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A Comparative Study on the Psychological Audience Acceptance of Young People through Local Government Public Management Combined with Media: An Exploration from a Cross-cultural Perspective

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Abstract Quick developments in media technology have had a profound impact on the way information is shared, affecting both individual and societal views. Simultaneously, local governments have been using more and more media outlets to interact with their younger populations to successfully convey messages, policies, and projects. This study explores the complex dynamics of young people's psychological audience acceptance of local government activities in conjunction with media impact in a variety of cultural contexts. The study explores the depths of cognitive assimilation and emotional resonance as it looks at how young people view, understand, and react to government messages delivered through a variety of media outlets. The study uses a mixed-methods approach to investigate how well government initiatives, media engagement tactics, and cultural adaption shape psychological audience acceptability. The methods include surveys, interviews, and comparative analyses. Using SmartPLS software, this proposed study will look into the psychology of public acceptance of government policies and media influence among 200 media professionals. The goal of the research is to unravel the complex interactions among cognitive functions, affective states, and cultural factors that shape young people's attitudes and behavioral patterns toward public messages. The results of this study will provide important new information for media engagement, policy formulation, and intercultural understanding. Potential findings of the study center on how differently young people from different cultural backgrounds see government activities that are disseminated through the media in terms of psychological audience acceptance.

Keywords: • psychological audience acceptance • government initiatives • media influence • cultural adaption • media consumption

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1   Introduction

According to research, individuals have access to the information and forums they
need to voice their opinions on complicated community issues and contribute to
the development of solutions when they are included in decision-making processes
(Emerson, Nabatchi, & Balogh, 2012). Finding the reasons behind public
managers' varied use of social media tools should be investigated, given the
advantages of citizen participation and the collaborative potential of fully
functional online social media platforms. The goal of this study is to pinpoint the
factors that influence an administrator's decision to use online social media
platforms to interact with the public. Recognizing these factors is probably the
first step in figuring out what kinds of settings encourage effective administrator-
citizen engagement using online social media technologies. If their environment is
not prepared to accommodate online social media cooperation, governments may
evaluate all of the current research on social media use and best practices, but this
evaluation by itself may not result in meaningful administrator-citizen
collaboration (Dryden & Still, 2006). The audience has undergone significant
change as a result of the convergence media environment, both in terms of media
interaction habits and reception psychology. The success of the media is largely
dependent on its audience. The convergence of media's manipulation of audience
psychology will have a direct impact on media management tactics. Whether we
are in the age of new media, convergent media, or conventional media, the
audience needs high-quality content to receive information. While this
considerably enhances the timeliness, comprehensiveness, and diversity of
information, Tama Walker of New Zealand contends that anyone can become an
information producer in the age of convergence media, failing to guarantee the
quality of news (Liu & Kan, 2020). Almost all governments have prioritized the
use of information and communication technologies (ICTs) as a way to boost
productivity and effectiveness during the past 20 years. By using official websites
and platforms, e-government projects aim to improve the effectiveness of all
government services and promote greater interaction between citizens and
government agencies. The e-government strategy stated several expected benefits,
such as enhanced productivity, higher public trust, greater transparency, the
eradication of financial and administrative corruption, and ultimately, the
advancement of democratic governance. E-government adoption, it is said,
enables governments to run their institutions more effectively and efficiently.
Dissatisfaction with government performance, mistrust of institutions, and a lack
of citizen contact have pushed governments to adopt e-government programs. But
a lot of governments still have trouble getting people to embrace e-government
solutions, and they fall short of what people want (Adnan, Ghazali, & Othman,
2022). It can be argued that cultures all around the world differ from one another
in that they each have distinct values, customs, beliefs, and standards.
Globalization and new technologies have combined to make the world a much

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smaller interactive space. Furthermore, there has been a notable surge in the
number of individuals travelling overseas for business, education, and other
purposes in the age of globalization. When sojourners first arrive in their host
country, they always experience culture shock because of the disparities in
customs and communal life. As a result, they employ various techniques and tools
to decrease culture shock and enable them to adapt to their new surroundings
(Zaw, 2018). In many respects, media use is completely incorporated into the idea
of culture; media both reproduces and shapes the culture in which it is produced
by its content. Personal media use may have a complicated effect on cultural
adaptation. On the one hand, for instance, new interactive media can give
international students a way to stay in touch with friends and relatives back home
or make new connections with fellow citizens who are also studying abroad.
Conversely, interactive media can assist students in creating new channels of
engagement with locals in their host jurisdiction (Zhu & Krever, 2017).

1.1 Research objectives

The objectives of the study are:
1) To investigate the psychological acceptance of young people toward local
   government public management initiatives conveyed through media,
   comparing the effects across different cultural contexts.
2) To analyze how cultural differences influence the psychological reception of
   government messages through media among young people, focusing on the
   role of media engagement and government strategies in shaping these
   perceptions.

2 Literature review

The major variables that were addressed will be reviewed in the literature. These
variables are government initiatives, media influence and cultural adaption of
media persons on psychological audience acceptance and the mediating effects of
media consumption. Based on the literature hypothesized relationships are also
established.

2.1 Psychological acceptance audience

Examining print media coverage of past conflicts, like the Gulf War and the wars
in the former Yugoslavia, has revealed that war propaganda, both stylistic and
methodical, shapes conflict coverage and, in many cases, justifies the violent
intensification of hostilities. Conflicts are typically portrayed as competitive win-
lose processes, wherein one side's rights and objectives are idealized, the other
side is demonized, and the use of armed action is justified as a means of resolving
disputes. It is important to ask whether or not the public would accept peace

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journalism as an alternative to escalation-oriented reporting, or if they would
reject it altogether in a society where the pursuit of profit and journalistic ethics
are constantly at odds. We must determine whether there might be a market for
peace journalism because circulation and sales drive most journalistic efforts daily
(Annabring & Spohrs, 2004). Sports on television have become one of the most
watched (by audiences) and sought-after (by networks and sponsors) television
shows in recent years. The large audiences involved (as indicated by high ratings)
and the money spent on TV rights fees and advertising opportunities have served
as indicators of popularity. Reports that show sports shows dominate the TV
industry in terms of overall viewership, ratings, and ad revenue are not shocking.
The study was carried out with the presumption that the viewer's race would
dictate whether or not they identified with the squad (M. Lee, Kim, Williams, &
Pedersen, 2016). An "aesthetic expectation horizon" in receptive aesthetics arises
as a result of the audience's ability to comprehend, integrate, and assimilate a work
by the aesthetic stereotypes formed under the specific social culture in the
psychological structure of accepting film artworks (M. Lee et al., 2016).

2.2   Government initiatives

One effort that aims to facilitate government management functions and activities
is e-government. It first surfaced in the 1990s as a component of the New Public
Administration management covenant. By offering government projects, the e-
government initiative is regarded as one of the government tactics that seek to
improve citizen-government communication. The idea of using e-government to
facilitate communication between citizens and government organizations and
provide access to e-government services was initially proposed by former US
presidential candidate Al Gore. Both service managers and service users can
benefit from high-quality, suitable, and efficient public services provided via e-
government (Adnan et al., 2022). To reach youth, including university faculty
members specifically, governments are using a top-down approach – various
media and the information space in particular. Thus, understanding that
governance is not a one-sided process but is based on the interaction of local
governments and youths, modern administrative systems use such measures as
regular reports through social networks, question-and-answer sessions and
authored communication programs. Such programs are useful to fill this gap in
General Communication by correcting cultural barriers and providing clarity to
policies that can be appealing to the young workforce (Bolden, Gulati, & Edwards,
2020). In recent years, online social media platforms have grown in popularity.
They give users access to a virtual space where they can interact and converse. It
is now one of the most important sources of information for electronic word-of-
mouth. Social media platforms' user-generated content can sway public opinion by
fostering a sense of trust and piquing interest in goods and services. Determining
which environmental or social aspect is most crucial for a particular purchase is

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difficult, though. The rate at which the environment is deteriorating is so rapid that society is starting to seriously risk it. In addition to using environmental resources to meet their basic requirements, humans also use them out of greed to make money. The issue gets worse as a result of overusing natural resources. To track and manage the effects of the corporate sector on the environment, numerous nations have begun implementing environmental management principles. They have even given businesses subsidies to employ environmental technologies and produce eco-friendly goods (Agrawal et al., 2023). Social media can be very helpful in adopting open government because it is widely used by the public. It should come as no surprise that federal agencies prioritize social media in their open government initiatives. A collection of internet resources focused on and intended for social interaction is referred to as social media. The other category is collaborative social media, which allows users to cooperate to accomplish shared objectives through social and interactive processes. Two excellent examples of this kind of social media are Wikipedia and Google Docs. In this piece, social media is defined broadly to encompass both collaborative and expressive tools (G. Lee & Kwak, 2012).

2.3   Media influence

Social media encompasses blogs, wikis, microblogging services like Twitter, YouTube, and Flickr, as well as social networking apps like Facebook and Google. Social media participation through e-participation is especially appealing. To socialize, exchange information, or pursue common interests or objectives, users can communicate with one another and form communities. Social media gives users a voice, which might make them feel more powerful. By enabling anybody with an Internet connection to create or disseminate information at a low cost, it democratizes the media. Social media technology allows individuals to share content practically instantaneously (Magro, 2012). Social media platforms offer both technological and social affordances that make it easy for students who are studying abroad to communicate in a variety of message formats, engage with peers who are studying abroad, and share a wide range of viewpoints at any time or place. As a result, communication via the recently developed technology has become ingrained in the daily lives of minority ethnic groups and is now a crucial part of their strategies for cross-cultural adaptation. Globalization and economic expansion have brought about significant shifts in consumer behavior, production methods, and technology, as evidenced by the widespread adoption of internet usage and its widespread customer acceptance. In the current context, social media has become a forum for electronic communication by facilitating the exchange of information, concepts, and user-generated material via blogging and networking. With the rise of the technologically savvy consumer group, social media consumption has advanced to an unprecedented degree during the last ten years in every country (Biswas, 2016).

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2.4   Cultural adaption

To overcome the verbal and nonverbal communication breakdowns that are unavoidable in a foreign country, cultural adaptation is thus the process of gaining the communication skills required for successful social engagement. The growth of cognitive "sensitivity" that results from more exposure to a culture serves as a metaphor for the journey; the different stages of sensitivity signify changing ways in which travellers react to cultural differences. Sojourners' awareness develops to complete "ethno relativism," where points of difference are noted, from what Bennett termed the "ethnocentric" early days of adaption, where such differences are categorically ignored (Anderson, 1994). This study examined the media use process over three levels of cultural adaptation. While most studies on student acculturation and media use have used fixed point-in-time data rather than changes in use over a process of cultural adaptation, this study examined static acculturation patterns displayed by international students. When it came to learning about their home country, students with a low level of cultural adaptation were expected to primarily rely on well-known domestic or foreign media sources, while students with a medium level of cultural adaptation were expected to have switched to a combination of Chinese and foreign sources. They also anticipated that students in the high cultural adaption groups would start to rely more on information sources from the host country, even when it came to knowledge about their home countries (Zhu & Krever, 2017). Because social media serves so many purposes, it has become crucial for expatriates to manage their stress and despair resulting from their physical and geographical separation from their prior society back home. Consequently, social networking services must allow sojourners to get to know both their new and old communities in their new nation and their old ones in their home one (Zaw, 2018). Cultural adaptation enables university faculty members to engage meaningfully with diverse young audiences by integrating local values, traditions, and communication styles. Local government and media collaborations foster this adaptation, ensuring messages resonate across cultures. This approach strengthens psychological audience acceptance, bridging generational and cultural gaps while promoting inclusive public management practices (Hendrickson & Rosen, 2017).

2.5   Media consumption

By presenting a conceptual model that explains the connections between people's personality (i.e., risk-taking), emotion (i.e., pleasure and arousal), attitude, and real mixed martial arts consuming habits. The psychology and mass communication literature served as the foundation for this concept. Studies indicate that people who take risks often have a sensation-seeking personality type and are more likely to prefer violent media when their sensation-seeking

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personality type is high. The theoretical tradition of uses and gratification forms
the basis of our investigation. Uses and satisfaction were created to understand
what consumers do with media, rather than looking at what the media does to the
consumers (Lim, Martin, & Kwak, 2016). Because of this, scholars have been
attempting to identify the diverse motivations behind sports media consumption. It
is important to comprehend the various elements that spectators or supporters find
appealing in an event. Profits and their effect on the bottom line are still crucial for
sports clubs, although media consumption trends have demonstrated that
attendance at games is becoming less significant for an organization's financial
viability. Thus, the main objective of this analysis is to develop a conceptual
framework that explains the connections between motivators, constraints, and
sports media consumption. Additionally, the analysis aims to test the validity of
the balance proposition in the context of sport through empirical research
(Koronios, Travlos, Douvis, & Papadopoulos, 2020). Cultural adaptation assists
the university faculty members in using semantic strategies to effectively address
diverse young audiences through accreditation of local cultural values, beliefs, and
communication norms. This adaptation is cultivated by interactions between the
local government and media to guarantee that the messages being made have
cross-cultural appeal. This has the advantage of enhancing psychological audience
acceptance and also fostering multi-generational and multi-cultural types of public
management systems (Weingartner, 2021). The minimal repercussions position is
based on the idea of audience autonomy. It is assumed that viewers develop their
political beliefs largely independently of the media. This position comes in two
rather distinct varieties. The first highlights how audiences filter out material they
find objectionable and think about communications selectively. The most recent
agenda-setting study has operated on the fundamental premise that media does
have a substantial influence, although a limited one. This viewpoint holds that
while the public's autonomy is not entirely intact, its vulnerability to media
influence is restricted to agendas (Entman, 1989).

2.6 Hypothesis development

Hypothesis development is an essential aspect of research, guiding the
investigation and offering predictions about the relationships between variables.
The formulation of these hypotheses relies on established theories emphasizing the
contextual influences and pathways through which leadership behaviors may
affect organizational commitment. These educated predictions guide the study's
design and statistical analyses, helping researchers systematically explore and
interpret the relationships between variables." "In hypothesis development,
researchers formulate educated guesses about the expected associations between
different elements under study. All the hypothesis developed according to Figure 1.

2.6.1 The effect of government initiatives, media influence and cultural adaption on psychological audience acceptance

Concepts of social interaction and societal system changes are at odds with the role of the state and proper government action. Such insights are important for comprehending the process of developing tourist policies, as they imply that the assumptions underlying the policies' intended actions include the appropriate role of the state, the relationship between the state and specific policy players, their obligations, and their political behavior (Michael Hall, 2011). Governments in many developing countries are heavily involved in the enactment of legislation about ethnicity as well as the expansion of tourism. Government tourism initiatives may be based on the development of ethnic resources, customs, and artifacts; these policies may also make use of ethnic iconography to encourage travel (L. Yang, Wall, & Smith, 2008). An emerging area of study is open government data. For this reason, public sector information or open public data are other terms for open government data. The fundamental principle of open government data is that all citizens should have free and unrestricted access to government-related information. Thus, government activities to share information about the government sector with the public are proactive measures known as "open government data initiatives" (Saxena & Muhammad, 2018).

2.6.2 The effect of government initiatives, media influence and cultural adaption on media consumption

Four decades later, international students' management of these newly formed friendships has changed as a result of inventive new technologies like social networking sites and video chat. In addition, digital media allows people to remain up to date on the social, cultural, and political developments in their home country while also facilitating constant communication with faraway family members and friends. As a result, people can sustain relationships both locally and globally, contingent upon how they make use of the new media options available to them. A comprehensive knowledge of adaptation necessitates an appreciation of the influence that new media consumption has on the establishment of interpersonal relationships among individuals residing in unfamiliar cultural situations. Previous studies show that the friendship networks of overseas students play a significant part in the process of adjusting to a new culture. More precisely, research on intercultural connections is rife with findings that show favorable results for people who form friendships with people from the host nation (Hendrickson & Rosen, 2017). The current study set out to look more closely at the traits of communicators and how they interact with different media to alter attitudes. More precisely, the study was intended to show that the essential factor influencing the degree to which a certain presentation medium will produce the intended attitude shift is the communicator's perceived trustworthiness. The communicators adopted

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stances that either agreed or disagreed with the audience's original attitude as they delivered their message via radio, television, or newspapers. Previous studies discovered that neither the medium nor the source had a different impact on the audience's acceptance of the message when the communicator agreed with his audience. However, the reliable newscaster changed the audience's perspective more than the less reliable political candidate did if the communication was at odds with their initial viewpoint (Andreoli & Worchel, 1974).

2.6.3 Media consumption as a mediator

A primary distinction between the traditions of media uses and effects research is that the former "usually looks at the mass communication process from the communicator's end," while the latter starts with the "audience member." First, audience behavior is impacted by media orientations. They show variations in the initiative and involvement of the audience. A ritualized orientation is less active media use, as previously indicated. It is more regular media use, mostly for entertainment or time management. It refers to increased affinity and exposure to the medium rather than a focus on particular content. As a result, we could start to depend on television or other media to pass the time when we have free time. Using media more actively is an instrumental approach. It is looking for messages or content from the media for educational purposes. It entails more deliberate content selection as well as increased realism and affection for that content (Rubin, 1993). Regarding the media production process, it is also reasonable to presume that, depending on the point of analysis, framing results from both the actors' deliberate acts and from requirements imposed by the limitations of media labor. Thus, whereas a journalist contributes by choosing which frames to use or developing new ones, a political actor actively attempts to shape social reality (Kostopoulos, 2020). Compliance, identification, and internalization are the three sequential processes via which communicators impact the changes in the attitudes of their listeners. The lowest degree of thought change is called compliance, which happens when someone openly accepts a position with the hope of benefiting from a source of influence. Exposure to appealing and recognizable messages leads to identification; once consumers are sufficiently convinced to accept the claims as true, they internalize the messages. SMIs are communicators within an online social system who post product and brand endorsements on their Instagram pages. Given the circumstances of our study, compliance is improbable because SMIs are unable to monitor consumer behavior (Andonopoulos, Lee, & Mathies, 2023). Due to pressure for transparency, inclusiveness, and innovation in the transmission of messages, the government comes to ensure that the messages achieve the right cognitive and emotional appeal among the targeted audience. This way, not only does psychological audience acceptance increase but also dialogue and critical policy feedback – necessary for a democracy. Also, Anglo-Saxon and

multiculturalism notions are used to make sure that the initiatives correspond to young faculty members' needs in various societies and cultures (Juliá, 2000).

H1: There is a positive association between government initiatives on psychological audience acceptance.
H2: There is a positive association between media influence on psychological audience acceptance.
H3: There is a negative association between cultural adaption on psychological audience acceptance.
H4: There is a positive association between government initiatives on media consumption.
H5: There is a positive association between media influence on media consumption.
H6: There is a positive association between cultural adaption on media consumption.
H7: Media consumption negatively mediates the relationship between government initiatives, media influence and cultural adaption.

Figure 1: Conceptual framework
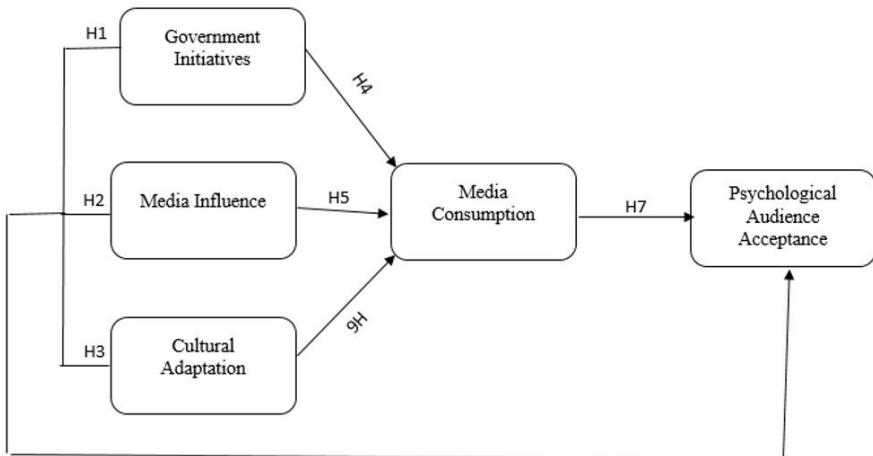
3 Methodology

The study looks into the possible effects of issues and demographics using PLS-SEM within Smart PLS 3.0. The accuracy of the measurement scales is then evaluated to determine the validity and reliability of the measurement model. A structured questionnaire is used to collect data from 200 Chinese university faculty members using a survey approach. Due to 50 incomplete responses, 200 of

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the 250 distributed questionnaires were judged appropriate for statistical analysis. Metrics like Cronbach's alpha, AVE, and composite reliability are used to evaluate reliability, and the HTMT ratio is used to evaluate validity. Inter-variable correlations are examined by closely examining the structural model in a subsequent analysis. Smart PLS is used for hypothesis testing to verify the theories we have put out.

3.1 Measures

For this investigation, an independent survey was created. The data collection tool was split into two sections. The first was made to gather Chinese university faculty members' demographic data, such as gender. Evaluating the study's constructs took up the second section. There were twenty-five items on the questionnaire. The Likert scale with five points was employed to gather data. To lower respondents' "frustration level" and boost response rate and quality, a 5-point Likert-type scale was employed (Babakus & Mangold, 1985). The researchers most strongly advised using a 5-point Likert scale, which goes from "strongly agree" to "strongly disagree," to decrease patient respondents' levels of annoyance and improve response rates and quality (Sachdev & Verma, 2004).

4 Data analysis

The Smart-PLS 4 software program's PLS-SEM (Partial Least Squares Structural Equation Modeling) approach was used to analyze data in this study. PLS-SEM was chosen over covariance-based structural equation modeling because it is more suited for exploratory studies. PLS-SEM is also easier to comprehend than covariance-based completely structural equation modeling (Nawaz, Chen, & Su, 2023). PLS-SEM is also superior to covariance-primarily based structural equation modeling since it is less difficult to implement.

4.1 Measurement scale

Data is collected using a standardized questionnaire. The study items have been taken psychological audience acceptance (Dryden & Still, 2006), government initiatives (Adnan et al., 2022), media influence (Masheb & Grilo, 2001), cultural adaption (Pang, 2020) and media consumption (Wakefield, 2016).

4.2 Measurement model

A measurement model is utilized for validity and reliability analysis and estimate (Hair Jr, Sarstedt, Hopkins, & Kuppelwieser, 2014). Composite reliability is used to measure the internal consistency of variables, while outside loading is used to measure element reliability. When the validity and reliability of this construct

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have been proven or satisfied, a relationship between variables is considered to be normal (Peter & Churchill, 1986). The PLS-SEM analysis of a measurement model has been finished using Smart PLS 3.0 (Avotra, Ye, Wu, Zhang, & Nawaz, 2021; Nawaz, Chen, & Su, 2023; Sandra Marcelline et al., 2022). Table 1 and Figure 2, respectively, display the findings of the validity, reliability, and factor loading tests carried out on the items used to create a PLS measurement model. An item's internal consistency is measured by Cronbach's alpha, which normally needs to be 0.70 or better (Tao et al., 2021; Y. Yang et al., 2021). Cronbach's correlation coefficient (CR) values and alpha values for the chosen variables were both greater than 0.70. Because the average variance extracted (AVE) values for discriminant validity were greater than 0.50, this demonstrated adequate reliability and established convergent validity (Fornell & Larcker, 1981). Our results showed that for all of the previously indicated measures, VIF (Variance Inflation Factor), Cronbach's alpha (CA), CR, and AVE values of 0.6, 0.7, and 0.5 were appropriate (Hair Jr et al., 2014).

Table 1: Construct reliability and validity

	Items	Outer Loading	VIF	Cronbach's Alpha	CR	AVE
Cultural Adaptation	CA1	0.746	0.769	0.829	0.845	0.538
	CA2	0.705				
	CA3	0.795				
	CA4	0.734				
	CA5	0.547				
	CA6	0.608				
Government Initiatives	GI1	0.609	0.771	0.775	0.846	0.526
	GI2	0.799				
	GI3	0.726				
	GI4	0.725				
	GI5	0.573				
Media Consumption	MC1	0.735	0.762	0.786	0.838	0.514
	MC2	0.686				
	MC3	0.686				
	MC4	0.663				
	MC5	0.652				
Media Influence	MI1	0.617	0.77	0.772	0.842	0.517
	MI2	0.611				
	MI3	0.719				
	MI4	0.717				
	MI5	0.645				
	MI6	0.624				
Physical Audience Acceptance	PA1	0.667	0.804	0.816	0.866	0.567
	PA2	0.649				
	PA3	0.771				
	PA4	0.714				
	PA5	0.569				

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Table 1 evaluates the reliability and validity of constructs, including Cultural
Adaptation, Government Initiatives, Media Consumption, Media Influence, and
Physical Audience Acceptance, using metrics like Outer Loadings, VIF,
Cronbach's Alpha, Composite Reliability (CR), and Average Variance Extracted
(AVE). All constructs meet acceptable thresholds for reliability and validity, with
CR values above 0.7 and AVE values exceeding 0.5, confirming internal
consistency and convergent validity. Notably, Physical Audience Acceptance
exhibits the highest reliability (CR = 0.866, AVE = 0.567), while some items,
such as CA5 and GI5, have weaker loadings that may require further evaluation.
Overall, the constructs are robust, supporting their use in analyzing psychological
audience acceptance.

4.3   Discriminant validity

One popular technique for evaluating discriminant validity is to look at the
relationship between a latent variable and the square root of AVE. To properly
assess discriminant validity, the average variance extracted (AVE) should
preferably score 0.50 or greater. Valaei and Jiroudi (2017) argue that the square
root of an Average Variance Extracted (AVE) should be greater than the values of
the latent variable to demonstrate discriminant validity. The highest degree of
certainty for confidence intervals produced by bootstrapping should ideally be
smaller than 1. The null hypothesis is accepted when the Heterotrait-Monotrait
(HTMT) ratio is 1, suggesting that discriminant validity is lacking (Sarstedt,
Ringle, Smith, Reams, & Hair Jr, 2014). After verifying that all variables met the
accuracy and reliability requirements, we looked into the issue more thoroughly
by examining the structural routes. We evaluated it under our understanding of the
need for structural path analysis. Further proving discriminant validity, the
measured HTMT values were less than one (Avotra et al., 2021).

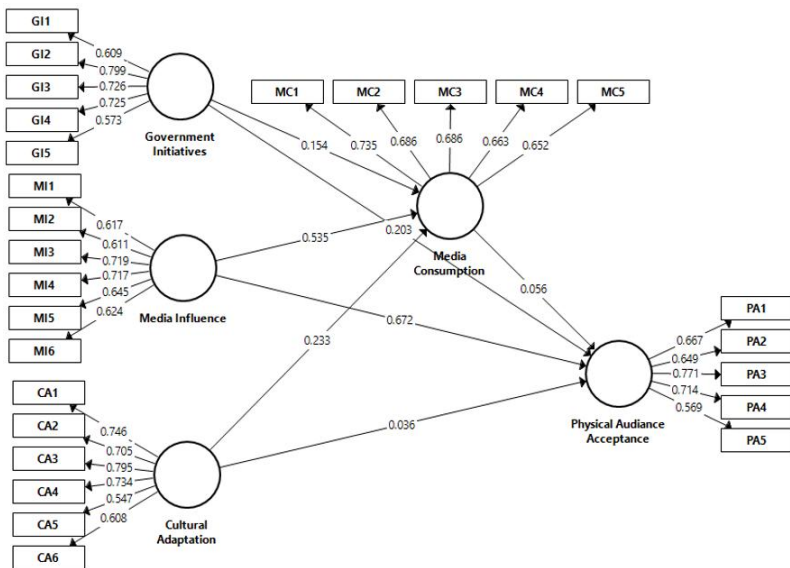**Table 2:**   Discriminant validity (HTMT)

	Cultural Adaptation	Government Initiatives	Media Consumption	Media Influence	Physical Audience Acceptance
Cultural Adaptation	0.694				
Government Initiatives	0.45	0.691			
Media Consumption	0.629	0.506	0.685		
Media Influence	0.61	0.461	0.749	0.657	
Physical Audience Acceptance	0.572	0.558	0.685	0.83	0.677

Table 3: Discriminant validity (Fornell-Larcker Criterion)

	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Physical Audience Acceptance
Cultural Adaptation -> Media Consumption -> Physical Audience Acceptance	0.013	0.021	0.605	0.545	
Government Initiatives -> Media Consumption -> Physical Audience Acceptance	0.009	0.014	0.597	0.551	
Media Influence -> Media Consumption -> Physical Audience Acceptance	0.030	0.048	0.623	0.533	
Media Influence	0.610	0.461	0.749	0.657	
Physical Audience Acceptance	0.572	0.558	0.685	0.830	0.677

Tables 2 and 3 demonstrate strong discriminant validity for the five constructs: Cultural Adaptation, Government Initiatives, Media Consumption, Media Influence, and Physical Audience Acceptance. The diagonal values, representing the square roots of the Average Variance Extracted (AVE), are higher than the off-diagonal correlations between constructs, confirming that each construct is distinct and measures separate aspects of the research. This suggests that the constructs have good variance explanations and do not overly overlap with each other.

Figure 2: Measurement model

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4.4 Structural equation model

Through PLS-SEM bootstrapping technique, the pathway coefficients of the structural model, which show the suggested relationships, were determined to be statistically significant. Research demonstrates that the PLS-SEM evaluation of digital health technologies is a strong indicator of psychological wellness. Figure 3 and Table 5, which exhibit the evaluation results and pathway correlations for the hypotheses, provide more details on this discovery. Furthermore, Table 6 summarizes the particular conclusions reached by the investigators.
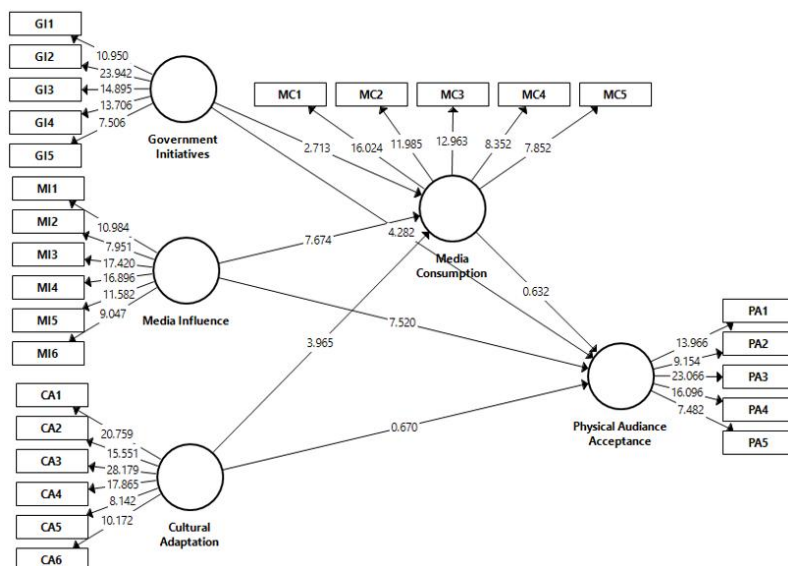
4.5 Direct and indirect path analysis

Government initiatives and psychological audience acceptance have positive a relationship (t = 4.282, p = 0.0001). Hence H1 is acceptable. The study's second hypothesis claimed that media influence has a significant impact on psychological audience acceptance (t = 7.520, p = 0.0001). As a result, H2 is acceptable. The study's third hypothesis is that cultural adaption has a negative influence on psychological audience acceptance (t = 0.670, p = 0.530). As a result, H3 is approved. According to the study's fourth hypothesis, government initiatives have a negative and substantial influence on media consumption (t = 2.713, and p = 0.007). As a result, H4 is acceptable. If the study found that media influence had a substantial and beneficial influence on media consumption (t = 7.476, p = 0.0001), this would be the fifth hypothesis. As a result, H5 is approved. The significance of connections that exist between cultural adaption and media consumption (t = 3.965, p = 0.0001) was the subject of a sixth hypothesis that was investigated in this research hence, a sixth hypothesis is supported. The study's seventh hypothesis is that media consumption has a significant influence on psychological audience acceptance (t = 7.476, p = 0.0001). The results of direct route analysis are shown in Table 4 and Figures 2 and 3. According to Hair Jr, Hult, Ringle, and Sarstedt (2017) the ratio of an endogenous construct's variance to that of its predictive constructs is expressed as R square. Small, medium, and large values are generally found in the intervals [0.25, 0.50, 0.75], in that order. The resulting consequences are displayed in Figure 2. The PLS method, in particular, enables the Smart-PLS technique to help compile data indicative of tiny, medium, and large effect sizes, or [0.02, 0.15, 0.35], especially for the exogenous latent variable (Masturah, Mariatin, Danta, & Ginting, 2018).

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Table 4: Hypothesis direct effect results

	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	f Square	R Square
Cultural Adaptation -> Media Consumption	0.233	0.059	3.965	0.0001		
Cultural Adaptation -> Physical Audience Acceptance	0.036	0.054	0.670	0.503		
Government Initiatives -> Media Consumption	0.154	0.057	2.713	0.007		
Government Initiatives -> Physical Audience Acceptance	0.203	0.048	4.282	0.0001	0.004	0.725
Media Consumption -> Physical Audience Acceptance	0.056	0.088	0.632	0.527		
Media Influence -> Media Consumption	0.535	0.070	7.674	0.0001		
Media Influence -> Physical Audience Acceptance	0.672	0.089	7.520	0.0001		

Figure 3: Structural model

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4.6   Mediation analysis

Through mediation analysis, the proposed indirect association between variables is verified, especially when organizational culture is included as a mediating factor in the relationship between transformational leadership, possibilities for professional growth, and organizational commitment. To evaluate the indirect effects of these factors, bootstrapping is used, which is one of the most thorough and successful approaches for assessing mediation effects and is gaining traction among scholars (Zhao, Lynch Jr, & Chen, 2010).

Table 5:   Mediation analysis

	Original Sample (O)	Standard Deviation (STDEV)	T Statistics ($|O/STDEV|$)	P Values
Cultural Adaptation -> Media Consumption -> Physical Audience Acceptance	0.013	0.021	0.605	0.545
Government Initiatives -> Media Consumption -> Physical Audience Acceptance	0.009	0.014	0.597	0.551
Media Influence -> Media Consumption -> Physical Audience Acceptance	0.030	0.048	0.623	0.533

Table 5 presents the mediation effects of media consumption on the relationships between cultural adaptation, government initiatives and media influence with physical audience acceptance. The effect sizes are small: 0.013 for cultural adaptation, 0.009 for government initiatives, and 0.030 for media influence. The T Statistics are 0.605, 0.597, and 0.623, all below the significance threshold of 1.96, with corresponding P Values of 0.545, 0.551, and 0.533, all exceeding 0.05. These results indicate that none of the relationships are statistically significant, suggesting that media consumption does not mediate these effects meaningfully in this analysis.

5   Discussion

The results of this study provide significant insights into the relationships between cultural adaptation, government initiatives, media consumption, media influence, and physical audience acceptance. The analysis shows that Cultural Adaptation has a significant positive impact on Media Consumption ($\beta = 0.233$, $p = 0.0001$), suggesting that cultural adaptation plays a crucial role in encouraging youth to consume media content. However, the direct impact of Adaptation on Physical Audience Acceptance ($\beta = 0.036$, $p = 0.503$) is not significant, indicating that

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cultural adaptation alone does not directly influence the acceptance of government messages among young people. Government Initiatives have a notable effect on both Media Consumption ($\beta = 0.154$, $p = 0.007$) and Physical Audience Acceptance ($\beta = 0.203$, $p = 0.0001$). This suggests that effective government initiatives, such as public engagement and media campaigns, can foster media consumption and enhance the acceptance of government messages, particularly among young people. The stronger effect of government initiatives on physical audience acceptance emphasizes their importance in shaping perceptions of government actions. Media Consumption does not show a significant impact on Physical Audience Acceptance ($\beta = 0.056$, $p = 0.527$), which suggests that while media consumption is important, it does not directly lead to the acceptance of government messages. On the other hand, Media Influence significantly affects both Media Consumption ($\beta = 0.535$, $p = 0.0001$) and Physical Audience Acceptance ($\beta = 0.672$, $p = 0.0001$), indicating that media influence is a critical factor in shaping young people's views on government initiatives. Lastly, the indirect effects of Media Consumption as a mediator between the other variables and Physical Audience Acceptance are not significant, further suggesting that media consumption alone does not mediate these relationships. These findings highlight the importance of media influence and government initiatives in fostering youth engagement and acceptance of government messages.

6   Conclusion

The results of the study highlighted the important role of local government in public management and media in shaping and promoting attitudes towards positive reception of youth in different cultural contexts to provide complete understanding. Finally, this research has examined the complex dynamics of youth psychological audience acceptance through the use of cross-cultural lenses to analyze the joint efforts of these institutions. Implementing well-thought-out public management policies can be important in creating an environment that welcomes and supports young people. This makes it possible for them to participate in community life. Determining the potential consequences of targeted government interventions makes it easier to develop more effective policies to improve psychological audience acceptance. The study highlights the impact of the media on public opinion and the psychological acceptance of young people at the same time. This discovery means that media images have a strong influence on audience attitudes. This means that media practitioners need to think carefully about how young people are presented orally. A more comprehensive statement and change in public opinion can be achieved by taking advantage of the media's ability to provide diverse and positive images of young people. The importance of cultural factors increased, emphasizing the need for effective practices in specific cultural situations. Media professionals and policymakers can use these cultural insights to focus and improve their strategy. This can lead to a more focused and

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successful way to increase psychological audience tolerance. In short, the implications of this work go beyond scientific discourse and their practical implications.

6.1   Theoretical implications

The study's theoretical significance, especially when viewed within a cross-cultural framework, offers nuanced insights into a variety of academic domains and promotes a more thorough understanding of the relationship between public management by local governments, media representation, and audiences' psychological acceptance of young people. The findings give theoretical depth to our understanding of how different groups collaborate to set social priorities and mould the discourse surrounding issues about youth. This multidisciplinary approach gives us a more thorough understanding of the issues impacting society's perceptions of young people. The study also broadens the theoretical scope of cultural psychology by emphasizing the crucial role that cultural factors play in determining the effectiveness of local government and media initiatives. In summary, these theoretical implications broaden the theoretical frameworks within the disciplines of cross-cultural communication, youth studies, media studies, cultural psychology, and public administration. By examining the intricate relationships between adolescent perspective, local government, and media, this study lays the groundwork for future theoretical exploration and advancement in these cross-disciplinary fields.

6.2   Practical implications

Legislators, media professionals, and community leaders can benefit from the study's practical implications, which offer concrete steps to enhance young people's psychological acceptance as audience members. These activities, which should include youth-oriented legislation, educational campaigns, and community participation programs, should have the clear goal of promoting the psychological acceptance of youth. By tailoring interventions to the unique needs and challenges faced by youth, policymakers can create a more supportive environment that fosters positive attitudes. Responsible portrayals can challenge prejudice and advance inclusivity in an inclusive narrative that reflects the diverse realities of adolescence. To reach a wide audience and advance an informed and caring society, these efforts can be conducted at community centers, schools, and online. Responsible portrayals can challenge prejudice and advance inclusivity in an inclusive narrative that reflects the diverse realities of adolescence. To reach a wide audience and advance an informed and caring society, these efforts can be conducted at community centers, schools, and online.

6.3 Limitations of the study

The initial research limitation pertains to the issue of generalizability. While the study is intriguing, its cross-cultural nature might restrict the extent to which the conclusions can be applied. The intricacy of regional variations in youth perception might not be sufficiently represented by narrowly focusing on specific regions. Taking a quantitative-heavy approach, this study also prioritizes surveys and quantitative data. Even while this strategy still produces interesting statistics, a stronger concentration on qualitative methodologies could result in a deeper understanding of the various components of youth perspective and the contextual relevance of government and media initiatives. The complexity of the numerous distinct cultural influences on young people's views may not be sufficiently addressed by the research. Future studies should employ more robust cultural frameworks and look into how these variables intersect to give a more detailed understanding of the influence of various cultural elements.

6.4 Recommendations

From the information derived from the study, local government institutions should promote the use of media influence with youths, and ensure that government actions are open, and that they include content which would make use of the youth's cultural values. Social media are especially helpful when working with young people, as they allow getting in touch with the audience. The government drafted new programs and campaigns that should include young people in the process of decision making; encouraging discussion on community platforms and social networks. Prescribing content with a culture is important in encouraging cultural transformation and media utilization. In addition, youth-targeted messages should elicit affective receptors as well as appeal to knowledgeable receptors, which local governments ought to design. Adjusting and reviewing these strategies will make certain that the process of building psychological audience acceptance is lasting and effective.

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