

Abstract

This paper analyzed the mediating effect of values and political efficacy on the relationship between five independent variables (3 demographic variables namely age, education and income; 2 social variables namely parent's political participation and best friend's political participation) and a dependent variable self's political participation. Provided the existence of systematic association between values and personality traits as well as the correlation between personality traits and political participation, values may have some sort of relationship with political participation. As lacking empirical study for values and political participation, the present study used values as the mediator instead of personality. Owing to the personality trait openness has positive correlation with the value self-direction and universalism, the study focused on examining the relationship between these two values and political participation. The research showed the social variables are better than the demographic variables to predict self's political participation. Parent's political participant and best friend's political participation are the good predictors to self's political participation. The political efficacy and value universalism were proved having partial mediating effect on the relationship between parent's political participation and self's political participation and between best friend's political participation and self's political participation respectively. However, the mediating effect of value self-direction cannot be concluded.

Keywords: political participation, political efficacy, value, universalism