

Received: 13 April 2022

Revised: 9 July 2022

Published: 25 August 2022

# AWARENESS AND ATTITUDES TOWARDS THE ELECTION CAMPAIGN OF BANGLADESH: A FIELD STUDY ON SELECTED AREA

Md. Sultan MAHMUD<sup>1</sup><sup>1</sup> University of Rajshahi, Bangladesh; smahmud@ru.ac.bd**Handling Editor:**

Adjunct Research Professor Dr.Pisak KALYANAMITRA VRU, Thailand

**Reviewers:**

- |   |                        |
|---|------------------------|
| 1) Professor Dr.Jamaluddin AHMAD          | UMS Rappang, Indonesia |
| 2) Associate Professor Dr.Sanya KENAPHOOM | RMU, Thailand          |
| 3) Assistant Professor Dr.Ahmad HAKKAN    | UNISMUH, Indonesia     |

**Abstract**

The candidates in the elections are always dependent on the voters during elections. When the elections are held, the candidates appear in front of the voters with a number of public welfare programs so that they can get their support. Various political parties and candidates' campaign for votes in the election. Generally, they use different media and techniques for campaigning. Even at the time of campaigning for the election, candidates spend huge money only to get people's support. As the media of advertisement posters, public meetings, procession, Facebook, television, and magazines are used for election campaigning. They carry out month-long activities for winning the elections. In addition to the campaign, voters are influenced in many ways. In this research, it is analyzed that how voters are influenced by campaigning process. The overall objective of the study is to examine the voting behavior of the citizens of Bangladesh. Mainly the paper is (1) to find out the nature of election campaign in the electoral system of Bangladesh; (2) to understand the electoral campaigning process; and (3) to find out the behavior of the voters. The research was fruitful with the reasons why citizens vote the way they do. That study has diagnosed the trend of election campaign and voting behavior. The changing pattern of voting behavior influenced by some elements. As a medium of promotion, advertisements in posters, public meetings, procession, Facebook or TV magazine are used by the candidates. They carry out month-long activities in campaigning and spend a lot of money behind it. It was one of the goals that to find that the campaign has adverse effects in public life, and what is the image of voters' voting because of the campaign. To find out the behavior of the voters, researcher has selected some questions, such as: Is there a voter who is influenced by some issues to choose one from the contesting candidates? Again, why the voters choose the candidate? These questions involve complex psychological issues. In order to analyze the awareness and attitudes towards election campaign, the required information was obtained from 208 respondents from three areas through questionnaire. That information will be shown through tables.

**Keywords:** Bangladesh, Election Campaign, Awareness, Attitudes**Citation Information:** Mahmud, M. (2022). Awareness and Attitudes towards the Election Campaign of Bangladesh: A Field Study on Selected Area. *Asian Political Science Review*, 6(2), 1-11. <https://doi.org/10.14456/apr.2022.6>

## **Introduction**

Bangladesh is a democratic country in where elections have special significance. The people's participation in national level as well as rural level are very important for democratic development. In a democratic system, citizens directly vote for legislation and select representatives to manage the country who will be responsible to the people for their work (Akhter, 2001: 23). That is why, democracy has given so much importance to the election system. The sources of communication among the political parties, the government and the people are the process of conformity, which reflects accountability, commitment and public interest of the respective parties and ruling groups. The peaceful transfer of power, the state leadership's reversal and people's participation in the governance process are possible only through democratic elections (Ahmed, 1989: 123). Through elections, citizens decide for a party, how long and how to manage the country. The government is formed in the democracy with the electoral verdict and the government is undoubtedly responsible for the citizens through the parliament (Bratton, 1999: 589). When the elections are held, the political parties appear in front of the voters with a number of public welfare programs so that they can get their support in the elections. Active and spontaneous participation of the people are integral part of the democratic government system (Ahmed, 2000: 76). People's representatives are elected directly by participating in a specific time intervals. Which party will form the government and what will be the policies and programs in the government, the general public also decides through the application of franchise.

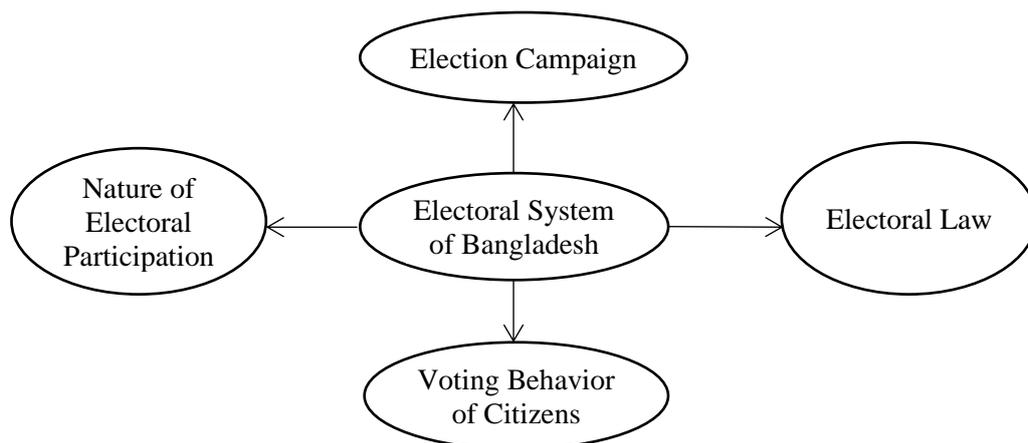
If the government fails to meet their wishes, people can change the government through re-election. For this reason, political parties and candidates' campaign in different ways to achieve public support, such as people's participation in elections (Almond & Verba, 1989: 20). In this way, their participation in the election was widely seen. For the universal franchise, it has been fixed for 18 years according to the constitution of Bangladesh. Of course, this does not mean that all the adults in the country will get the right to vote. It requires some accessory qualifications for this. According to the decision of the Criminal Court, the accused person is deprived of this right for special reasons. It must have psychological and moral competence to apply for franchise. Foreigners residing in the country are not given the right to vote (Siddiqui, 2005: 234). All the remaining male and female voters can get the right to vote and vote in the country's conventional elections. There is a code of conduct on the type of campaign and behavior of candidates in the election. The Election Commission's Code of Conduct Rules, 1996, formulated the powers of the 91-B section of the Representation of the People Order, 1972 (Ahmed, 1989: 34). It is said that political parties in this rule will get the opportunity to participate in the campaign. It has also been said that no one can stop the campaign and in no way affect the voter. A study of how the nature of electoral campaign controls the voting behavior in a democratic state like Bangladesh can be conducted. If the opportunity for more people to participate in elections will increase the political awareness among them. Voting is the best way for people's political participation. Because, through voting, people can directly support or reject any political decision. As a medium of promotion, advertisements in posters, public meetings, procession, Facebook or TV magazine are used by the candidates. They carry out month-long activities in campaigning and spend a lot of money behind it (Jahan, 2000: 245). They really want to control voting rights. The main objective of this research is that the campaign has adverse effects in public life, and what is the image of voters' voting because of the campaign. Whether the public thinks it is important or whether they vote by appearing to advertise the campaign, this is the main theme of this research.

## **Literature Review**

The political awareness and attitudes are both broad terms in the literature of political science. Carpini and Keeter define political knowledge as “the range of factual information about politics that is stored in long-term memory” (Carpini & Keeter, 1996: 113). According to them, appropriate levels of political knowledge are considered to be important for allowing individuals and groups to effectively participate in politics, represent their own needs before the system, and develop attitudes that are based on more than emotion (Kuotsu, 2016). Their works mark a watershed when it comes to political awareness and engagement in politics. Robert C. Luskin defined political awareness as a function of three elements: (i) Level of exposure to political information (ii) Intellectual ability to retain and organize the encountered information; and (iii) Motivation to obtain and comprehend the political information (Luskin, 1990). Political awareness and attitudes mean access to political information, political participation, media exposure, interest in politics and education with political information being the best indicator over all. The importance of political awareness for electoral participation in political process need hardly be over emphasised. Democratic citizens must have a minimum understanding of the political system in which they can express their preferences and elect their representatives (Richard, 1998: 1). Political awareness, a key indication plays a significant role in explaining variation in political participation (Converse, 2000: 343). Certain level of political awareness is indispensable for voter’s activity. They need to keep themselves informed about political issues, functions of political institutions, and more importantly their political rights and their role as political participants. It is necessary to have a little awareness of the people not only about the political institutions and the process of politics but also about the issues (Bratton, 1999: 588). Therefore, it stands to reason that people who are unfamiliar with politics and related issues they would be less interested to participate in politics. In other words, political awareness is important for making an informed choice. Such a choice may be expressed by the citizens by selecting policies and candidates of their choice. Citizen’s interest in politics is important because the motivates an individual to follow political events. Political interest is also considered to be a consequence, as well as a cause of political activity (Verba et al., 1978: 42). Those who are interested in politics will try to acquire political information that will ultimately lead, in turn, to higher levels of political information. Political awareness of the voters is mostly influenced by the information that they get from different sources. Mass media is one of such sources of information on politics. Voters’ pattern of media use is likely to increase their level of political awareness (Gerber et al., 2009). Those who are engaged in political discussions with others usually show an interest in politics. The experience of discussing politics with others may also stimulate a sense of political engagement.

## **Theoretical Framework**

The general hypothesis is formed by looking at some books as the primary data in this study. Famous theorists in the field of electoral campaign such as: Huckfeldt & Sprague (1995); Lau & Redlawsk (2006); Almond & Verba (1989), and Miller (1992) etc. The books and articles are helpful in constructing the theoretical framework (Figure 1). The research is mainly about the nature of campaigning and voting behavior of citizens in the electoral system of Bangladesh. Naturally, the electoral laws and the nature of participation in elections have been relevant here.



**Figure 1** Theoretical framework

**Election:** Election in a democratic system is a process of obtaining power. People elect their representatives through voting, and those representatives manage the political system (Sasikala & Francisca, 2017: 17). That is why, elections are called the process of selection of representatives in a word. Professor David Robertson said that the electoral system is the method of decision-making or allotment of seats to candidates who have won. C.J. Friedrich said that “Election is a process for representation of Peoples voice in state decision making through representatives. Election is the most widely accepted basis for legitimate representation (Friedrich, 1968: 234). According to J.J. Kirkpatrick, Elections are the central institution of Democracy (Kirkpatrick, 1984: 55). All the essential elements of democracy are present in democratic election (Kirkpatrick, 1984: 58). Allan R Ball commented that Elections are the means by which the people choose and exercise some degree of control over their representative (Ball, 2005: 245). That is, in general, the election refers to the selection of the representatives. The result of the election reveals the hope of the people.

**Campaign:** Prior to the elections, political parties and candidates adopt different approaches to the people’s support, such as: Miking, poster, delivery of leaflets, publication of election manifestations etc. The campaign is an innovative strategy to showcase party’s programs and ideals in front of the people. People can be influenced by campaigning (Converse, 2000: 43). Particularly a strategy to win elections is the election campaign. It primarily increases popularity about party and its policies, goals and leadership to the people (Verba et al., 1978: 43). The principles of campaigning in the election are the selection of campaign material, avoiding embarrassing content, avoiding specific commitments and the misunderstanding of opposition parties (Jahan, 2000: 245). Political parties highlight the differences between the political parties, economic and other issues, and make the difference between the parties’ opinions. Though criticizing the policies and programs against the political party, its main goal is to focus on the basic thinking of the group (Gerber et al., 2009). Its aims and objectives are clearly in the process of campaigning for public opinion. By using all the effective means of public campaign, the political party inspires people to follow its policies and programs. Political parties are busy organizing public gatherings, booklet collection and distribution, nominating attractive candidates in the election, etc., to work towards attracting citizens. In fact, during this campaign, political parties influence the potential of the citizens in all possible ways and only express their desire to serve them (Luskin, 1990). Each party nominates its own candidates in the electoral areas and conducts election campaign to win the elections (Verba et al., 1978: 34). For the sake of its own candidate, the political party does not calm down criticizing the opposing parties but offers a lot of attractive promises. In cases where the candidate does not have the financial support to meet his own election expenditure. The political party carries on this expenditure of the candidate (Rai & Shahila, 2013). It is

seen that the workers of these party candidates have different negative activities with different positive activities at different times. The activities of these party candidates have an important role in the election. Various sources of political, social and financial changes, including public opinion, party activities, state policies, visions, behavior of different groups, through electoral behavior are released.

## Methodology

Research in political science can be done largely by qualitative or quantitative methods. There is no single universal method of research to follow here. The exact method used in a study depends on the goal of research and the source of data collection. This study is about the nature of campaigning and voting behavior in the election system of Bangladesh. It is necessary to gather information about what field-based citizens think of them as it requires theoretical analysis of election campaign, electoral law, nature of participation in elections and civic voting. There are many negative complaints about election campaigning and electoral participation. In addition to theoretical analysis of the authenticity of those, there is a need to apply numerical methods and apply. So, the study will apply both qualitative and quantitative methods. That is, it will be regarded as a mixed approach. Based on the election campaign, three areas were chosen to search for their voting pattern. There are 208 respondents selected for research through questionnaire. This study is based on primary and secondary data. Primary information has been collected at the field level through questionnaire. The research, published and unpublished books relevant to the research, articles published in various journals, reports, published and unpublished surveys, newspapers and information from the Internet are used as secondary sources.

Basically, the questionnaires were prepared for the primary data collection. The questionnaire has been prepared for the purpose of the following: How are the voters receiving the current campaign system in Bangladesh? How popular campaign methods affect voter participation? Above all, the opinion of the voters about the political situation of the election system.

The research area has been purposely determined. Rajshahi was elected as representative district of Bangladesh. The survey was conducted in three areas of Rajshahi district. Namely: Rajshahi City, Paba and Mohanpur Upazila of Rajshahi District.

**Table 1** Research Area and Number of Respondents

Area	Respondent	Number of respondents
Rajshahi City	Voters of different classes and professions of Rajshahi City	77
Paba	Voters of different classes and professions of Paba Upazila	67
Mohanpur	Voters of different classes and professions of Mohanpur Upazila	66

## Research Result

### Voting in the Context of Civic Responsibility

Each of the respondents is asked whether they consider voting to be a civil obligation? All 208 respondents answered yes to this question. It shows that all people of the country consider voting as their responsibility and are aware of their right to vote. (Table 2)

**Table 2** Civic Responsibility

Whether voting is a citizen's responsibility	Population	Percentage
Yes	208	100
No	00	00
<b>Total</b>	<b>208</b>	<b>100</b>

**In the context of Characteristics of Candidates**

Voters are asked which feature of the candidate they are most attracted in their voting. They choose one or more of the answers in the answer to the question and give their own opinion. The table 3 shows that out of the 208 respondents, 12 (5.8%) of the respondents see the candidate's educational qualification in the selection of the candidates, 78 (37.5%) of the respondents said that according to the honesty of the candidate, they select the candidate, 1 (.5%) voter said he was attracted to the influence of the candidate's power, 17 (8.2%) said that they select the candidate for the political experience of the candidate. Nobody were not attracted by the identity of the tribe; 20 (9.5%) respondents said that they selected the candidate after seeing the symbol. 42 (20.2%) respondents said that they selected the candidate on the basis of which candidate was nominated. 4 (1.9%) respondents said they choose the candidate after seeing the candidate's party leader for voting, 15 (7.2%) of the voters are attracted to voting in the ideal trial, no candidate is attracted to the campaign type and the candidate. 19 (9.1%) respondents were attracted to the election by looking at the pattern of action taken. Of the 208 respondents, honesty saw the highest number of voters (37.5%), followed by the party with the highest turnout (20.2%). Thus, it is important that the integrity of the candidate to the voters of this particular area and the candidate from which party to vote, it is most important.

**Table 3** Characteristics of Candidates

The features that attract the most	Population	Percentage rate
Educational Qualification	12	5.8
Honesty	78	37.5
The effect of power	1	.5
Political Experience	17	8.2
The identity of the clan	0	0
Symbol	20	9.6
Party	42	20.2
Leader of the Party	4	1.9
Ideal	15	7.2
Type of Campaign	0	0
Sign of the candidate's performance	19	9.1
<b>Total</b>	<b>208</b>	<b>100</b>

**Context of Using Different Methods of Candidates to Draw Voters towards Themselves**

Before the election, the main goal of the candidates is to get the maximum number of votes so that they use different methods. During the survey, the respondents are asked which method is the candidate most used to attract voters? In the table 4, it is found that most of the respondents 93 (44.7%) feel that the candidates are more likely to draw the voters towards campaign; 8 (3.8%) voters think candidates try to bring voters to their side by giving gifts. 18 (8.7%) of the voters felt that the candidate was influential and attracted the voters to themselves and 2 (1%) of the voters felt that they did not need to be used in any way but it was more important to them which party candidate. According to the data, the highest

number of voters said the campaign. That is, most voters feel that the candidates are trying to attract voters through the campaign.

**Table 4** Methods of Candidates to Draw Voters towards Themselves

<b>Methods used by candidates</b>	<b>Population</b>	<b>Percentage of population</b>
Public relations and communications agencies	87	41.8
Campaign	93	44.7
Gift giving	8	3.8
Domination	18	8.7
Other	2	1
<b>Total</b>	<b>208</b>	<b>100</b>

### **Determining the Party Candidate Context**

One of the requirements of a political party is to establish democracy. And that is why the political party plays an important role in the elections. So, respondents are asked what issues related to the political parties in the elections affect them in voting. It is seen in the table 5 that 50 respondents (24%) of the electorate decides which political party to vote on the election manifesto. 7 (3.4%) of voters said that election campaign influenced them in determining party candidates in elections. 52 (25%) voters said which political party is more likely to influence, 98 (47.1%) voters said they were mainly influenced by party ideology and decided to nominate party candidates in the polls. So, it is seen that 47.1 of the voters decide the candidate of the party, the percentage of which is relatively high.

**Table 5** Party Candidate Context

<b>Political party related issues</b>	<b>Percentage of population</b>	<b>Percentage of population</b>
Election Manifesto	50	24
Campaign	7	3.4
Party priority	52	25
Party ideology	98	47.1
Other	1	.5
<b>Total</b>	<b>208</b>	<b>100</b>

### **View on Election System of Bangladesh**

In order to assess the views of the people about the election system in Bangladesh, some questions have been raised from the respondents to find out the correct answer. Table 6 proves that 47.6% of the population think the election process of Bangladesh is acceptable. 19.7% of the respondents think that the country's election process is free and fair while 7.7% of people think that the election process of the country is biased in nature or not neutral form in the light of free and fair election system. On the other hand, 15.9% of the respondents think that the process of election of the country is influenced by the government mechanism. 9.1% of total respondents do not want to give any opinion in this regard. The study indicates that only a small number of rural people think the election system of Bangladesh is free and fair. In this research, it is found that there are many conscious people in rural area who can express his/her views about the election process as well as political system of Bangladesh. This study has given an emphasis on the attitude of citizens towards the electoral campaign.

**Table 6** View on Election System

<b>Nature</b>	<b>Frequency</b>	<b>Percent</b>
Acceptable	99	47.6
Free & fair	41	19.7
Unfair	16	7.7
Influenced by government	33	15.9
No reply	19	9.1
<b>Total</b>	<b>208</b>	<b>100</b>

### **The Context of the Campaign is Not Helpful in Candidate Selection**

In Bangladesh, the aspects of the current electoral campaign are not helpful in the election of candidates, giving an opinion 110 respondents which 52.9% of the total 208 respondents. In this case they are asked if the campaign is not helpful, then why? In response, several people expressed their views. They were given no alternative answer to this question, based on the feedback they provided. (Table 7)

**Table 7** Context of the Campaign is Not Helpful in Candidate Selection

<b>Which one is helpful in candidate selection?</b>	<b>Population</b>	<b>Percentage of Population</b>	<b>Total Rate</b>	<b>Percentage</b>
The candidate	25	22.7	12	
Party	77	70	37	
Symbol	1	.9	.5	
Head of the Party	2	1.8	1	
Development Work	4	3.6	1.9	
Party ideology	1	.9	.5	
<b>Total</b>	<b>110</b>	<b>100</b>	<b>52.9</b>	

### **Conclusion & Discussion**

Finally, we can see that elections have always been a feature of democratic process. Democratic institutions thrive on the exercise of choice at regular intervals by the electorate. Elections act as a safeguard of democratic freedom and, among other things, make for the rotation of rulers and create the potential for leadership. Local elections have established a bridge between electorate and candidature. As a result, the importance of local elections is not less than national elections. The study reveals that the voting behavior of people shaped by some determinants. They became encouraged to vote and sometimes ceased them from vote for some remarkable causes. This study documented that attitude of citizens towards election campaign of Bangladesh. In this research, it was found that 100% of the respondents considered voting as a civic responsibility. The majority (37.5%) of the respondents said that they see the honesty of the candidate in the candidate selection and (20.2%) said that they see the party and select the candidate. 3.4% of the respondents think that the campaign is the most likely to attract the voters. 47.1% of the respondents in the selected area said that they choose the party candidate based on the ideals of the party. According to 3.6% of the respondents, the developmental work done by the candidate helps the candidate to win. 47.6% of the respondents think that electoral system of Bangladesh is acceptable. Even 19.7% think the electoral system is free and fair. However, 15.9% feel that the election system is influenced by the government which we might think of as a frightening democracy for democracy. In most cases, it seems that according to their psychological view, the campaign is not very effective in the elections and it does not affect their voting too much and not only can the current election system in Bangladesh be neutral and ineffectual but they are also affected in various ways.

Democracy is a popular system of government in recent times and the current democratic system is based on elections. Elections are so important because the success of democracy depends on free fair electoral system. Democracy is the rule of the people. The people determine their ruler by the power to vote in elections, the ruler or group of rulers who work for the welfare of the people. Therefore, choosing the right candidate in the election and making him the winner is a very important civic duty. That is why those who stand as candidates in the elections also try hard to win the elections. Political parties play an important role in this regard. Elections are not meaningful without the participation of political parties. Elections are actually a competition between the political parties for the welfare of the people. When a party comes to power and forms a government, the rival candidates and leaders and activists of the parties will show the people how to run the country and seek their support. The parties publish and disseminate election manifestos containing their future programs. As part of the election campaign, the parties run a variety of campaigns, including processions, meetings, rallies, posters and miking, as well as door-to-door voting. The people also consider the election as a blessing and exercise their voting right by participating in the election activities at a higher rate. In addition to campaigning, political parties or candidates running in elections often resort to abuse of power and vote rigging in an attempt to gain public support in various ways. From the very beginning of the election culture in Bangladesh, various issues related to election campaign, corruption in the election, vote rigging, rejection of results and counter-complaints have been seen.

The main objective of this study was to investigate the nature of campaigning and citizen voting in the electoral system of Bangladesh. Therefore, it was necessary to discuss the electoral political history of Bangladesh. In order to find out the nature of this campaign and voting, 208 selected voters from Rajshahi Sadar, Paba and Mohanpur Upazilas in Bangladesh were interviewed through question papers. Through this questionnaire the different natures of campaigning and citizen voting come to the fore. Political parties and candidates spend huge sums of money on electioneering just to gain the support of the people. In addition to campaigning, voters are influenced in a variety of ways, many of which are often blocked. The respondents of the question papers are of different ages and different professions irrespective of gender.

The present study has been able to identify multiple issues related to the election campaign and the type of voting. Therefore, the following steps can be considered to ensure limited campaigning in a democratic state, ensuring equal opportunities for all political parties in the campaign, fair elections and free and unrestricted participation of the people.

- 1) Education makes people aware and generous. Educated people participate more in elections than uneducated people. Most people in Bangladesh are illiterate. Therefore, the rate of education must be increased. People gain political awareness through education. Therefore, importance should be given to the political education of the people.
- 2) Women participate less in elections than men even though they are not aware of politics. Women in most cases vote on the advice of men in the family. Therefore, women's education is necessary and various steps can be taken to make women aware of politics.
- 3) Arranging public meetings with the candidate through public meetings is more effective without increasing unnecessary expenses on miking and postering in the campaign. If the miking is less, the suffering in public life will also decrease.
- 4) The Election Commission must appoint non-partisan candidates and ensure that the election is conducted under the supervision of a non-partisan person so that there is no corruption or fraud in the election.
- 5) We have to improve the law and order system, ensure the safety of the party candidates as well as the general public. They need to take necessary steps to ensure that they do not confess to any terrorist activities.

- 6) The programs, behaviors and compromises of the political parties in the elections should be such as to maintain consensus and national unity on national issues.
- 7) One party should refrain from disrespecting the other party in the election, attacking party meetings, bombings, bombings, obstructing campaigns, etc.
- 8) Winning or losing an election should be accepted as a normal rule of democracy and the winning party should be congratulated, assured of cooperation and recognized as a representative of the people.
- 9) In order to pave the way for honest and competent people to enter politics, every political party should rely more on honest and dedicated workers instead of relying on muscle power.
- 10) Freedom of the media must be ensured so that no one gets a chance to manipulate the results.
- 11) The security of the minorities has to be ensured along with strengthening the security of the defeated candidates in the elections.
- 12) The election government, the election commission, all the officials and employees engaged in conducting the election will be conducted in accordance with the constitution. Everyone must have faith in the constitution.
- 13) The abuse of religion must be prevented in elections. All political parties must come forward in the line of secularism.

## References

- Ahmed, E. (1989). *Society and Politics in Bangladesh*. London: Academic Publishers.
- Ahmed, N. (2000). Politicians and Bureaucrats in Local Government in Bangladesh: Social Background and Role Orientation. *The Journal of Local Government*, 29(1), 26-67.
- Akhter, M. (2001). *Electoral Corruption in Bangladesh*. London: Routledge.
- Almond, G., & Verba, S. (1989). *The Civic Culture: Political Attitudes and Democracy in Five Nations*. California: SAGE Publications.
- Ball, A. (2005). *Modern Government and Constitution*. New York: Cambridge University Press.
- Bratton, M. (1999). Political Participation in a New Democracy: Institutional Considerations from Zambia. *Comparative Political Studies*, 32(5), 549-588.
- Carpini, M., & Keeter, S. (1996). *What Americans Know about Politics and Why It Matters*. London: Yale University Press.
- Converse, P. (2000). Assessing the Capacity of Mass Electorates. *Annual Review of Political Science*, 3, 331-353.
- Friedrich, C. (1968). *Constitutional Government and Democracy: Theory and Practice in Europe and America*. Massachusetts: Blaisdell Publishing Company.
- Gerber, A., Karlan, D., & Bergan, D. (2009). Does the Media Matter? A Field Experiment Measuring the Effect of Newspapers on Voting Behavior and Political Opinions. *American Economic Journal: Applied Economics*, 1(2), 35-52.
- Huckfeldt, R., & Sprague, J. (1995). *Citizens, Politics and Social Communication: Information and Influence in an Election Campaign*. New York: Cambridge University Press.
- Jahan, R. (2000). *Bangladesh: Promise and Performance*. Dhaka: The University Press Limited.
- Kirkpatrick, J. (1984). Democratic Elections and Democratic Government. *World Affairs*, 147(2), 61-69.
- Kuotsu, K. (2016). Political Awareness and Its Impact in Political Participation: A Gender Study in Nagaland, India. *International Journal of Innovative Research & Development*, 5(8), 190-197.

- Lau, R., & Redlawsk, D. (2006). *How Voters Decide: Information Processing During Election Campaigns*. New York: Cambridge University Press.
- Luskin, R. (1990). Explaining Political Sophistication. *Political Behavior*, 12(4), 331-361.
- Miller, W. (1992). Political Participation and Voting Behaviour. In M. Hawkesworth & M. Kogan. (eds.). *Encyclopedia of Government and Politics* (pp. 428-442). London: Rutledge.
- Rai, G., & Shahila, Z. (2013). Rural India: The Next Frontier for Social Media Networks. *International Journal of Engineering Research & Technology*, 2(1), 1-6.
- Richard, R. (1998). Models of Decision Making. In David O. Sears, Leonie Huddy & Robert Jervis. (eds.). *Oxford Handbook of Political Psychology* (pp. 19-59). Oxford: Oxford University Press.
- Sasikala, V., & Francisca, S. (2017). Does Location Difference Determines Political Awareness. *International Journal of Advance Research, Ideas and Innovations in Technology*, 3(2), 78-81.
- Siddiqui, K. (2005). *Local Government in Bangladesh*. 2<sup>nd</sup> ed. Dhaka: University Press Ltd.
- Verba, S., Nie, N., & Kim, J. (1978). *Participation and Political Equality: A Seven Nation Comparison*. New York: Cambridge University Press.

**Data Availability Statement:** The raw data supporting the conclusions of this article will be made available by the authors, without undue reservation.

**Conflicts of Interest:** The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

**Publisher's Note:** All claims expressed in this article are solely those of the authors and do not necessarily represent those of their affiliated organizations, or those of the publisher, the editors and the reviewers. Any product that may be evaluated in this article, or claim that may be made by its manufacturer, is not guaranteed or endorsed by the publisher.



**Copyright:** © 2022 by the authors. This is a fully open-access article distributed under the terms of the Attribution-NonCommercial-NoDerivatives 4.0 International (CC BY-NC-ND 4.0).