

**Televised Political Adverts, Intermediation and Voting:  
Investigating Determiners of Electoral Choices in the  
Nigerian Elections of 2015**

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**Abstract**

Even though empirical narratives about the influence of televised political messages on the electorates' voting behaviour are well documented; supremacy of televised political contents has been hypothetically challenged by other sociological and psychological variables, namely social media use, voters' attitude towards elections, opinion leadership, and interpersonal networking. Located in the two step-flow and individual differences theories, this paper investigates the extent to which televised political adverts had influenced voters' decision in the 2015 Nigerian General Elections. Cross-sectional survey was applied to produce quantitative data from 208 respondents selected for examining the patterns of correlation between the predictors and electorates' voting decision while focus FGD was used to source in-depth information from 14 participants on

what influenced the electorates' voting decision. Findings revealed social media use, attitude towards elections as exerting more influence on the electorates' voting decision over and above exposure to televised political adverts and interpersonal networking. This is not to say that the televised adverts had no influence on the dependent variable. Both exposure to televised political adverts and interpersonal networking, as separate independent variables, were found to be significantly correlated with the electorates' voting decision, although they both explained lesser amount of variance in the dependent measure.

**Keywords:** Televised political adverts, Interpersonal networking, Opinion leadership, Voting decision, Electoral choices.