



Analysis of the Impact of IRIB Election Programs on Student Motivation and Participation in the ۱۴۰۳ Presidential Election (Case Study: Students of Kharazmi University)

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Article type: Research Article Article history: Received: ۱۲ - ۰۹ - ۲۰۲۰ Received in revised form: ۰۳ - ۱۲ - ۲۰۲۰ Accepted: ۰۴ - ۱۲ - ۲۰۲۰ Published online: ۱۳ - ۱۲ - ۲۰۲۰ Keywords: <i>Elections, Presidential election, IRIB, Students Political, participation, Motivation.</i>	Objective The aim of this study is to investigate the extent of the impact of Islamic Republic of Iran Broadcasting (IRIB)'s election programs on the motivation and participation of students in the ۱۴۰۳ presidential election, with a focus on students of Kharazmi University. The main research question is: To what extent have these programs affected student motivation and participation? Political participation, as the core of democracy and a key indicator of political development, is influenced by numerous factors, among which media—especially radio and television—play a prominent role by providing information and shaping public opinion. Students, as an educated and politically active segment, hold particular importance in this context. Utilizing a combined theoretical framework, the present study examines the impact of IRIB's election programs on student motivation and participation. This framework includes theories such as cultivation (the gradual influence of media on the perception of reality), agenda-setting (determining the public agenda), uses and gratifications (the selective activity of the audience to satisfy needs), and transition theory (the role of media in the shift towards modern participation), emphasizing the dynamic interaction between media and the active audience. Methodology: The research method was survey-based, and field data were collected through a researcher-made questionnaire. The face and content validity of the instrument were confirmed by experts, and its reliability was obtained with a Cronbach's alpha coefficient of ۰,۸۲. The statistical population consisted of students of Kharazmi University, with a sample size of ۳۷۴ individuals selected through convenience sampling. The collected data were analyzed using SPSS software at both descriptive and inferential statistical levels. Findings: Based on the analysis of the research data, the program "Bedoon-e Taarof" (Without Formalities), with the highest impact rate (۱۱,۹٪), was identified as the most effective program in motivating and fostering practical participation among students. This program, characterized by media transparency (۱۱,۹٪), perceived fairness and impartiality (۱۱٪), and challenging nature (۸,۸٪), succeeded in establishing an effective connection with the young audience. Debates (۱۱٪) and the Special News Dialogue (۸,۸٪) also played a role in increasing awareness and the sense of participation, but their impact on practical actions (such as voting or field campaigning) was limited.



In contrast, economic roundtables (۵,۶٪) and cultural roundtables (۳,۸٪) had the least impact, which was primarily attributed to their indirect, general, and unengaging content. A noteworthy point was the significant share of non-media factors: approximately ۱۲-۱۳٪ of respondents stated that they were not influenced by any of the television programs, and other factors such as social networks, family, friends, and external discourses were effective in their electoral motivation and behavior. Regression analysis also revealed that variables related to social interaction (such as encouraging others and resharing messages) and the most direct forms of communication (candidate speeches) had an even stronger influence on participation than television programs. These findings indicate a preference for interactive, informal, and issue-oriented formats among the student audience and the necessity of integrating media with social contexts for deeper effectiveness.

Conclusion: The results of this research indicate that the election programs of the Islamic Republic of Iran Broadcasting (IRIB) had varying effects on the motivation and participation of Kharazmi University students in the ۲۰۲۴ presidential election. The program "Without Formalities" (Bedoon-e Taarof), with its informal, intimate style and focus on tangible issues such as the economy and employment, was identified as the most effective program in increasing students' motivation and practical participation. This program was able to encourage students to take actions such as voting, promoting candidates, and encouraging others. In contrast, debates and special news dialogues primarily increased awareness and a sense of participation, but had limited impact on practical behaviors. Economic and cultural roundtable discussions showed the least impact due to their unengaging content and lack of relevance to students' concerns. Furthermore, the research emphasizes the significant role of non-media factors, such as influence from social networks, family, and friends, in students' decision-making. Overall, the findings suggest that the success of media programs in attracting youth participation requires the use of interactive, transparent, and responsive formats, as well as attention to the real needs of the audience. This study highlights the necessity of revising traditional programming methods and strengthening interactive, application-oriented programs to enhance student electoral participation.

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