

# Media's Role in Strengthening the Relationship Between Political Culture and Democratic Transformation in Libya

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## Abstract

This paper focuses on mass media's impact on citizens' confidence in political and Democratic transformation in Libya preferences of how political institutions should work and the outcomes they should produce moderate mass media's impact. Building on research of media framing effects on political attitudes a preference-perception model of media effects is developed. The model explains how the relationship between political reality perceptions that trace back to media coverage and political preferences derived by Socialization in a political culture. The paper also develops a distinct set of specific media frames that correspond to a variety of political preferences as well as aspects of political legitimation. The model contributes to further specifications of the relationship between mediated political information and political attitudes. A multi-group analysis approach was applied to assess the moderating effect of Media's Role. The findings indicated that model of study in the presence of the support of the Media's Role is appropriate and inappropriate in light of the lack of support by the media's role.

**Keywords:** Media's Role, Political culture, Democratic transformation.

## 1. Introduction

The beginning of the year 2011 has witnessed the commencement of the Arab uprising which known later as the Arab spring. Libya was no exception where protests started in Benghazi in the middle of February, followed by other Libyan cities, calling for the end of corruption, improvement of living conditions, applying democracy and respecting human rights. It turned, however, to calling for the end of Gaddafi's regime. In February the 26th, the Security Council took some necessary actions towards protecting civilians including no-fly-zone, an authorization to members for limited military actions, and freezing the Libyan foreign assets (United Nations, 2012). The country liberation was announced by the national transitional council on the 23rd of October 2011 after the military forces of Gaddafi were defeated; this study came to investigate the role of mass media in democratization processes in Libya, a post-conflict transitional society in since 2011, by examining media effects on citizens' political trust. Normative theories of democracy claim that political trust is critical to democracy (Diamond, 1993) as it links citizens to the institutions that represent them (Bianco, 1994) and enhances both the legitimacy and the effectiveness of democratic government (Hetherington, 1998). Since political trust influences both perceptions about the quality of the democratic regime and political involvement (Norris, 1999; Putnam, 2001), it directly affects both the regime's survival and its effective functioning. Scholars have sought the origins of political culture in historical influences, institutional performances and political leadership, and social and economic changes (Almond & Verba, 1963; Diamond, 1993; Hetherington, 1998; Inglehart, 1997).

Media effects in these processes have been generally taken for granted based on the theoretical assumption that free media pave the way to healthy democracy in countries in transition. Scholars seem to have reached a common consensus that recognizes mass media's critical role in democratization (Hall & O'Neil, 1998; Hyden & Okigbo, 2002; Jakubowicz, 2002; Pasek, 2006). They usually acknowledge the media's supporting role in the early stages of democratic transition but are cautious to presume their positive effects on the quality of democracy evolving in subsequent phases of democratic saturation (Gunther & Mughan, 2000; McConnell & Becker, 2002). The debate about the relationship between democratization and The Developing Countries has long focused on the empowering virtues of the state versus the market, producing some pessimistic observations about the outcome of the media system in this region (Jakubowicz, 2007). This study answers the call to shift this discourse toward the relationship between media and their audiences (Mickiewicz, 2008) to determine the consequences of these new media systems on political culture in Developing Countries Libya in particular. Building on recent research that suggests news media inform citizens about current events in transitional societies, build self-efficacy and support for democracy, and inspire a participatory citizenry (Loveless, 2010; Tworzecki & Semetko, 2010; Voltmer & Schmitt-Beck, 2006), this study investigates how the type of content might mitigate these effects, Relying on a theoretical framework that merges attribute agenda-setting (McCombs, Llamas, Lopez-Escobar, & Rey, 1997) and attribute priming (Kim, Scheufele, & Shanahan, 2002)—two prominent theories that explain cognitive and attitudinal effects of media content—this study investigates the relationship between media use and Political culture in a hierarchical model of effects. It is first an attempt to link attribute agenda-setting and priming effects of mass media to the development of political trust in a society undergoing political transition. Second, this article empirically tests the Media's role in strengthening the

relationship between Political culture and Democratic transformation in Libya and highlights the role of media content as a moderate between Political culture and Democratic transformation. It also expands the empirical horizon beyond the impact of negative news (Patterson, 2003) and strategic framing (Cappella & Jamieson, 1997), exploring how news emphasis on institutional attributes and institutional performance affects political trust in transitional societies.

## 2. Issue

Although there is a growing literature discussing media's role and democratic transformation in various countries, little is known about the determinants of media's role and democratic transformation. There is a similar shortage of empirical studies concerning the media's role in Libya. The Libyan revolution's defeat of dictator Muammar al-Qaddafi, though extraordinary, marked only the beginning of a long process of national development and reconciliation. Progress towards a peaceful and cohesive Libyan state in the post-Qaddafi era has been slow. Indeed, recent security breaches and outbreaks of violence within the country and spilling over from its borders into neighboring, and similarly fragile, North African states highlight the unsustainability of the status quo. However, the political turmoil and continued civil unrest in the country has slowed the democratic transformation. As far as the authors of this study are aware, there are no empirical studies examining the Libya democratic transformation or investigating the moderating effect of Media's role, which are the subject of this study. This paper argues that the Libyan people, under their new government, must embark on a comprehensive and credible national reconciliation process. If this process is to be successful, must be Media's role positive effect on democratic transformation.

## 3. Scope of study

The investigation carried out in the present study is scoped to evaluation of the impact of Political culture on democratic transformation indirectly via media's role as a moderating variable in the setting in Libya.

## 4. Theoretical background and hypothesis

The vigorous debate on the role of mass media in promoting and sustaining political culture and civic orientation (Almond & Verba, 1963) has produced two theoretical traditions that compete to explain this interaction. The media malaise thesis predicts that mass media will cause political alienation by fueling citizens' cynicism (Cappella & Jamieson, 1997; Mutz & Reeves, 2005; Patterson, 2003; Robinson, 1976). The mobilization approach, on the other hand, asserts that mass media contribute to citizens' political interest, learning, efficacy, and participation (Bennett, Rhine, Flickinger, & Bennett, 1999; Bowen, Stamm, & Clark, 2000; Moy & Pfau, 2000; Norris, 2000). Research suggests that the two theories are not at odds with each other (Avery, 2009) and there is ground for "a dual effects hypothesis" (Aarts & Semetko, 2003). As Avery pointed out: "Media exposure discourages political trust under some conditions but promotes trust under other conditions" (2009, p. 424). The relationship between media use and political attitudes is highly dependent on audience characteristics (Avery, 2009; Moy & Pfau, 2000; Norris, 2000; Pinkleton & Austin, 2001) and media characteristics (Aarts & Semetko, 2003; Avery, 2009; Bennett et al., 1999; Moy & Pfau, 2000). Citizens' media choices also seem to be important dimensions for citizens in countries undergoing political transitions (Loveless, 2008, 2010), as they "influence the development of political attitudes and thus have political consequences" (Loveless, 2010, p. 470).

In general, studies investigating the consequences of media content for political trust focus on the negativity of the news (Patterson, 2003) and the strategic frame of political news (Cappella & Jamieson 1997; de Vreese, 2004a). Negativity in television news is attributed to the style of reporting that incorporates ever shorter sound bites, the rise of an interpretative journalism (Hallin, 1992), and the adoption of "episodic" political news coverage that lacks context (Iyengar, 1991). Moreover, news is packaged into a "strategic frame" (Cappella & Jamieson, 1997) focused on the "horse race" aspects of the political game such as "winning" and "losing." Strategic news framing has diffused from the U.S. into the journalistic practices abroad (Brettschneider, 1997), including to Balkan media (Dimitrova & Kostadinova, 2013). Generally negative media coverage has a higher potential to affect political attitudes (Ansolabehere, Iyengar, Simon, & Valentino, 1994), even though, depending on its frame, negative information does not always lead to cynicism (de Vreese, 2005). Strategic frames have been associated with increased political cynicism (Cappella & Jamieson, 1997; de Vreese, 2004a; Valentino, Beckman, & Buhr, 2001). Mutz and Reeves (2005) found that exposure to uncivil discourse in television leads to less trust in Congress, politicians, and the government system. However, experimental research done by de Vreese (2004a, p. 208) suggested that the effect of a strategic frame on political cynicism "was not persistent and diminished over time" and that in the context of European politics, "strategic reporting is not per se cynicism-invoking" (de Vreese, 2005, p. 284).

Although negative news reporting can erode specific support for leaders, government, or policies, people who pay attention to the news are generally more knowledgeable and trusting in the political system as a whole (Norris, 2000). Garramone, Atkin, Pinkleton, and Cole (1990) made the case that even negative information can

be informative for audiences, for in a competitive electoral context, negative news might enhance involvement. The relationship between media use and trust is generally mediated through political knowledge, which leads to political discussions and self-efficacy (McLeod, Scheufele, & Moy, 1999; Shah, Cho, Eveland, & Kwak, 2005; Sotirovic & McLeod, 2001). As Shah, Rojas, and Cho (2009, pp. 210–211) suggested, “Individuals use the news information they acquire via broadcast or print to reflect and deliberate about local issues,” so mass media “help individuals organize their thoughts about their ‘imagined community’ while also providing the basis for political discussion that can lead to civil action.” Over the last four decades, hundreds of empirical studies have suggested that mass media play “the role of civic [sic] teacher” in democratic societies (McCombs, 2004, p. 51) by setting citizens’ agenda of issues and their respective attributes—the first step in public opinion formation. At the first level, agenda-setting theory explains how people’s perception of the most important issues in their country is affected by the salience of those issues in media news reports. At a second level, attribute agenda-setting theory stipulates that by emphasizing certain attributes or characteristics while describing issues or objects, mass media draw their audiences’ attention to those properties when people think or talk about those issues (or objects) (Weaver, McCombs & Shaw, 2004, p. 259). Mass media have the potential to transfer to the audience both the qualifications and personality traits of political objects they cover in their reports, and the positive or negative tone of those traits (Kioussis, 2005; McCombs, Lopez-Escobar, & Llamas, 2000).

The literature suggests that agenda-setting effects of mass media are consequential for public opinion formation. Priming theory in particular psychologically links agenda-setting effects to the formation of political judgment by offering a comprehensive explanation of how citizens formulate their political attitudes as a consequence of media content they consume (Kim et al., 2002; Kim & McCombs, 2007; Krosnick & Kinder, 1990). Parallel to the two levels of agenda-setting effects, the literature emphasizes two separate aspects of media priming mechanisms—issue priming and attribute priming—that result from increased media salience of issues (or political objects) and the tone associated with those issues (Pan & Kosicki, 1997, p. 25). According to priming theory, news media call attention to some issues or problems and ignore others to provide audience members with specific political knowledge they tend to use when forming political judgments (Iyengar & Kinder, 1987, p. 63). Attribute priming is a process in which “certain issue attributes emphasized in the media will become significant dimensions of issue evaluation among the public” (Kim et al., 2002, p. 12). Media use can induce positive or negative evaluations of political leadership based on the tone in which media reports describe the issues (Kim & McCombs, 2007; Pan & Kosicki, 1997; Sheafer, 2007). Even though Iyengar and Kinder (1987) conceptualize media priming as a general phenomenon, priming theory has traditionally been used to examine the evaluation of political figures, such as presidents (Iyengar & Simon, 1993) and prime ministers (de Vreese, 2004b). This article engages attribute-priming theory to investigate how people judge political institutions. It assumes that during the attribute agenda-setting process, media make various aspects of issues and traits of institutions more accessible, priming the pieces of information people will rely on when forming opinions of political institutions. Despite some scholars’ suggestion that “Western media theory is a poor guide for our expectations in non-Western, transitional states” (Loveless, 2008, p. 167), the existing theories merit consideration as an initial step toward understanding media effects elsewhere while developing a more generally applicable theoretical framework. Thus, the first set of hypotheses tests the relationship between media exposure, the transfer of institutional attributes from media content to audiences, and citizens’ evaluations of institutional performance regarding issues (attribute priming). Based on the theoretical background the study aims to test the following hypothesis:

**H1:** Media’s role moderates the relationship between Political culture and Democratic transformation.

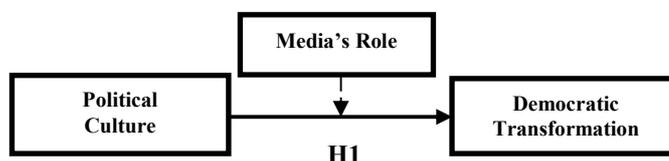


Figure 1. Research frame work

## 5. Data Collection and Sampling Design

### 5.1. Target Population and Sampling technique

Population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate (Sekaran, 2003). The Target Population of the study are students of political science for the third and fourth year of the University (Tripoli, Misurata and Almergib). Overall, it consists of (929) Students: (597) students are distributed in (344) were in third year in Tripoli university and (253) were in fourth year, while university of Misurata consists of (210) students are distributed in (115) were in third year and the rest were in fourth year. Finally, there (122) Students were in Almergib university (see, table 1). However, after using a

stratified random sample, only (450) were selected for this study: (289) Tripoli university , (102) Misurata university and (59) Almergib university, Table 1 show us target population of study.

**Table 1. Population and Sampling technique**

University	Population of Study (929)	Stratified Random Sample
Tripoli	597	$597/929*450=289$
Misurata	210	$210/929*450=102$
Almergib	122	$122/929*450=59$
Total	<b>929</b>	<b>450</b>

## 6. Research methodology

### 6.1 Research Design

The present study used a quantitative research design, specifically the descriptive survey design. This is because such design accurately and objectively describes the characteristics of a situation or phenomenon being investigated in a given study. It provides a description of the variables in a particular situation and, sometimes, the relationship among these variables rather than focusing on the cause-and-effect relationships (Johnson & Christensen, 2012:366). Thus, this study used a questionnaire which was developed from previous research in order to measure the relationships among the investigated variables. As an approach to the easy collection of data, the survey used in this study encompasses three main Variables: Political culture, Democratic transformation, and Media's Role. These Variables were adopted from the literature review of previous related research from these studies (Diamond, 1993; Norris, 1999; Putnam, 2001; Almond & Verba, 1963; Diamond, 1993; Hetherington, 1998; Inglehart, 1997; Hall & O'Neil, 1998; Hyden & Okigbo, 2002; Jakubowicz, 2002; Pasek, 2006; Gunther & Mughan, 2000; McConnell & Becker, 2002; Jakubowicz, 2007; Loveless, 2010; Tworzecki & Semetko, 2010; Voltmer & Schmitt-Beck, 2006; Cappella & Jamieson, 1997; Mutz & Reeves, 2005; Patterson, 2003; Robinson, 1976). Thus, the entire survey used in this study comprises 38 items which had to be responded to by the respondents using a five- point's Likert scale: 1= strongly disagree to 5 = strongly agree. Before distributing the survey to the participants, it was translated into Arabic because the participants cannot read in English.

## 7. The Most of Important Statistical Methods Used In This Study

### 7.1 Confirmatory Factor Analysis and Structural Equation Modeling - AMOS

In order to test the validity constructs and the research hypotheses the Structural Equation Modeling (AMOS) model-fitting program is used. The model fit is evaluated by using four indices of the model goodness-of-fit: (1) the comparative fit index (CFI) (2) the chi-square statistics McDonald and Marsh (1990); (3) (RMSEA) between (0.08) to (0.10) indicates a mediocre fit Browne and Cudeck (1993) and would not employ a model a RMSEA greater than 0.1 (>0.1) (MacCallum et al., 1996). (4) the minimum value of the discrepancy between the observed data and the hypothesised model divided by degrees of freedom (CMIN/DF) or normed chi-square. Marsh and Hocevar (1985).

### 7.2. Construct Validity

According to Hair,Black,Babin, Anderson (2010) the employment of factor loading composite reliability (CR) and average variance extracted (AVE) to determine the convergent validity if it equals to or greater than 0.5 ( $\geq 0.5$ ) . Also, (AVE) reading values should be greater than 0.5 ( $\geq 0.5$ ) (Fornell and Larcker,1981).

## 8. Testing the impact of the media's role

In this study the hypothesis moderating variable (Media's Role) by using (Multiple-Groups analysis by Amos) method and through structural equation modeling. Where the respondents' answers will be divided into two groups (the first group is not a supporter of the support, the second group is a supporter of the support) depending on the mean of the total paragraphs and according to the weights given to the paragraphs of the questionnaire (Barbara M. Byrne, 2010). The comparison between the indicators of the Conceptual model it by using the group which is not supporter of the Media's Role (first group) and the indicators of the Conceptual model it by using the group which is supporter of the Media's Role (second group). If there are differences in the values of these indicators between the two groups, it indicates the presence of the influence of the variable of the Media's Role on the tracks, and relationships between Political culture and Democratic transformation.

## 9. Finding Results

### 9.1 Descriptive statistics for the Media's Role as moderating variable

The mean of the Media's Role variable was (60.20) with a standard deviation of (12.72), and the minimum was (26) and the top end (78). Depending on the mean as a key factor and taking into consideration the distribution of the sample, the sample is divided into two groups. The first group is not supporter of the Media's Role which is

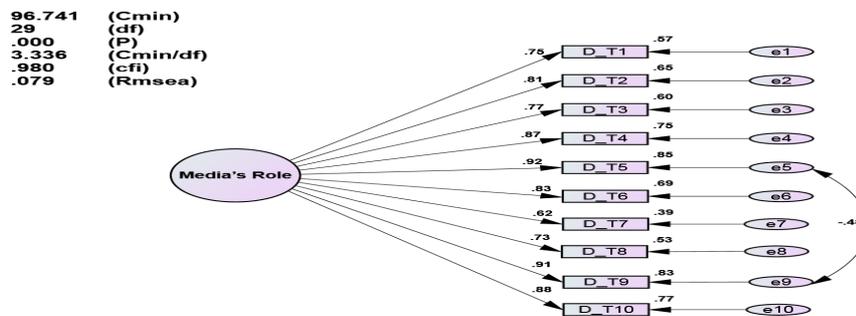
from (26) to (61) and numbered 136 and by (36.4%), while the second group is supporter of the Media's Role which is from (62) to (78) and numbered 238 and by (63.6%), as shown in table (2). We conclude that there is a rapprochement between the two groups. The first group (low-group) consisted of the grades less than the mean and it is considered as the group which is not a supporter of the existence of support. While the second group (high-group) consisted of the grades higher than the mean and considered as the group which is a supporter of the existence of support. It is happened according to the weights given for the paragraphs of the questionnaire strongly agree (5), agree (4), neutral (3), disagree (2), Strongly Disagree (1).

**Table 2. Descriptive statistics for the moderating variable (The Media's Role)**

No	Moderating	Groups	Level of Variable	Frequency	Percent	Mean	Std.
1	media's role	First group	not a supporter of media's role	136	36.4%	60.20	12.72
		Second group	a supporter of media's role	238	63.6%		
		Total		374	100%	-	-

### 9.2. Construct Validity of the Media's Role

The results of the goodness-of-fit of the final revised of the Media's Role model showed that normed chi- square (CMIN/DF) was (3.336) the CFI was (0.980) and RMSEA was (0.079). In addition to the lodging for the parameters factor ranged from 0.62 to 0.92, with all parameters were above 0.5 ( $\geq 0.5$ ), the (AVE) reading was 0.66 where the value was greater than 0.5 ( $\geq 0.5$ ).



**Figure 2: CFA of the Media's Role model**

Consequently, all results fulfilled the (AVE). In general, the measurement model of the Media's Role model was fit and fulfilled the construct as depicted in Table (3). Figure (2) shows the adequacy of the final revised of the Media's Role.

**Table 3. Construct validity of the Media's Role model**

Items	Estimate	S. E.	C. R.	P	Loading	SMC	AVE
D_T1	0.7378	0.0386	19.1339	***	0.75	0.57	0.663
D_T2	0.7810	0.0359	21.7655	***	0.81	0.65	-
D_T3	0.8217	0.0410	20.0584	***	0.77	0.60	-
D_T4	0.9056	0.0348	26.0576	***	0.87	0.75	-
D_T5	1.0000	-	-	-	0.92	0.85	-
D_T6	0.8850	0.0332	26.6923	***	0.83	0.69	-
D_T7	0.5264	0.0368	14.3063	***	0.62	0.39	-
D_T8	0.6082	0.0337	18.0660	***	0.73	0.53	-
D_T9	0.8196	0.0337	24.3003	***	0.91	0.83	-
D_T10	0.8164	0.0307	26.6116	***	0.88	0.77	-

S.E. Standard Error, C.R.: Critical Ratio, P: Probability, SMC: Squared Multiple Correlations. AVE: Average Variance Extracted

### 9.3. Testing the efficiency of factor loadings in the model Structural.

Factor loadings mean that the correlations between the factors and the items of the questionnaire that represent these factor (e.g. the correlation between the power distance and the items of this factor). The value of such relation or correlation should be at least (0.50). It is evident from the outline of the model in Figure (3) and Table (4) that the saturation of the factor loadings or correlations between the variables as embodied in the model through the rectangles and the underlying factors as manifested in circles was high and exceeded (0.50). These

are usually called the saturation or loadings or parameter estimates in the table which ranged from the least value (0.58) between the (power distance) and its second item (P-D2) to the highest value (0.90) between the uncertainty avoidance and its item (A-UN9) in the model. Moreover, the (CR) for each relation between the underlying factors and variables representing it was higher than (1.964) for all relations, which means that such values are significant at (0.05). Since the (CR) is higher than (1.964), the levels of such relations are statically significant. Such results confirm that there are correlations or relations between the four factors.

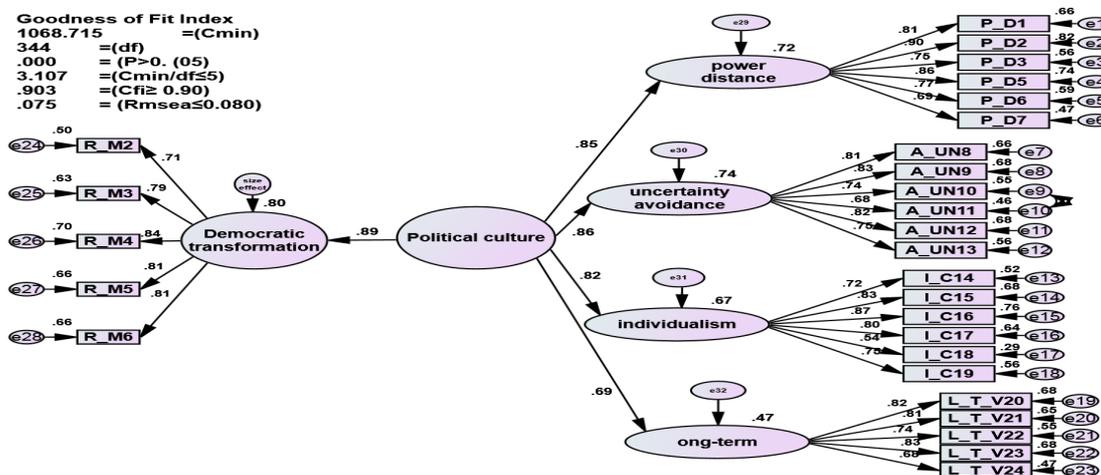


Figure 3. (Structural model N=374).

In addition, the reliability was greater than 0.7 ( $\geq 0.7$ ), it ranged from 0.951 to 0.954. , the AVE reading were for factors between 0.58 to 0.64 where the value was greater than 0.5 ( $\geq 0.5$ ). Consequently, all results fulfilled the AVE, discriminant validity of the model. In general, the measurement model of the Conceptual model without moderating variable was fit and fulfilled the construct as depicted in Table (3).

Table 4. Construct validity of the Conceptual model

Items	Variables	Estimate	S. E.	C. R.	P	Loading	AVE
P_D1	Power distance	1.0000	-	-	***	0.81	0.64
P_D2	Power distance	1.0473	0.0495	21.1465	-	0.90	-
P_D3	Power distance	0.8810	0.0544	16.2001	***	0.75	-
P_D5	Power distance	0.9821	0.0498	19.7306	***	0.86	-
P_D6	Power distance	0.8743	0.0523	16.7192	***	0.77	-
P_D7	Power distance	0.7105	0.0492	14.4447	***	0.69	-
A_UN8	Uncertainty avoidance	1.0000	-	-	***	0.80	0.60
A_UN9	Uncertainty avoidance	1.0206	0.0561	18.1817	-	0.83	-
A_UN10	Uncertainty avoidance	0.9530	0.0591	16.1191	***	0.76	-
A_UN11	Uncertainty avoidance	0.8730	0.0598	14.6045	***	0.70	-
A_UN12	Uncertainty avoidance	1.0000	-	-	-	0.81	-
A_UN13	Uncertainty avoidance	1.1444	0.0739	15.4940	***	0.74	-
I_C14	individualism	1.2291	0.0751	16.3631	***	0.72	0.58
I_C15	individualism	1.1624	0.0774	15.0169	-	0.83	-
I_C16	individualism	1.0000	-	-	-	0.87	-
I_C17	individualism	0.9335	0.0531	17.5676	***	0.80	-
I_C18	individualism	0.9208	0.0583	15.7867	***	0.54	-
I_C19	individualism	0.9991	0.0551	18.1384	***	0.75	-
L_T_V20	long-term	1.0420	0.0594	17.5523	***	0.82	0.61
L_T_V21	long-term	0.9012	0.0575	15.6764	***	0.81	-
L_T_V22	long-term	0.8040	0.0799	10.0611	***	0.74	-
L_T_V23	long-term	1.0380	0.0743	13.9649	***	0.83	-
L_T_V24	long-term	0.8088	0.0573	14.1163	***	0.68	-
R_M2	Democratic transformation	1.0000	-	-	-	0.71	0.63
R_M3	Democratic transformation	0.9897	0.0557	17.7645	***	0.79	-
R_M4	Democratic transformation	0.9824	0.0530	18.5413	***	0.84	-
R_M5	Democratic Transformation	0.9352	0.0547	17.1006	***	0.81	-
R_M6	Democratic transformation	0.8235	0.0557	14.7885	***	0.81	-

S.E. Standard Error, C.R.: Critical Ratio, P: Probability, SMC: Squared Multiple Correlations. AVE: Average Variance Extracted

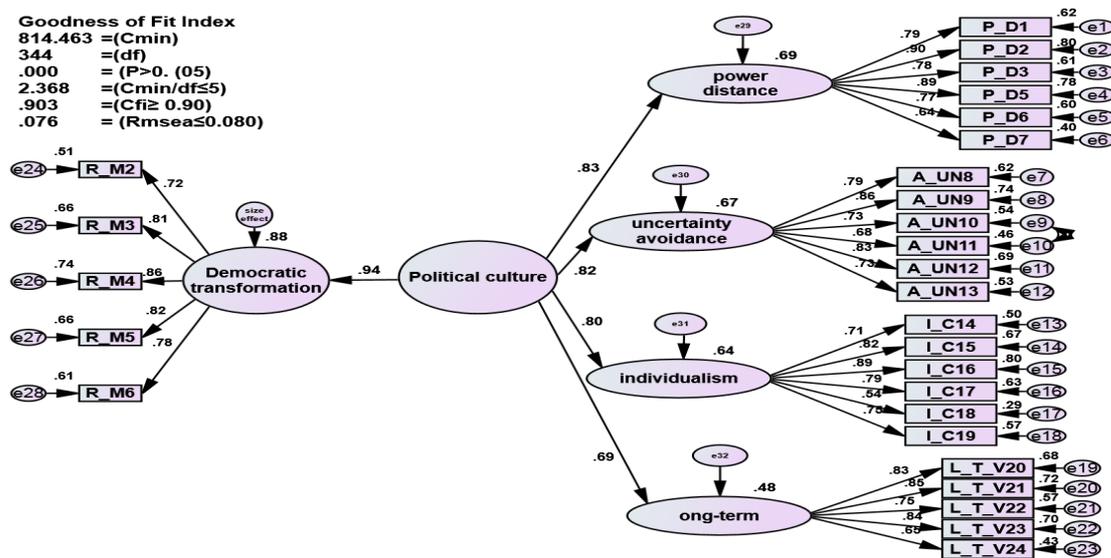
**9.4 Testing the efficiency of the conceptual model between the two groups (supporter of the media’s role, not supporter of the media’s role)**

Table (5) reveals that the indicators of the Conceptual model for the first group which is the not supporter of the media’s role and it did not correspond the specified criteria. And the value of the (CFI) was (0. 858) which was less than the value of the test (0.90) and this assures that the group which does not support the media’s role did not correspond with the model. And the value of (RMSEA) was (0.093) and big than the standard test (0.080).In the same table, it is clear that the indicators of the Conceptual model for the second group which supports the media’s role and it correspond the specified criteria. And the value of (CFI) was (0.903) which was higher than the value of the test (0.90). The value of the Root Mean Square Error of Approximation (RMSEA) was (0.076) and less than the standard test (0.080).

**Table 5. The Values of the Indicators of the Correspondence the Conceptual model between the two Groups (supporter of the media’s role, not supporter of the media’s role)**

parity indicators	Standard Model		Differences in the indicators between the two models	Function value on the existence of differences in the moderating variable
	Pro-support group model 4 the value of the index	Non-pro-support group model 5 the value of the index		
Cmin	814.463	741.985	72.478	more than Chi-square probabilities
Df	344	344	0	-
P	0.000	0.000	0.000	-
Cmin/Df	2.368	2.157	0.211	-
CFI	0.903	0. 858	0.045	more than (0.01)
RMSEA	0.076	0.093	(0.017)	more than (0.015)

Based on the data in Table (5), there are differences between the two models in the (CFI) which was (0.045) and it was larger of the specified standard (0.01). As well as the differences between the two models in (RMSEA) index was (0.017) which exceeded the benchmark (0.015) (Barbara, 2010). This confirms the existence of differences in the model of the Conceptual model between the first and second group. Also, this indicates that the model of the Conceptual model was very appropriate for the second group (the supporter of the media’s role). But the result of the first group (not a supporter of the media’s role) was inappropriate for the model. This assures that the relationship between the independent factor model (Political culture) and the dependent factor (Democratic transformation) are better in the supporter group than the non-supporter group, and we can test the hypotheses of the study.



**Figure 4: structural model (Pro-support group N=238)**

**10. Testing the Main hypothesis of the Moderating Variable (Media’s Role)**

**10.1 (H1): Media’s Role moderates the relationship between Political culture and Democratic transformation**

By looking at Table (6), Figure (4) and Figure (5) it is clear to us the existence of differences in the relationship between the Political culture and Democratic transformation between the two groups. It is clear that the supporter group (second) better than the non-supporter group (first) in terms of Estimate values (1.0983-1.0354)

and (SE) (0.1059- 0.1273) and (CR) value (10.3732- 8.1366) and the size effect was (0.88- 0.64). This confirms the strength and enhances the relationship between the two variables in the presence of media's role support.

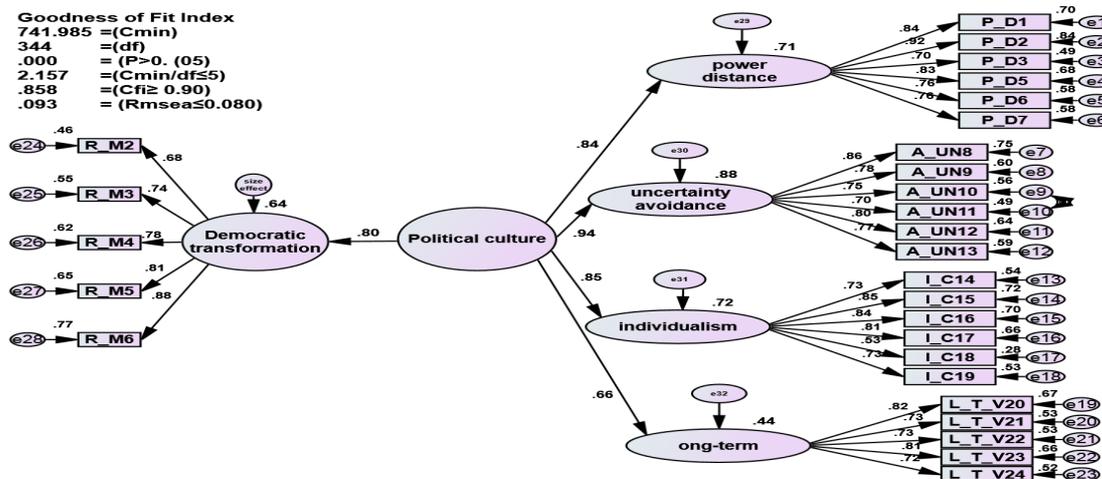


Figure 5: structural model (Non-Pro-support group N=136)

Table 6. Standard and transactions for conceptual model between the two groups

I.V	Path	D.V	Estimate	S.E	C.R	P	Effect	Hypothesis Support
Political supporter of the Media's Role	→	Democratic transformation	1.0983	0.1059	10.3732		0.88	Asserted
Not supporter of the Media's Role	→	Democratic transformation	1.0354	0.1273	8.1366	***	0.64	

### 11. Conclusion

The present study tested the Media's Role as a supporter for the Democratic transformation; this study was conducted on the students of political science for the third and fourth year in (Tripoli, Misurata and Almergib). Universities of Libya. Factor analysis assertive was used for the Media's Role variable and the results showed the appropriateness of the model according to the indicators of the structural equation modeling (SEM). The impact of the influential variable (the Media's Role) was measured by using the analysis of samples, or what is known as a multiple-groups approach, where the subjects were divided into two groups, depending on the mean of the total paragraphs. The group which is less than the mean is not a supporter (the first group). And the group which is higher than the mean is the supporter of the Media's Role support (the second group). The study found that the Conceptual model in the presence of the support of the Media's Role is appropriate for the second group and inappropriate in light of the lack of support for the Media's Role for the first group. The findings of the study confirmed the important role of the Media's Role support as factor which affects positively the Democratic transformation in Libya and this results also agreed with previous studies, such as (Diamond, 1993; Norris, 1999; Putnam, 2001; Almond & Verba, 1963; Diamond, 1993; Hetherington, 1998; Inglehart, 1997; Hall & O'Neil, 1998; Hyden & Okigbo, 2002; Jakubowicz, 2002; Pasek, 2006; Gunther & Mughan, 2000; McConnell & Becker, 2002; Jakubowicz, 2007; Loveless, 2010; Tworzecki & Semetko, 2010; Voltmer & Schmitt-Beck, 2006; Cappella & Jamieson, 1997; Mutz & Reeves, 2005; Patterson, 2003; Robinson, 1976). Finally, the contribution of the present study is in testing the impact of the role of the Media support in supporting the Democratic transformation in Libya.

### 12. Limitations and Future Studies

Although this study provides several theoretical and practical implications, there are several limitations that would provide excellent opportunities for future contributions to this important stream of research. First, since the study focus was the Democratic transformation in Libya, the generalization of the results to other countries is limited. Future studies may test the relationship between Political culture and Democratic transformation in other countries in the same region. Second, cross-sectional design of the research could be another limitation. Additional research using a longitudinal methodology addresses the relationship between Political culture and Democratic transformation.

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