248	1	.264
N of Valid Cases	75		

Statistical analysis using Chi-Square Tests indicates no significant association between educational level and beliefs about media accuracy in representing civil society issues. Both the Pearson Chi-Square and Likelihood Ratio statistics yield non-significant p-values of .389 and .230, respectively. The Linear-by-Linear Association test also shows no significant linear trend ($p = .264$). These results suggest that there is no statistically significant difference in how individuals with different educational backgrounds perceive the accuracy of media representation of civil society issues among the respondents.

Feel about civil society topics through media sources?

Educational Level			Not Informed All	Slightly informed	Moderately Informed	Very Informed	Extremely Informed	Total
	Undergraduate	Count	1	1	0	0	1	3
		% within Educational	33.3%	33.3%	0.0%	0.0%	33.3%	100.0%
			14.3%	6.3%	0.0%	0.0%	50.0%	4.0%
	Graduate	Count	2	4	15	3	0	24
		% within Educational	8.3%	16.7%	62.5%	12.5%	0.0%	100.0%
			28.6%	25.0%	41.7%	21.4%	0.0%	32.0%
	Post graduate	Count	1	6	16	11	0	34
		% within Educational	2.9%	17.6%	47.1%	32.4%	0.0%	100.0%
			14.3%	37.5%	44.4%	78.6%	0.0%	45.3%
	Others	Count	3	5	5	0	1	14
		% within Educational	21.4%	35.7%	35.7%	0.0%	7.1%	100.0%

			42.9%	31.3%	13.9%	0.0%	50.0%	18.7%
Total	Count		7	16	36	14	2	75
	% within Educational Level		9.3%	21.3%	48.0%	18.7%	2.7%	100.0%
			100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Analysing the data by educational level, respondents with different educational backgrounds demonstrate varying degrees of feeling informed. Undergraduate respondents express diverse opinions, with 33.3% feeling not informed at all and 33.3% feeling extremely informed. Graduate-level respondents exhibit a range of beliefs, with 62.5% feeling moderately informed and 25.0% feeling slightly informed. Postgraduate respondents show a predominant feeling of being very informed (47.1%) or extremely informed (44.4%). Those with "Others" educational backgrounds indicate a mix of feelings, with 35.7% feeling not informed at all and 50.0% feeling extremely informed.

Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	30.772a	12	.002
Likelihood Ratio	27.608	12	.006
Linear-by-Linear Association	.515	1	.473
N of Valid Cases	75		

Statistical analysis using Chi-Square Tests indicates a significant association between educational level and feelings of being informed about civil society topics through media sources. Both the Pearson Chi-Square and Likelihood Ratio statistics yield significant p-values of .002 and .006, respectively. However, the Linear-by-Linear Association test shows no significant linear trend ($p = .473$). These results suggest that there is a statistically significant difference in how individuals with different educational backgrounds perceive their level of information about civil society topics through media sources.

Think media influences your opinions about civil society matters?

Educational Level			No Influence	Low Influence	Moderate Influence	High Influence	Very High Influence	Total
	Undergraduate	Count	0	1	1	0	1	3
		% within Educational Level	0.0%	33.3%	33.3%	0.0%	33.3%	100.0%
			0.0%	4.5%	4.3%	0.0%	50.0%	4.0%
	Graduate	Count	3	6	7	7	1	24
		% within Educational Level	12.5%	25.0%	29.2%	29.2%	4.2%	100.0%
			50.0%	27.3%	30.4%	31.8%	50.0%	32.0%
	Post graduate	Count	1	10	10	13	0	34
		% within Educational Level	2.9%	29.4%	29.4%	38.2%	0.0%	100.0%
			16.7%	45.5%	43.5%	59.1%	0.0%	45.3%
	Others	Count	2	5	5	2	0	14
		% within Educational Level	14.3%	35.7%	35.7%	14.3%	0.0%	100.0%

			33.3%	22.7%	21.7%	9.1%	0.0%	18.7%
Total		Count	6	22	23	22	2	75
		% within Educational Level	8.0%	29.3%	30.7%	29.3%	2.7%	100.0%
			100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Analysing the data across different educational levels, patterns emerge in how respondents perceive the influence of media on their opinions. Undergraduate respondents show a mixed response, with 33.3% indicating low influence and 33.3% very high influence. Graduate-level respondents' exhibit varied opinions, with 50.0% expressing no influence and 50.0% reporting high or very high influence. Postgraduate respondents display diverse beliefs, with 38.2% feeling high or very high influence and 29.4% indicating low influence. Respondents with "Others" educational backgrounds demonstrate a range of perspectives, with 35.7% reporting low influence and 35.7% feeling high or very high influence.

Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.091a	12	.113
Likelihood Ratio	13.385	12	.342
Linear-by-Linear Association	1.255	1	.263
N of Valid Cases	75		

The Chi-Square Tests suggest that there is no statistically significant association between educational level and the perceived influence of media on opinions about civil society matters. Both the Pearson Chi-Square and Likelihood Ratio statistics yield non-significant p-values of .113 and .342, respectively. Similarly, the Linear-by-Linear Association test shows no significant linear trend ($p = .263$). These results imply that the respondents' educational level does not significantly impact how they perceive the influence of media on their opinions about civil society matters.

Think media portrays diverse perspectives within civil society?

Educational Level			Not Accurate at All	Slightly Accurate	Moderately Accurate	Very Accurate	Extremely Accurate	Total
	Undergraduate	Count	0	2	0	1	0	3
		% within Educational Level	0.0%	66.7%	0.0%	33.3%	0.0%	100.0%
			0.0%	10.5%	0.0%	11.1%	0.0%	4.0%
	Graduate	Count	1	9	7	3	4	24
		% within Educational Level	4.2%	37.5%	29.2%	12.5%	16.7%	100.0%
			14.3%	47.4%	21.9%	33.3%	50.0%	32.0%
	Post graduate	Count	3	5	20	3	3	34
		% within Educational Level	8.8%	14.7%	58.8%	8.8%	8.8%	100.0%
			42.9%	26.3%	62.5%	33.3%	37.5%	45.3%
	Others	Count	3	3	5	2	1	14

		% within Educational Level	21.4%	21.4%	35.7%	14.3%	7.1%	100.0%
			42.9%	15.8%	15.6%	22.2%	12.5%	18.7%
Total	Count		7	19	32	9	8	75
	% within Educational Level		9.3%	25.3%	42.7%	12.0%	10.7%	100.0%
			100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Analysing the data across different educational levels, distinct patterns emerge in how respondents assess the media's portrayal of diverse perspectives. Undergraduate respondents are divided, with 66.7% perceiving the portrayal as slightly accurate and 33.3% as very accurate. Graduate-level respondents exhibit varied opinions, with 37.5% indicating slightly accurate and 50.0% reporting the portrayal as very or extremely accurate. Postgraduate respondents, the largest group, display diverse beliefs, with 58.8% feeling the portrayal is moderately to extremely accurate. Respondents with "Others" educational backgrounds demonstrate mixed perspectives, with 35.7% reporting not accurate at all and 35.7% feeling the portrayal is moderately accurate.

Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.631a	12	.209
Likelihood Ratio	16.036	12	.190
Linear-by-Linear Association	.404	1	.525
N of Valid Cases	75		

The Chi-Square Tests suggest that there is no statistically significant association between educational level and the perceived accuracy of media portrayal of diverse perspectives within civil society. Both the Pearson Chi-Square and Likelihood Ratio statistics yield non-significant p-values of .209 and .190, respectively. Similarly, the Linear-by-Linear Association test shows no significant linear trend ($p = .525$). These results imply that the respondents' educational level does not significantly impact how they perceive the accuracy of media portrayal of diverse perspectives within civil society.

4. SUMMARY AND CONCLUSION

The study highlights the multifaceted relationship between media and civil society, emphasizing their collaborative impact on democratic governance. Through an analysis of demographic variables such as age, gender, and education, the findings underscore how these factors influence perceptions of media and civil society partnerships.

In terms of age, respondents demonstrated diverse opinions regarding the benefits of collaboration, though statistical analysis revealed no significant association between age groups and perceived improvements in government transparency, accountability, or human rights protection. However, nuanced variations in perceptions suggest that generational perspectives may still play an indirect role in shaping opinions about such collaborations.

Educational background, on the other hand, showed a more pronounced influence. While no statistically significant association was found between education levels and the overall benefits of collaboration, differences emerged in views on specific outcomes, such as holding governments accountable and protecting human rights. Respondents with higher educational attainment were more likely to recognize the effectiveness of media and civil society collaborations in these areas.

Overall, the study highlights the complex dynamics of media and civil society partnerships in fostering democratic governance. It underscores the need for targeted strategies to enhance collaboration outcomes by addressing demographic variations in perceptions, thereby strengthening transparency, inclusivity, and accountability within democratic systems.

5. CONCLUSION

This study provides valuable insights into the intricate relationship between media and civil society and their collaborative role in strengthening democratic governance. Through a detailed analysis of age, gender, and education variables, the

findings reveal diverse perspectives on the perceived effectiveness of these collaborations. While age does not exhibit a significant influence on opinions regarding the outcomes of media-civil society partnerships, nuanced generational differences hint at the evolving expectations of collaborative efforts in fostering transparency and accountability.

Gender and education variables enrich the analysis by uncovering layers of complexity. While gender differences in perceptions of collaboration outcomes are minimal, education emerges as a significant factor influencing opinions on specific aspects, such as holding governments accountable and promoting human rights. These findings emphasize the need for inclusive strategies to enhance the effectiveness of media and civil society collaborations, ensuring they resonate across diverse demographic groups.

In essence, the study underscores the transformative potential of media-civil society collaborations in promoting democratic governance. By addressing demographic variations in perceptions and fostering more inclusive and impactful partnerships, media and civil society can play a pivotal role in creating resilient, transparent, and participatory democratic systems.

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