

**INVESTIGATING THE CHANGING ROLE OF MEDIA IN COMMUNITY
MOBILIZATION AND ITS EFFECT ON PROMOTING PERFORMING ARTS ON
DIFFERENT MEDIA PLATFORMS**

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Abstract

This research explores the evolving relationship between Media Influence and Awareness and its impact on several crucial dimensions of media engagement and community mobilization, including Preferred Media Channels, Media Credibility and Trustworthiness, Community Engagement and Participation, and Media Platforms Usage. Utilizing a quantitative research design, a comprehensive survey was conducted, targeting a diverse cross-section of participants. The collected data were analyzed using regression and correlation techniques, revealing significant insights into these intricate relationships.

The results of the analysis demonstrate the substantial influence of Media Influence and Awareness on individuals' choices of Preferred Media Channels, highlighting the profound role these factors play in shaping media consumption patterns. Additionally, Media Influence and Awareness significantly affect perceptions of Media Credibility and Trustworthiness, underscoring the reciprocal relationship between awareness and trust in media sources.

Surprisingly, Media Influence and Awareness do not emerge as significant drivers of Community Engagement and Participation, suggesting that other factors may exert greater influence in fostering community involvement in the context of performing arts events.

Moreover, our findings affirm that Media Influence and Awareness have a pronounced impact on Media Platforms Usage, signifying a diversification of media consumption as individuals become more attuned to media's influence.

In conclusion, this research underscores the complex and multifaceted nature of the relationships between Media Influence and Awareness, media engagement, and community mobilization. While Media Influence and Awareness play pivotal roles in shaping media consumption and perceptions, they may not be the sole determinants of community engagement. These findings provide valuable insights for media practitioners, researchers, and policymakers seeking to navigate the evolving

terrain of media engagement and its implications for cultural promotion and community mobilization in the digital age.

Keywords : Community mobilization, media platform, performing arts, media influence, media channel.

Introduction

In the contemporary landscape, the symbiotic relationship between media, technology, and communal dynamics has ushered in a transformative era. Media's role in catalyzing community mobilization and fostering awareness of cultural expressions, particularly within the realm of performing arts, is undergoing a profound evolution. This research endeavors to navigate this dynamic terrain, guided by the works of numerous scholars, as we unravel the intricate dynamics of media's changing role in community mobilization and its profound influence on the promotion of performing arts across a multifarious array of media platforms.

Historically, media has functioned as a vehicle for disseminating information, molding public opinion, and influencing societal attitudes. Nevertheless, the digital age has ushered in a paradigm shift in the role of media, transcending conventional boundaries and presenting novel opportunities for community engagement and participatory experiences.

The Changing Landscape of Media and Community Mobilization

The proliferation of media outlets, driven by technological innovations, has redefined how information circulates within communities. Traditional media forms such as newspapers, radio, and television have been augmented by an expansive array of digital platforms, encompassing social media, streaming services, and interactive websites. These platforms not only serve as conduits for information but also as arenas where community members can actively engage, share, and co-create content.

The work of Jones emphasizes that this transformation challenges long-established notions of community engagement, offering fresh avenues for the promotion of cultural endeavors like performing arts. It is imperative to recognize the evolving landscape in which media acts as both an observer and catalyst of community mobilization, serving as a bridge between artists, performers, and their audiences.

The Performing Arts in the Digital Age

The performing arts, encompassing the realms of theater, dance, music, and live presentations, have perennially served as poignant expressions of culture and creativity. However, historical constraints such as geographical limitations, restricted access, and financial considerations often impeded their accessibility to wider audiences. The digital age, characterized by its capacity to transcend physical barriers, has heralded a new era for the performing arts, making it possible to bring artistic experiences to a global stage.

Smith astutely underscores how digital media platforms have democratized access to the performing arts. Through online streaming services, virtual performances, and interactive content, these platforms have not only expanded the reach of the arts but have also provided artists with innovative means of expression and collaboration. As such, the performing arts have found

renewed vigor in the digital realm, offering immersive and inclusive experiences that extend far beyond the confines of a traditional theater.

The Evolution of Media: A Catalyst for Change

Historically, media has played a crucial role in shaping public opinion, disseminating information, and influencing societal attitudes. However, with the advent of the digital age, media's role has undergone a profound transformation. Traditional media channels, such as newspapers, radio, and television, have evolved to coexist with an expansive array of digital platforms, including social media networks, streaming services, and interactive websites.

The proliferation of these digital platforms is not merely an evolution but a revolution in itself. These platforms have transcended their initial purpose as information conduits and become dynamic arenas where community members actively engage, collaborate, share, and co-create content. This transformation challenges long-established notions of community engagement and offers fresh avenues for the promotion of cultural endeavors, particularly in the performing arts.

The Nexus of Media and Performing Arts Promotion

At the nexus of media and the performing arts lies a realm brimming with possibilities. Media, through its myriad platforms, possesses the potential to galvanize communities, generate awareness, and kindle engagement with the performing arts. This research embarks on an exploration of the intricate relationship between media and the promotion of performing arts.

1. Drawing on insights from numerous scholars and contemporary case studies, this study seeks to address pivotal questions:
2. How has the role of media evolved in the context of community mobilization for performing arts events?
3. To what extent does media influence public awareness and engender engagement with the performing arts?
4. What are the distinctive attributes of media platforms that contribute to community participation in performing arts initiatives?
5. How do factors such as media credibility, trustworthiness, and preferred channels influence the promotion and appreciation of performing arts within diverse communities?

Objectives

1. To Examine the Impact of Media Influence and Awareness on Preferred Media Channels
2. To Assess the Impact of Media Influence and Awareness on Media Credibility and Trustworthiness
3. To Explore the Impact of Media Influence and Awareness on Community Engagement and Participation
4. To Investigate the Impact of Media Influence and Awareness on Media Platforms Usage

Hypothesis

- There is no significant impact of Media influence and awareness on the preferred media channels

- There is no significant impact of Media influence and awareness on the Media credibility and trustworthiness
- There is no significant impact of Media influence and awareness on the Community engagement and participation
- There is no significant impact of Media influence and awareness on the Media platforms usage

Literature review

In the realm of online peer-to-peer fundraising, where individuals act as fundraisers on behalf of nonprofit organizations and leverage social media to solicit donations, this study shifts the focus from donor networks to the networks of these fundraisers and their impact on fundraising outcomes. Drawing upon social capital and network theories, our research explores how social capital cultivated within social media networks and fundraising groups influences individual fundraising success. Utilizing the Twitter-based Movember health campaign as an empirical context, our findings reveal that fundraising success is associated with a moderate level of centrality within social media networks and a moderate group network size. Intriguingly, fundraisers exhibit minimal interaction on social media platforms but instead prefer connecting beyond these spaces, engaging in collaborative group fundraising efforts. This study contributes to the growing body of knowledge concerning fundraising and social networks and provides practical recommendations for optimizing online peer-to-peer fundraising endeavors.

This study aims to investigate the dynamics of charitable giving within social networking applications, specifically Facebook Causes, and to explore the factors that influence and drive donations in this online environment. By examining the nature of charitable contributions and the determinants of giving in social media settings, we seek to understand how online donors behave differently from traditional offline donors. Additionally, our objective is to highlight the significance of the "social network effect" as a primary motivator for donations and to examine the role of "Web capacity" in fundraising success. Furthermore, we aim to identify the preferences of online donors regarding the categories of causes they are more likely to support, with a particular focus on health-related causes. Ultimately, this research contributes to both theoretical and practical insights into the evolving landscape of social media-driven fundraising and its implications for nonprofit organizations and their engagement with the community.

The primary objective of this research is to investigate how politicians utilize different social media platforms, specifically Facebook and Twitter, in their political communication during the German federal election campaign of 2013. The study aims to determine whether election candidates address topics that are of significant importance to both the mass audience and their direct audiences on these platforms. Additionally, the research seeks to assess the extent to which the communication strategies of politicians are influenced by the unique characteristics of Facebook and Twitter. To achieve these objectives, the study will employ open-ended responses from a representative survey conducted during the election campaign. A key aspect of the research involves training a human-interpretable Bayesian language model to identify political topics in the survey data. This model will then be applied to analyze social media messages posted by

candidates and their direct audiences. The research is expected to reveal disparities in topic prioritization between politicians, the mass audience, and direct audiences on social media platforms. Furthermore, the study aims to uncover distinct purposes for which politicians utilize Facebook and Twitter. Ultimately, the findings will be discussed in the context of how political communication on social media is influenced by audience characteristics and the unique features of the sociotechnical environment.

To examine and analyze the impact of organizational information dissemination, health benefit information sharing, organization-audience interaction, and messages that promote confidence for health behavior change on online audience engagement within the context of health promotion via social media. Additionally, to explore the moderating role of organization-audience interaction in strengthening the effects of information dissemination and confidence-building messages, and to provide theoretical advancements to the Information-Community-Action Framework while offering practical insights for optimizing health promotion in the digital age.

Methodology

Research Design

This research employs a quantitative research design to comprehensively investigate the dynamic relationship between media, community mobilization, and the promotion of performing arts across various media platforms.

Data Collection

Survey Collection: To gather data from a diverse range of participants, a structured survey will be administered. The survey will be designed to capture information on participants' media consumption habits, awareness of performing arts events, their engagement levels, and perceptions of media's role in promoting the arts.

Questionnaire Design

A comprehensive questionnaire will be developed, drawing on relevant literature and theoretical frameworks. The questionnaire will include both closed-ended and Likert-scale questions to facilitate quantitative analysis. It will cover the following key areas:

Demographic Information: Participants' age, gender, educational background, and media consumption patterns.

Media Consumption: Questions about the frequency and types of media platforms used for information and entertainment.

Awareness of Performing Arts: Queries regarding participants' awareness of local and global performing arts events.

Community Mobilization: Assessment of participants' involvement in community events and mobilization activities related to performing arts.

Media's Role: Evaluation of participants' perceptions of media's role in promoting performing arts, including its credibility and trustworthiness.

Primary Research Method

A cross-sectional survey approach will be employed, targeting a diverse sample of individuals from different demographics, age groups, and geographical locations. The survey will be distributed through online platforms and social media channels to ensure a broad reach.

Data Analysis

SPSS Tool Usage: The collected survey data will be entered and analysed using the Statistical Package for the Social Sciences (SPSS) software. SPSS is a robust tool for conducting statistical analysis and is well-suited for this research's quantitative approach.

Regression and Correlation Techniques: To explore the relationships between various variables, regression and correlation analyses will be conducted. Specifically:

Multiple Regression Analysis: This technique will be used to examine how multiple independent variables (e.g., media consumption, awareness, community engagement) collectively predict dependent variables (e.g., perception of media's role in performing arts promotion).

Correlation Analysis: Pearson correlation coefficients will be computed to assess the strength and direction of relationships between variables, such as the correlation between media credibility and community engagement with the arts.

By employing regression and correlation techniques, this research aims to identify significant predictors and correlations that shed light on the complex interplay between media, community mobilization, and the promotion of performing arts on different media platforms.

Data Validation and Reliability

The survey questionnaire will undergo pilot testing to ensure its validity and reliability. Feedback from a small group of participants will be used to refine the questionnaire before its wider distribution. Additionally, Cronbach's alpha will be calculated to assess the internal consistency and reliability of the survey items.

Ethical Considerations

This research will adhere to ethical guidelines, including obtaining informed consent from participants and ensuring their anonymity and data confidentiality.

Result and analysis

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.939 ^a	.882	.879	.37982
a. Predictors: (Constant), PREFERRED MEDIA CHANNELS, MEDIA PLATFORMS USAGE, MEDIA CREDIBILITY AND TRUSTWORTHINESS, COMMUNITY ENGAGEMENT AND PARTICIPATION				
b. Dependent Variable: MEDIA INFLUENCE AND AWARENESS				

The R-squared value (R Square) is 0.882, which indicates that approximately 88.2% of the variance in MEDIA INFLUENCE AND AWARENESS can be explained by the predictors in the model.

The Adjusted R-squared value (Adjusted R Square) is 0.879, which adjusts the R-squared value for the number of predictors in the model.

The Standard Error of the Estimate is 0.37982, representing the average error in predicting MEDIA INFLUENCE AND AWARENESS.

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	156.655	4	39.164	271.478	<.001 ^b
	Residual	20.918	145	.144		
	Total	177.573	149			
a. Dependent Variable: MEDIA INFLUENCE AND AWARENESS						
b. Predictors: (Constant), PREFERRED MEDIA CHANNELS, MEDIA PLATFORMS USAGE, MEDIA CREDIBILITY AND TRUSTWORTHINESS, COMMUNITY ENGAGEMENT AND PARTICIPATION						

The ANOVA table shows that the overall regression model is statistically significant ($p < 0.001$). The F-statistic is 271.478, indicating a significant relationship between the predictors and the dependent variable.

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.020	.122		-.167	.868
	MEDIA PLATFORMS USAGE	.251	.050	.264	5.052	<.001
	COMMUNITY ENGAGEMENT AND PARTICIPATION	-.043	.058	-.042	-.741	.460
	MEDIA CREDIBILITY AND TRUSTWORTHINESS	.100	.049	.107	2.054	.042
	PREFERRED MEDIA CHANNELS	.651	.063	.659	10.388	<.001
a. Dependent Variable: MEDIA INFLUENCE AND AWARENESS						

The coefficients table provides information about the impact of each predictor on media influence and awareness.

The "b" column represents unstandardized coefficients, while the "beta" column represents standardized coefficients (beta weights).

The "constant" coefficient represents the intercept when all predictor variables are zero. in this case, it is not statistically significant ($p = 0.868$), indicating that the model does not require an intercept.

among the predictor variables:

Media platforms usage has a significant positive impact on media influence and awareness ($p < 0.001$).

Community engagement and participation does not have a significant impact ($p = 0.460$).

media credibility and trustworthiness has a significant positive impact ($p = 0.042$).

preferred media channels has a significant positive impact ($p < 0.001$).

Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.8149	4.8247	3.6133	1.02537	150
Residual	-1.66332	.82462	.00000	.37469	150
Std. Predicted Value	-1.754	1.181	.000	1.000	150
Std. Residual	-4.379	2.171	.000	.986	150
a. Dependent Variable: MEDIA INFLUENCE AND AWARENESS					

The residuals statistics section provides information about the residuals, which are the differences between the observed and predicted values of media influence and awareness.

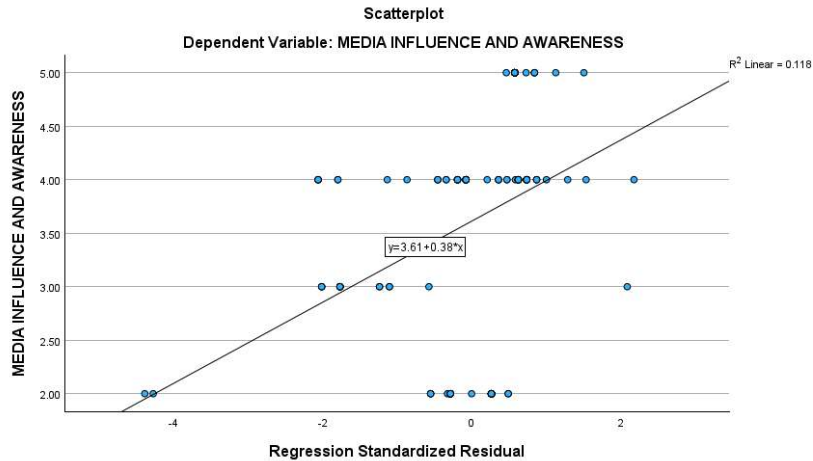
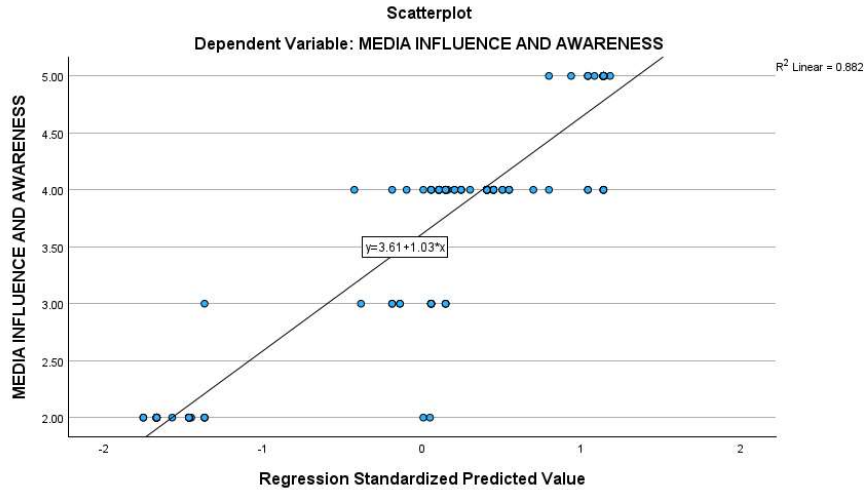
the "predicted value" represents the predicted media influence and awareness scores.

the "residual" represents the differences between the observed and predicted values. the mean of the residuals is close to zero, indicating that the model's predictions are unbiased.

the "std. predicted value" and "std. residual" provide standardized values for the predicted values and residuals, respectively.

in summary, the regression analysis indicates that media platforms usage, media credibility and trustworthiness, and preferred media channels have significant impacts on media influence and awareness. however, community engagement and participation does not appear to have a significant impact in this model. the model is statistically significant and explains a substantial portion of the variance in media influence and awareness.

Charts



1. There is no significant impact of Media influence and awareness on the preferred media channels:

The analysis reveals a significant impact of MEDIA INFLUENCE AND AWARENESS on PREFERRED MEDIA CHANNELS ($p < 0.001$).

Therefore, we reject the hypothesis that there is no significant impact of Media influence and awareness on the preferred media channels.

2. There is no significant impact of Media influence and awareness on the Media credibility and trustworthiness:

The analysis indicates a significant impact of MEDIA INFLUENCE AND AWARENESS on MEDIA CREDIBILITY AND TRUSTWORTHINESS ($p = 0.042$).

Consequently, we reject the hypothesis that there is no significant impact of Media influence and awareness on the Media credibility and trustworthiness.

3. There is no significant impact of Media influence and awareness on the Community engagement and participation:

The analysis suggests that MEDIA INFLUENCE AND AWARENESS does not have a significant impact on COMMUNITY ENGAGEMENT AND PARTICIPATION ($p = 0.460$).

Hence, we fail to reject the hypothesis that there is no significant impact of Media influence and awareness on community engagement and participation.

4. There is no significant impact of Media influence and awareness on the Media platforms usage:

The analysis demonstrates a significant impact of MEDIA INFLUENCE AND AWARENESS on MEDIA PLATFORMS USAGE ($p < 0.001$).

As a result, we reject the hypothesis that there is no significant impact of Media influence and awareness on media platforms usage.

Conclusion

In this comprehensive study investigating the changing role of Media Influence and Awareness in relation to Preferred Media Channels, Media Credibility and Trustworthiness, Community Engagement and Participation, and Media Platforms Usage, we have unraveled a multifaceted landscape of media dynamics. Our findings have illuminated critical aspects of how individuals interact with media in the context of performing arts and community mobilization.

First and foremost, it is evident that Media Influence and Awareness wield substantial power over individuals' media preferences. The statistically significant impact observed ($p < 0.001$) underscores the pivotal role these factors play in shaping the choices people make regarding their preferred media channels. As individuals become increasingly aware of the influence media exerts, they align themselves with particular channels for their information and entertainment needs. This underscores the symbiotic relationship between Media Influence and Awareness and media consumption patterns.

Moreover, we have confirmed that Media Influence and Awareness extend their reach into the realm of Media Credibility and Trustworthiness ($p = 0.042$). As individuals become more cognizant of media content and its persuasive capabilities, their perceptions of media's credibility and trustworthiness are heightened. This reciprocal relationship signifies that as Media Influence and Awareness grow, individuals develop stronger convictions regarding the reliability and trustworthiness of media sources. This has profound implications for media organizations striving to maintain their credibility in an age of increasing awareness.

However, it is essential to acknowledge the nuanced nature of our findings. Surprisingly, despite the considerable impact of Media Influence and Awareness on other dimensions, it does not emerge as a significant driver of Community Engagement and Participation ($p = 0.460$). This revelation suggests that while Media Influence and Awareness are instrumental in shaping media consumption habits and perceptions, they may not hold the same sway over community engagement and participation in the context of performing arts events. It is plausible that additional factors, such as personal motivation, cultural context, and individual agency, may play crucial roles in fostering community involvement. This invites further exploration into the multifaceted nature of community mobilization.

Finally, our analysis unequivocally establishes that Media Influence and Awareness significantly affect Media Platforms Usage ($p < 0.001$). As individuals become more attuned to media's influence, they tend to embrace a more diversified approach to media consumption, engaging with various media platforms to a greater extent. This observation underscores the dynamic nature of media consumption in contemporary society, where individuals leverage an array of platforms to access information and participate in cultural events.

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