

Relationship of exposure to public affairs news with cognitive, attitudinal and behavioural dimensions of ethnic tolerance among Malaysian youths

ABSTRACT

This study examined the relationship and contribution of exposure to public affairs news vis-à-vis the cognitive, and attitudinal components and the behavioural component of ethnic tolerance among Malaysian youths aged between 15 to 25 years. The survey data were collected using self-administered questionnaires. A total of 2,906 youths voluntarily participated in a survey. The results of regression analyses showed that when exposed to public affairs news, the cognitive and attitudinal components of ethnic tolerance were significant predictors and accounted for 16.5% of the variance in the behavioural component of ethnic tolerance. The cognitive component of ethnic tolerance was a better predictor, followed by the attitudinal component and exposure to public affairs news.

Keyword: News exposure; Media; Ethnic tolerance; Ethnic relation; Youths