



Using the Media as a Political Information Method¹

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Abstract

News and information (presentation) are important functions of the media. Through mass media, information from many different areas is delivered to people daily, hourly, and even instantly. Today changes, transformation and sharings are experienced very quickly, people intend to transfer the information by sharing at various platforms. One of these areas is the political area. In particular, politicians desire to share their views, actions, and works on any issue with the public immediately. This demand leads to a (tight) link between politics and the mass media that enables the public to reach the easiest way. When mass media are thought to play an important role in people's decisions, behaviors, reactions, or interest in a topic, it seems that these tools are being used more effectively in the political areas. On the other hand, the individuals, especially when they want to learn about what is happening in the country, they front firstly to mass media. Thus, mass media have an important role to play in political knowledge. The aim of this study is to try to determine the dimensions of the role of mass media in political knowledge. With this study, it is aimed to determine the level of trust in mass media by means of political information. The universe of the study consists of students from Lefke European University and Eastern Mediterranean University in the TRNC during the period of the study. A total of 570 students from both universities participated in the research using coincidental sampling technique. The datas which are subject of the research were collected from the participants through face-to-face interviewing. According to the information obtained during the study, participants mostly use the internet and social media for political information. In addition, the participants have the most confidence in internet, newspapers and television from the mass media.

Keywords; Politics and Media, Political Information, Media

Siyasal Bilgilenme Aracı Olarak Medyanın Kullanılması

Öz

Haber ve bilgi (sunma) medyanın önemli işlevlerinden biridir. Kitle iletişim araçları aracılığıyla birçok farklı alandan bilgiler insanlara günlük, saatlik ve hatta anlık olarak ulaştırılmaktadır. Değişim, dönüşüm ve paylaşımın çok hızlı yaşandığı günümüzde, insanlar paylaşma ihtiyacı duyduğu bilgileri derhal çeşitli platformlar aracılığı ile kitlelere aktarma arzusunda olmuşlardır. Bu alanlardan biri de siyasal alandır. Özellikle siyasiler, herhangi bir konu hakkındaki görüşlerini, icraatlarını, çalışmalarını ilk fırsatta kamuoyu ile paylaşmak istemektedirler. Bu istek ise, siyasiler ile kamuoyuna en kolay şekilde ulaşmasına imkân sağlayan kitle iletişim araçları arasında (sıkı) bir bağ kurulmasına yol açmaktadır. Kitle iletişim araçlarının insanların kararlarında, davranışlarında, tepkilerinde ya da bir konuya ilgi göstermelerinde önemli rol oynadığı düşünüldüğünde, bu araçların siyasal alanda daha etkin bir şekilde kullanılma çabası olduğu görülmektedir. Öte yandan bireyler de özellikle ülkede olup bitenler hakkında

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öğrenmek istediklerinde ilk olarak kitle iletişim araçlarına yönelmektedirler. Böylece siyasal bilgilenmede kitle iletişim araçları önemli bir rol üstlenmiş olmaktadır. Bu çalışmanın amacı siyasal bilgilenmede kitle iletişim araçlarının rolünün boyutlarını tespit etmeye çalışmaktır. Yine bu çalışma ile siyasal bilgilenmede kitle iletişim araçlarına güven düzeyinin belirlenmesi de hedeflenmiştir. Çalışmanın evreni, araştırmanın yapıldığı zamanı kapsayan dönemde, KKTC'de Lefke Avrupa Üniversitesi ile Doğu Akdeniz Üniversitesi'nde eğitim gören öğrencilerden oluşmaktadır. Rastlantısal örneklem tekniğinin kullanıldığı araştırmaya her iki üniversiteden toplam 570 kişi katılmıştır. Çalışmaya konu olan veriler katılımcılardan yüz yüze görüşmeye dayalı anket tekniğiyle toplanmıştır. Çalışmadan elde edilen bilgilere göre, katılımcılar siyasal bilgilenmede en çok internet ve sosyal medyayı kullanmaktadırlar. Ayrıca katılımcılar siyasal bilgilenmede kitle iletişim araçlarından en çok sırasıyla internet, gazete ve televizyona güven duymaktadırlar.

Anahtar Kelimeler; Siyaset ve medya, siyasal bilgilenme, medya

1. Introduction

The politicians wanted to use the shortest and most effective way to reach the target groups. For the politics, the authorities that empowering on them, the expectation of them, continuous and effective contact with the society is indispensable. The most important tool that provide this communication and interaction on behalf of politicians is mass media. The interest of politics for the developing and changing mass media along with technology has continued to increase. The politics that was trying to get to the public through newspapers and televisions in advance but now actively they are using the internet (social media) from today's dominant mass media.

The Internet can be viewed as a cornerstone for the political establishment, providing important opportunities for sharing, especially in the political arena. On the other hand, the political developments who are the participants of politics are followed by these channels. Political developments, problems, problems expected to be solved, works of parties, projects, activity programs, election campaigns, follow-up of promises, explanations about candidates, debates and even political scandals can be seen from these circles. Along with the developing technology, mass communication which is one-sided thanks to innovations that internet and social media has taken part in the active participant position from the passive receiver position. Thus, the interlocutors of politics are involved in events, problems, processes and even preferences. This situation has added excitement to political life, and political communication, it has gained a different dimension.

Knowing how frequently mass media are used for political information and how effective they are, can contribute that mass media should prefer politics messages. In addition, determining how the messages are broadcasted on the target audience may also be decisive in the preferences of the areas where the messages are broadcasted. From this point of view, it is especially important to identify the preferences of young people who use the new generation of mass media widely for political information

2. Political information and media

Face-to-face communication is no longer feasible for politicians who want to reach masses of people and at the same time convey messages to millions of people. As a result, mass media have begun to receive great attention from political environments every day. The importance of the concept of time and space through mass media has made these tools effective in the field of political communication. In particular, mass media have become increasingly active in political communication through the provision of news and information (Damlapınar and Balcı, 2014: 42). People are now able to learn 'one click' thanks to the technological possibilities of today, as well as political events such as all developments in the immediate surroundings and the distant surroundings.

When compared to the previous periods, politics had problems about sharing messages and information. The problem of the place in the newspapers, the time constraints in the television has been solved thanks to the Internet and the dominant mass media. Moreover, the possibility of reaching direct correspondence without intermediaries has arisen. Mass media reach not only a narrow part of the population but also large, even nonhomogeneous partitions (Geray, 2003: 17). Thus, political parties and candidates have reached the opportunity to reach massive amounts of information through mass media. Thanks to mass media and a product of contemporary technology, politics is no longer just an idea, When we look at the promises and speeches of political parties and candidates, they are not very different (Bostancı, 1998: 123). That is why political parties have to do an analysis of what image they will make and which media channel they will use. Today's society focuses on visuals from texts instead of speech.

Politics have to be in close to the people (voters) for their positions. Otherwise, forgetfulness, fall into the background or being unpopular may arise

So political communication has an important role in the political arena. In fact, this importance has always been appreciated by most political thinkers. Political scientists emphasize the importance of political communication in the function of political systems; (Tokgöz, 2008: 98). In this case, it has become necessary to use mass media in general and nowadays using social media particularly.

On the other hand, the intense using the media by people can cause them to be intensively bombarded with information. At first this seems to be advantageous in terms of political information, but it has disadvantages. Facing the flow of information in all spheres of everyday can cause people to lose sight of the necessary and important information (Turam, 1994: 63). Individuals have to be alert all the time under this information bombing.

Particularly in societies which are intertwined with politics, the individual begins to be interested in the political world from childhood. In particular, the views that mass media have been influential on individuals as well as the family have been widespread since 1970's (Tokgöz, 2008: 119). With this assumption, politicians are also

consider that using the mass media at the highest level. Thus the media facilitates the work of politicians whose aim is to reach more people and increase the number of voters. The mass media can influence both stable and undecided voters. Unstable voters can help to make a decision (Doğan and Göker, 2013: 32). Politicians use the media more intensively, especially to deliver electoral promises during election periods. The politicians have started to show more and more interest the internet that spread more rapidly than other mass media.

Political parties are involved in political communication studies, taking into account the needs and expectations of voters. Political parties that seek to reach the mass of young voters via the Internet and social media should use a suitable language for young voters. It has become more logical to reach a significant portion of the young voters spend their time on the internet and social media, instead of going to meetings, unions and election branches of political parties.

With the help of today's technology, the internet, which has become a dominant mass media tool, has also allowed each individual to participate in the political process, allowing them to convey their views, thoughts, reactions and contacts. In this regard, politicians have also been able to observe their work.

Despite all these explanations, political communication can not be confined to mass media such as newspapers, radio, television, internet and social media. The concept of political communication covers a wide range from open air advertising, posters, promotional products to non-governmental activities.

3. Research on media role and activity in political information

Balcı and his colleagues (2013: 189) conducted a research on 930 people in the center of Konya. The effect of mass media and methods on the political decisions in the study were discussed; According to the results of the research; television is ranked first as the effect level, followed by newspapers, family members and the internet respectively.

Doğan and Göker (2013: 36-38) conducted a survey on 944 people in Elazığ province center and found that the most effective factor in determining the political preferences of voters was 'family'. 'Friends' and 'non-governmental organizations', while the media is in the fourth place.

In the survey conducted by Damlapınar and Balcı (2014: 188) on 1177 participants who have voter qualifications in the central districts of Ankara, television is ranked first in communication tools and methods that participants use to learn about local elections, followed by the newspaper.

In the survey conducted by Koçak (2014: 132) on 850 people in Konya, television is ranked first to get information on political issues, followed by 'family and close environment' and 'newspapers' respectively. The survey also examined the level of interest of participants in political campaigns and issues. Participants in the survey came to the conclusion that they showed moderate interest in political campaigns and issues.

Koçak (2017: 196-197) Necmettin Erbakan University in Konya and on 540 university students studying at Selçuk University also investigated the frequency of weekly media usage of university students. Internet is ranked first that the most preferred for university students in the research, it was followed by social media and television. Another result that emerged in the research is; participants' interest in the political agenda was reduced as the Internet usage time increased. The research also revealed that as the duration of internet usage increased, the level of confidence in the internet became higher.

Another research was carried out by İnce and Koçak (2017: 742) on 520 university students in Konya. In this research, the most commonly used communication tool used by university students was the internet.

In the light of the above literature review, the following seven basic research questions were searched in this research;

- Research Question 1: What is the frequency of weekly media usage of participants?
- Research Question 2: Does the level of weekly media usage differ according to the gender of participants?
- Research Question 3: What is the level of interest in the political agenda of the research participants?
- Research Question 4: Does the level of interest in political topics differ significantly according to the gender of participants?
- Research Question 5: What is the level of trust in media types in terms of political information?
- Research Question 6: Does gender differ significantly in the level of trust in media types with respect to political information?
- Research Question 7: What is the level of importance that participants give to communication tools and methods in political information?

4. Method

This research was dealt with in accordance with the general screening model and at the same time comparative relational screening was carried out in order to show the relation between dependent and independent variables in the research.

4.1. Application of Research and Sample Selection

The universe of the study consists of students who are trained in the TRNC, Lefke European University and Eastern Mediterranean University during the period of the study. A total of 570 students from both universities participated in the research using coincidental sampling technique. The subjects of the study were collected by face-to-face interview based survey.

4.2. Data Collection Tools

A questionnaire consisting of 25 questions in 3 sections was prepared on the university students participating in the research in order to measure the role and

importance of the media in political information. In the first part of the questionnaire, a scale consisting of 6 questions prepared in a 5-point Likert type (1 = Never, 2 = 1-2 days a week, 3 = 3-4 days a week, 4 = 5-6 days a week, 5 = it was tried to determine the frequency of weekly usage of media by those who participated in the research. In the second part, 1 to 10 'table marking' methods were used to measure participants' level of interest in political agenda items. Measurements were taken at 1 at the lowest level and 10 at the highest level. In the third part of the questionnaire, the participants tried to determine the level of trust in the media types with political information on a scale of 6 items prepared with the 5 Likert type (1 = Never Trusted, 2 = Untrusted, 3 = Unstable, 4 = Secure and 5 = Very Secure).

4.3. Analysis of Data and Tests Used

The field survey was conducted between 20 February and 28 March 2016 by using face to face interviews with Lefke European University and Eastern Mediterranean University students in the TRNC. The data obtained in the field study were processed in electronic environment with the help of statistical package program. The data were subjected to appropriate statistical analysis in order to find answers to the identified questions. In the analysis of the data obtained by the study; frequency analysis was used to determine the demographic characteristics and media usage habits of the participants. Independent Sample T-Test was used to determine whether there was a significant difference between participants' level of interest in gender and political issues and level of trust in the media.

4.4. Some Properties of Participants

When the percentage of respondents participating in the survey was examined by sex, 53.5% of the respondents were men while 46.5% were women. When the results of the survey are considered, there is a slight difference in terms of males, but when the gender of the sample is evaluated, it is not very unbalanced and the analysis is done.

When the descriptive statistics of the age distribution of the participants were examined, it was found that they were interviewed by university students at the age of 39 and at least 18 years old. The average age of the participants was 20.77 and the standard deviation of the distribution was calculated to be 2.27.

When the participant in the survey that was taken the average statistical results of the monthly expenditures they made, they reached the result of having spent the lowest 60 highest 12.000 TL. The monthly average expenditure of the participants is 1,352 TL.

4.5. Participants' Media Usage Habits

In this part of the research weekly media usage habits of the participants were examined.

When the frequency of weekly media usage of the university students participating in the survey is examined, the internet is ranked first with an arithmetic

average of 4.35, followed by social media with an average of 4.29 arithmetic and television with an arithmetic mean of 2.56 (see Table 1).

Table 1. Participants' Distribution of Frequency of Weekly Media Usage

	N	The Lowest	The Highest	Average	Standart Deviation
Internet	570	1	5	4.35	.787
Social Media	570	1	5	4.29	.877
Television	570	1	5	2.56	1.298
Newspaper	570	1	5	2.46	1.219
Radio	570	1	5	2.30	1.079
Magazine	570	1	5	1.56	.660

Significant variation in the frequency of weekly media use by gender of participants; $p < .001$), television ($t = 4.177$, $p < .001$), radio ($t = -4.847$, $p < .001$), newspaper ($t = -3.001$, $p < .001$), and social media usage ($t = -5.949$; $p < .001$). Among the participants, women use internet, radio, newspapers and social media more frequently than males on a weekly basis, while males tend to watch television more frequently than women. There is no significant difference in the attendance of weekly magazine readings according to attendance gender (see Table 2).

Table 2. Difference in Weekly Media Usage by Gender of Participants

	gender		t	df	Sig.
	male	woman			
Internet	4.14	4.60	-7.196	568	.000
Television	2.77	2.32	4.177	568	.000
Social Media	4.09	4.52	-5.949	568	.000
Nwespaper	2.32	2.62	-3.001	568	.003
Radio	2.10	2.53	-4.847	568	.000
Magazine	1.55	1.56	-.283	568	.778

4.6. Participants' Level of Interest in Political Issues

A scale of 1 to 10 points (1 = no interest, 10 = very interested) could be used to determine the level of interest of the participants in the political issues. When the descriptive statistics of the level of interest level of the participants in the survey are examined; participants reached the lowest score of 1, the highest score of 10. As a result of the answers given by 570 participants, it is seen that the level of interest of the participants in political topics is moderate ($\bar{x} = 6.01$) (see Table 3).

Table 3. Descriptive Statistics of Participants' Level of Interest in Political Agenda Items

	N	The Lowest	The highest	Average	SD
Participants' level of interest in political agenda items	570	1	10	6.01	3.27

According to the gender of the university students participating in the research, the level of interest in the political topics is significantly different ($t = 4.576$, $p < .001$). Men are more interested in political issues than men ($\bar{x} = 6.58$) and women ($\bar{x} = 5.35$) (see Table 4).

Table 4. Level Of Interest Of Participants İn Politics By Gender

Gender	N	Average	SD	T	df	Sig.
Male	305	6.58	3.339	4.576	568	.000
Woman	265	5.35	3.068			

4.7. Level of Confidence in Media Types on Political Information

A 6-item scale consisting of 5 likert-type (1 = absolutely unreliable, 5 = highly reliable) was used in order to reveal the types of media that the most trusted by university students who participating in the research.

The most reliable type of media in the political information process of the university students is the internet with arithmetic average of 2.95, followed by television with arithmetic average of 2.79 and newspaper with arithmetic mean of 2.75 respectively. The least reliable media type for political information is social media with a 2.63 arithmetic average, followed by an average of 2.64 arithmetic magazines (see Table 5).

Table 5. Distribution of Confidence Level of Media Types on Political Information

	N	The Lowest	The Highest	Average	SD
Internet	570	1	5	2.95	1.51
Newspaper	570	1	5	2.79	1.34
Television	570	1	5	2.75	1.32
Radio	570	1	5	2.74	1.53
Magazine	570	1	5	2.64	1.52
Social Media	570	1	5	2.63	1.25

Significant differences were found between the level of trust in media types and the level of trust in the political information according to the gender of the participants ($t = -2.769$, $p < .01$), social media ($t = -3.859$; $p < .001$), radio ($t = -3.886$; $p < .001$) and television ($t = 2.96$; $p < .01$). Among the participants, women are more reliant on internet, social media and radio than political information rather than men. Men, on the other hand, find television to be more reliable than political information. There is no significant difference in the level of trust of participants according to sex, magazines and newspapers (see Table 6).

Table 6. Difference in Level of Trust of Media Participants to Political Information by Gender

	Gender		t	df	Sig.
	Male	Woman			
Television	2.90	2.58	2.96	568	.003
Newspaper	2.81	2.76	.443	568	.658
Internet	2.79	3.13	-2.769	568	.006
Social Media	2.45	2.85	-3.859	568	.000
Radio	2.51	3.00	-3.886	568	.000
Magazine	2.72	2.54	1.357	568	.176

There is a positive, significant and weak relationship between internet and television ($r = 136$; $p < .01$) when the results of the correlation analysis are analyzed in terms of defining the confidence, direction and level given to media types in political informing. In other words, as the confidence level of the participants in the research increased from the media types to the political information, the level of confidence in the audience is also increasing. There is a positive, meaningful and weak relationship between the internet and the magazine ($r = 232$; $p < .001$). As the level of trust with the internet increases, the trust level that receives the trust increases. There is a positive, meaningful and weak relationship between newspapers and social media ($r = 170$; $p < .001$). As the confidence in the newspaper increases with political information, the confidence in social media is increasing. There is a negative, meaningful and weak relationship between the Internet and social media ($r = -106$; $p < .05$). That is to say, as the level of confidence in the political knowledge increases, the level of confidence in social media decreases. There is a positive, meaningful and weak relationship between the radio and the magazine ($r = 186$; $p < .001$). As the level of confidence in the radio increases the confidence in magazine increases. There is a negative, meaningful and weak relationship between social media and the magazine ($r = -156$; $p < .001$). As the level of confidence in social media increases, the confidence level of the magazine decreases (see Table 7).

Table 7. Correlation Analysis Findings for Determining the Relationship Between Levels of Confidence in Media Types on Political Information

	Television	Newspaper	Internet	Social Media	Radio	Magazine
Television	1	.036	.136**	-.034	-.004	-.013
Newspaper	.036	1	.001	.170**	.089**	-.059
Internet	.136**	.001	1	-.106*	-.004	.232**
Social Media	-.034	.170**	-.106*	1	-.145**	-.156**
Radio	-.004	.089*	-.004	-.145**	1	.186**
Magazine	-.013	-.059	.232**	-.156**	.186**	1

Not: ** $p < .01$, * $p < .05$

4.8. Level of Importance of Communication Tools and Methods in the Field of Information

A scale of 9 items was used to determine which communication tools the university students who participated in the research gave more importance to communication tools in the process of political informing (1 = very insignificant, 5 = very important).

As it is seen in Table 9, while the Internet is the most popular among the communication tools and methods that are most followed and considered by the participants in terms of political information, this is followed by social media, family members and close environment respectively. The least important communication tool and method is; radio and newspapers followed the election flags, announcements and brochures.

Table 8. Level of Communication Given to Communication Tools and Methods

	The Least	The Furthest	Average	SD
Internet	1	5	4.25	.944
Social Media	1	5	4.05	.960
Family members and immediate surroundings	1	5	3.51	1.20
Television	1	5	3.20	1.32
Meetings and Trips	1	5	3.02	1.28
Gallup polls	1	5	2.98	1.23
Newspaper	1	5	2.94	1.37
Radio	1	5	2.61	1.21
Election poster, announcements, brochure	1	5	2.51	1.15

According to the gender of the university students that participating in the research, the significance given to the Internet ($t = 3.748$; $p < .001$) gallop polls ($t = 3.847$; $p < .001$) When the descriptive statistics are examined, women give more important to communication tools and methods than men; the public is more concerned with political inquiry than men (see Table 9).

Table 9. Differences in Level of Importance Given to Communication Tools and Methods by Political Information

	Gender		t	df	Sig.
	Male	Woman			
Social media	4.06	4.05	.117	568	.907
Meetings and Trips	2.97	3.07	-.944	568	.346
Internet	4.12	4.41	-3.748	568	.000
Television	3.11	3.29	-1.588	568	.115
Family members and immediate surroundings	3.54	3.48	.600	568	.549
Gallup polls	3.17	2.77	3.847	568	.000
Newspaper	2.88	3.02	-1.216	568	.224
Election poster, announcements, brochure	2.53	2.48	.531	568	.597
Radio	2.53	2.69	-1.573	568	.119

When the results of the correlation analysis were examined in terms of determining the level and direction of the relationship between the importance of the participants and the means of communication in the political informing process, there is a negative, meaningful and weak relationship between internet and public opinion researches ($r = -.138$; $p < .01$). In other words, as the importance of the university students participating in the research increases, the importance given to the public researches is decreasing. There is a positive, meaningful and weak relationship between the meetings and the trips and the newspaper ($r = .130$; $p < .01$). As the importance given to meetings and trips for political information increases, the importance given to the newspaper increases. There is a negative, meaningful and weak relationship between the television and the meeting ($r = -.116$; $p < .01$). As the importance given on television increases, the importance given to meetings and trips decreases. There is a negative, meaningful and weak relationship between social media and meetings ($r = -.097$; $p < .05$). In other words, as the level of importance given to social media for political information increases, the level of importance given to meetings and tours decreases. There is a negative, meaningful and weak relationship between television and newspaper ($r = -.104$; $p < .05$). As the importance given to television in communication tools and methods for political information increases, the importance given to newspapers decreases (see Table 10).

Table 10. Correlation Analysis Findings for Determining the Relationship Between the Importance Given to Communication Tools and Methods for Political Information

	Social Media	Meetings And Trips	Internet	Television	Family Members Andimmediate Surroundings	Gallup Polls	Newspaper	Election Poster,Announcements, Brochure	Radio
Social Medya	1	-.097*	.015	-.046	.67	.002	.035	.019	.010
Meetings and trips	-.097	1	.006	-.116	.030	.045	.130**	.095*	.027
Internet	.015	.006	1	.040	.046	-.138**	.019	.021	.057
Television	-.046	-.116**	.040	1	-.038	-.074	-.104*	.022	.019
Family members and immediate surroundings	.067	.030	.046	-.038	1	.058	.021	.124**	.051
Gallup polls	.002	.045	-.138**	-.074	.058	1	.090*	.079	.006
Newspaper	.035	.130**	.019	-.104	.021	.090*	1	.113**	.082
Election poster, announcements, brochure	.019	.095*	.021	.022	.124**	.079	.113**	1	.128**
Radio	.010	.027	.057	.019	.051	.006	.082*	.128**	1

Not: **p<.01, *p <.05

5. Conclusion

We live in the age of communication where information spreads and is shared very quickly. It is undoubtedly mass media that mediate the spreading of information to fast and widespread masses. In today's society, having need of quick information in accordance with the circumstances has become necessary. The media has played an important role in meeting this need. Thanks to the direct access of the Internet, which is today's dominant media tool for individuals it has become easier to meet this need. There is a need for mass media, which are means of obtaining economic information, in the political information that will continue for a lifetime (a process). For this purpose, it is important for the young people who use the new generation mass media frequently to determine the level of mass media usage and to have confidence in political information.

Within the scope of this study, media usage habits of university students studying at the European University of Northern Cyprus and the Eastern Mediterranean University in the TRNC were examined; As a result of the survey, university students mostly use internet in weekly media usage, followed by social media and television respectively. When you look at the use of media weekly according to sex, women use the Internet, social media and radio more intensively than boys, while boys watch television more intensively than women.

When the findings of the research are examined, university students are most reliant on political information, followed by newspapers and the television broadcasts respectively. The media type that they least trust is social media. In terms of gender, women are more confident than social media, internet and radio than men, while men who are against it trust television and newspapers more than politicians.

The research also tried to determine the level of interest of university students in the political agenda. As a result of the research, university students reached the political agenda subjects at an intermediate level (6.01). In terms of gender, men are more interested in political agenda than women.

Among the communication tools and methods are believed to be most effective in political information, the internet, social media, family members and intermediate surroundings are in the top three ranks. On the contrary, election posters, announcements and brochures have the least importance, followed by radio and newspapers respectively. In terms of gender, women give more importance to "internet" than men, which is one of the communication tools and methods for political information. Men have paid more attention to "public opinion research" than women.

As a result, this research constitutes one of the few studies conducted in order to determine the role and effect of the media on the political information on the university students who are studying in the TRNC. In the future, the studies of the TRNC in different regions and different samples will make it possible to both contribute to the expansion of the literature and to make comparisons among other researches to be done.

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