The Role Of Modernization Factor On Public Awareness About Corruption In Iraq. The Mediating Effects Of Social Networking And Culture

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Abstract
The proposition of people's awareness about corruption struggles potency at early stages, especially public officials accepting bribery in Iraq. Yet, transfering awareness about corruption toward action is a deep further complicated and difficult burden and this was proved within the review about modernization factors and people's awareness about corruption utilization literature. The research goal of this study was to develop an integrated model of modernization factors and people's awareness about corruption. By adopting Modernization Theory as the idea of characterized by changes of norms and values toward corruption dilemma and Cultural Theory as the logical implications for a group of people to behave in corrupt ways and leading to the conclusion that fighting corruption entails cultural change. Through a survey conducted with 310 of students randomally selected from Bagadad University and analysed by SmartPlas, we find that the modernization factors of Cultural, Economic, Political and Judiciary have positive effect of public awareness about corruption. We also find that social network and culture play an effective mediatoring roles on the relationship between modernalition and people awareness about corruption
Keywords: Modernization, Social Networking, Culture, Corruption, Awareness, Iraq

El Papel Del Factor De Modernización En La Conciencia Pública Sobre La Corrupción En Irak. Los Efectos Mediadores De Las Redes Sociales Y La Cultura

Resumen

La propuesta de sensibilización de la gente sobre la corrupción lucha contra la potencia en las primeras etapas, especialmente los funcionarios públicos que aceptan el soborno en Irak. Sin embargo, transferir la conciencia sobre la corrupción hacia la acción es una carga más complicada y difícil, y esto se demostró en la revisión sobre los factores de modernización y la conciencia de las personas sobre la literatura de utilización de la corrupción. El objetivo de la investigación de este estudio fue desarrollar un modelo integrado de factores de modernización y la conciencia de las personas sobre la corrupción. Al adoptar la Teoría de la Modernización como la idea de caracterizarse por cambios de normas y valores hacia el dilema de la corrupción y la Teoría Cultural como las implicaciones lógicas para que un grupo de personas se comporten de manera corrupta y llegar a la conclusión de que luchar contra la corrupción implica un cambio cultural. A través de una encuesta realizada con 310 estudiantes seleccionados al azar de la Universidad de Bagadad y analizados por SmartPlas, descubrimos que los factores de modernización de la cultura, la economía, la política y el poder judicial tienen un efecto positivo de la conciencia pública sobre la corrupción. También encontramos que las redes sociales y la cultura juegan un papel de mediación efectivo en la relación entre la modernización y la conciencia de las personas sobre la corrupción.

Palabras clave: Modernización, Redes sociales, Cultura, Corrupción, Conciencia, Iraq.

Introduction

Corruption is a misuse of consigning ability for personal gain (Johannes, 2019). According to Madah et al., (2018), to define corruption is quite challenging because it covers many types or forms of personal gains. However, corruption can be defined as a misuse of power given to individuals for their own personal benefit involving bribery or any forms of gifts (Hope, 2016). Corruption can be divided into different scales that consists of four (4) types; petty corruption, a speedy corruption, occurs between small number of people or small businessmen for little benefits in their daily activities involving small payments like getting permits for business, paying hospitals treatments bills or avoiding fine of traffic rules violation (Rotberg, 2019); systemic corruption involves public officials who receive gifts from people (Johannes, 2019); grand corruption, the highest levels of bribery in the national government, involves political, economic and legal matters (Madah and Abdul, 2018) and (4) lootocracy involves the taxpayers who avoid paying taxes(Wu & Lan, 2018). Besides, corruption also occurs through rewarding a person in charge for manipulating the judgement, taking money or property by a person not entitled to them

and getting favours to accomplish certain tasks (Shacklock, and Galtung, 2016). The main reason for corruption to occur is due to people's greed for wealth, luxuries and power, less participation of the public, low economic freedom, gender discrimination, poor literacy level, low income of officers who have large family and poverty (Forson et al., 2016). Furthermore, both takers or givers of corruption do these various things to get a better position, claim or escape from predicaments pertaining to laws or rules of the country (Friedrich, 2017). According to Mahmood et al., (2017), Iraq is ranked 168 out of 175th corrupt countries, where petty corruption is the largest occurrence which leads to grand corruption in future. Moreover, corruption is like a plague that spread among politicians and people and gives negative effects to the country. Hence, corruption needs to be curbed through media. Pertinent literature regarding factors in curbing corruption through media furnish an extensive perception on the dilemma. Literature within the domain of factors in curbing corruption through media is less researched. Yet, most of these studies inadequately adapt and analyse a broad intent on corruption perspectives and their relation toward prevention policy. The factors in curbing corruption through media are worth studying.

Corruption studies have involved a variety of perspectives and approaches since the ancient times, where many governments and researchers have studied and dealt with corruption behaviour especially by powerful people (Wu & Lan, 2018). For instance, in 2300 years ago, the Prime Minister of Chandragupta, Brahman, had recorded nearly forty ways of money embezzlement from the government (Klitgaard, 2019). In the world, corruption is the norm faced by both rich and poor people through inducement to commit wrong behaviour by improper or unlawful means (Batrancea et al., 2018). Corruption is faced in their daily life while driving their vehicles naively, dealing with government people, seeking hospital care for sick children or themselves, starting business or getting a job in government or private industry (Sassoon, 2016). Several researchers have clarified corruption in a diversified context, the modernization factors on corruption can prevail, within four (4) factors such as cultural, economic, and political and judiciary. (Graycar, and Jancsics, 2017; Yagboyaju, 2017), stated that modernization factors on corruption in cultural factor indicate the moral values, traditions or belief that have been practiced by people since the ancient times, where people exchange gifts to tighten their bonds. However, if the gifts come from government or organization resources, they are considered as bribes. Despite, many studies discussed Iraqi corruption; most of them arrived with inadequate conclusion due to the focus on the causes rather than providing an empirical model that improve people awareness about the corruption as strategy to eliminate its effects. Therefore, this paper aims to identify and empirically examine the factors that influence public awareness about corruption in Iraq.

Factors affecting Awareness about Corruption

The cultural factor, where media focus on social inclusion and integrity indicates through investigating and delivering cases of corruption in a proper

way by media and ensuring a free flow of information to and from the public (Esoimeme, 2019). The government should not control over media to release news regarding corruption and the journalist should not panic of posing in prison or warning by the politicians if they expose corrupt politicians (Jiménez & Alon, 2018). The economic factor, where media focus on operational efficiency and pervasive government regulations indicates the information flows to the public to know about administration and expand the responsibility of politicians for their inadequate performance (Krambia-Kapardis, 2019). The laws and regulations utilized by governments restraint press approach toward information and prevent opponents' parties from expressing their views through the media (Madah and Abdul, 2018). The political factor, where media focus on decision autonomy and high social acceptance of corruption indicates the government ownership of media will restrict the information flows to the public that produces negative effect on public' rights, government effectiveness, and politicians use of media as a source for their advertisement and the closeness of their owners to the government (Hauser, 2019). Moreover, media tend to be more financially independent to perform investigation and survive court battles with fines or penalty (Luu, Nguyen, Ho, & Nam, 2019). The judiciary factor, where media focus on accountability and transparency, indicates the people's trust in independent media to fight against corruption from the authorities or the public where media need to earn public trust and confidence by demonstrating their independence, credibility and professionalism daily (Otusanya & Lauwo, 2019; Prabowo & Suhernita, 2018).

Table 1: Modernization Factors through Media

Factors	Factors of Media	Classification	References
Cultural	Media focus on social inclusion.	Social inclusion through interaction between young people, rural people, and women to promote equal participation of the citizen in decision-making processes to prevent corruption.	(Lloyd *et al.*, 2016; Walter, 2016)
	Media focus on integrity.	Integrity through broadcasting accurate news and information or guidelines to increase the ethics value among people towards preventing corruption.	(Bussmann, and Niemeczek, 2017; Suryanto *et al.*, 2018)
Economic	Media focus on operational efficiency.	Operational efficiency on tax evasion fraud can be identified from the administration by revealing corrupt people in the news.	(Constantin *et al.*, 2016; Huang, 2016)
	Media focus on pervasive government regulations.	Pervasive government regulations through forcing the government to implant new laws like restricting rights of government workers or dismissing any project involving bribery and appointing new officers to review the assets and income.	(Breyer *et al.*, 2017; Mbaku, 2019)
Political	Media focus on decision autonomy.	Decision autonomy is needed to be conducted among citizens before the establishment of any systems by politicians and the anti-corruption group should be protected from political involvement.	(Schedler, 2016; Wang, and Sun, 2016)
	Media focus on high social acceptance of corruption.	High social acceptance of corruption should be held to provide awareness because people want to fit in that group and look like them so they can tolerate corruption problem.	(Moriconi, and Carvalho, 2016; Baez Camargo, 2017)
Judiciary	Media focus on accountability.	Accountability through programmes on public debate, dramas, talk show, and call-in chat shows need to be conducted on talking about decisions made by judges on big issues regarding corruption which influence duty or power of judges.	(Eggers *et al.*, 2018)
	Media focus on transparency.	Transparency occurs in the information flow from the judiciary to the public regarding their rulings and act of law freely because the public has their rights to know about corruption sentences.	(Della Porta, and Vannucci, 2016; Aranha, 2017)

The role of media can show a predominant role in revealing corruption and inaugurate government, penal and legal act in countering it (Otusanya & Lauwo, 2019). Moreover, the media can educate and inform people regarding the harmful outcome of corruption through exposing, expanding the political threat of those involved in corruption operation (Johannes Teichmann, 2019). Many methods have been implemented to prevent corruption such as anti-corruption movements, law enforcement, and salary increment for government employees (Wu & Lan, 2018). Therefore, we hypothesize that

H1: The Modernization factors in curbing corruption through media have positive effect on public awareness about corruption

Social Network

To increase the awareness on corruption among the public, media plays a major role in public awareness about corruption especially through the social network because information can reach the people worldwide (Pratomo, and Kriyantono, 2016). Media becomes the main platform for the public to gain knowledge and information regarding the events happening in the world (Enikolopov et al., 2018). Therefore, social network has become a channel through which people can hold public officials and politicians to account the damage to their reputation (Pratomo, and Kriyantono, 2016). The social network is developing rapidly and easily accessible throughout the world which carries a huge impact on the social, cultural, economic and political realms (Blanc et al., 2017). It is also highly valued by people because it is very effective in solving problems, sharing resources and addressing people's needs (Pratomo, and Kriyantono, 2016). The social network is a computer-based network combined with a software that produces a platform for social interaction between people, making its presence in laptops, mobile devices like smartphones and tabloids (Deane, 2016). Hence, the public can share their experiences regarding the corrupt officers (Hanna, 2017). Unlike paper-based media such as magazines, brochures and newspaper and traditional media such as radio or television broadcasting which controlled by politicians, the social network is very different as it serves as an individual journal and offers a free space for any discussion or talks or opinion sharing without any interference from government authorities or political people (Suryanto et al., 2018).

Table 2: Social Network Factors

Types of Social Network	Classification	The method in Curbing Corruption	References
Social Media	It is a websites-based technology such as online newspaper, blogs, and government online service delivery on e-government.	It shares information quickly and very effective where the corrupt politicians will be exposed easily, and the demand of bribe will reduce if the interaction of public and corrupt officer terminated through e-government.	(Seo, and Mehedi, 2016; Starke *et al.*, 2016)
Social Connections	It builds connection through Facebook, WhatsApp, WeChat, Twitter and Line.	The younger generation will be aware of corruption and fights against it together, where the people who commit corruption will feel humiliated and thus prevent others from choosing the same footpath in the future.	(Sulistyo, and Azmawati, 2016; Jha, and Sarangi, 2017)
Social Multimedia Sharing	It is audio form and visual forms such as video or photographs that can be shared through YouTube, Pinterest, Instagram, Flickr, photo bucket and image stock.	People who have poor literacy level can understand the matter regarding corruption and anti-corruption movement images in Pinterest helps to prevent corruption.	(Deane, 2016; Lu, and Hampton, 2017)

Therefore, the social network has been divided into three (3) categories such as social media, social connections and social multimedia sharing to prevent corruption

Therefore, we hypothesize that:

H2: Modernization factors in curbing corruption through media have positive effect on social network

H3: Social network is a mediator on the relationship between the Modernization factors in curbing corruption through media and public awareness about corruption

A conceptual model is a characterization of a structure consists of idea and concept practices through style depiction (Hattie, and Donoghue, 2016). The study surmised that there are corresponding components of Modernization Theory and Cultural Theory with the precise model of factors in curbing corruption through media in Iraq for a vital balance with each other to produce a reliable model. Factors in curbing corruption through media in Iraq can be viewed in terms of Cultural, Economical, and Political and Judiciary components. Hence, a standard framework on peculiar factors in curbing corruption through media is highly needed. The proposed conceptual model of the factors in curbing corruption through media incorporates representations of both cultural index and social network, highlighting people awareness on corruption of Technical, Services, Social and Content contexts. The Modernization Theory components are combined as significant measurements of various contexts in curbing corruption; social context to indicate a country's transparent level (Leitao,

2016; Salmon, and Serra, 2017), country's wealth in terms of economic growth (Detter, and Fölster, 2016; Stiglitz, 2016), country's law toward corruption in terms of political enlightenment (Elbasani, and Šabić, 2018) and country's technological infrastructure through technological advancement (Kim, and Kang, 2017; Scholl, and Ubaydi, 2017).

In brief, the study presumed an assimilation of probable Cultural Theory components that emerge out of the structure and interaction of individual/collective that indicates culture of individualism of the country towards corruption (Orji, 2016; Triandis, 2018), power distance indicates the distance culture of the country towards corruption (Beugelsdijk et al., 2017; Gul et al., 2018), uncertainty avoidance indicates the high avoidance culture of the country towards corruption (Giebels et al., 2017) and masculinity/femininity indicates the masculine culture of the country towards corruption (Minkov, 2018).

Table 3: Culture index

Components	Indicates	Definitions	References
Individual / Collective	Individualism Culture	Focuses only on individual aim or benefit rather than group's motives which eventually to favour his or her desire that immediate family members where individuals can break all the law to meet the expectance for the high level of individualism lead to high corruption.	(Orji, 2016; Triandis, 2018)
Power Distance	Distance Culture	The connection between who owns the power and who don't because people accept the distance of culture or power difference by accepting and obeying the higher authority, that causes the level of power distance increases and chances of a corrupt society occurs.	(Beugelsdijk et al., 2017; Gul et al., 2018)
Uncertainty Avoidance	High Avoidance Culture	Society prevents unethical behaviours like paying or receiving bribes and any dishonest dealings that have high uncertainty avoidance that can make less corruption as people follows rules and regulations.	(Giebels et al., 2017)
Masculinity / Famininity	Masculine Culture	Developed when heroism or achievement through male community is preferred rather than femininity is more to cooperation and quality of life in the female community.	(Minkov, 2018)

The existing factors of Cultural in curbing corruption through media are mapped to media focus on social inclusion and integrity for signifying Technical context in creating awareness on corrupt behaviours (Bussmann, and Niemeczek, 2017; Leitao, 2016; Lloyd et al., 2016; Orji, 2016; Salmon and Serra, 2017; Suryanto et al., 2018; Triandis, 2018; Walter, 2016). Economic factors are to be mapped with media focus on operational efficiency and pervasive government regulations for signifying Services on creating awareness of illegal appropriation of resources (Beugelsdijk et al., 2017; Beugelsdijk et al., 2017; Breyer et al., 2017; Constantin et al., 2016; Detter and Fölster, 2016; Gul et al., 2018; Huang, 2016; Stiglitz, 2016;Mbaku,

2019). Political is to be mapped with media focus on decision autonomy and high social acceptance of corruption for signifying Social in creating awareness on political interference (Baez Camargo, 2017; Moriconi, and Carvalho, 2016; Elbasani, and Šabić, 2018; Giebels et al., 2017; Schedler, 2016; Wang and Sun, 2016;). Judiciary is to be mapped with media focus on accountability and transparency for signifying Content in creating awareness on judicial impartiality (Aranha, 2017; Della Porta, and Vannucci, 2016; Eggers et al., 2018; Kim, and Kang, 2017; Minkov, 2018; Scholl, and Ubaydi, 2017). Therefore, we hypothesize that:

H4: Modernization factors in curbing corruption through media have positive significant relationship with people culture
H5: People culture is mediating the relationship between Modernization factors in curbing corruption through media and people awareness about corruption
Methodology
This paper is based on a quantitative research design. The survey used as a tool of data collection. The research publication is from Iraq in general and students in the university particularly. The reason of selecting Iraq purposively is that it is one of the highest rate of corruption worldwide. The study setting is Baghdad University, which purposively selected because it is the highest institutional education in Iraq and the first demonstration against corruption was launched from this university. Thus, the students have enough information about the corruption and have accessibility to media and social network. The targeted sample was 310 and the strategy of sample selection was systematic random selection from the students, where the targeted sample was systematically and randomly selected from the list.
Data Analysis

The internal consistency among items was used to determine reliability of a scale used in a research instrument. For this purpose, Cronbach's alpha is the most commonly used measure to determine internal consistency which determines the reliability of a scale (F. Hair Jr, Sarstedt, Hopkins, & G. Kuppelwieser, 2014). The values of 0.8 or 0.9 in advance stages of a research indicate the internal consistency reliability of a measurement model, while values below 0.6 indicate low reliability. The higher composite reliability (CR) value indicates higher consistency of items. For the present study, both composite reliability (CR) and Cronbach alpha (CA) values are greater than 0.8 and 0.9 as shown in table 4. These values showed a good level of construct reliability and thus revealed that the items used in the present research instrument to represent constructs have high internal consistency.

Table 4 Internal Consistency Measures

Variables	Cronbach's Alpha (CA)	Composite Reliability (CR)
AW	0.840	0.893
CI	0.793	0.866
CU	0.835	0.883
EC	0.715	0.825
IV	0.891	0.908
JU	0.723	0.843
PO	0.780	0.859
SN	0.762	0.839

Indicator reliability was assessed through factor loading or outer loading values of each item. The indicator value of an item of 0.70 and above is considered acceptable and good. However, according to (F. Hair Jr et al., 2014), if an indicator's value is less than 0.40, it must be considered for elimination of that indicator. While, indicator's value between 0.40 and 0.70 should be considered for elimination if it increases the CR (composite reliability) and AVE (average variance extracted) values (F. Hair Jr et al., 2014). Table 5 shows all variables are higher than 0.7 after eliminating the weak variables.

Table 5: Loading Factors

	AW	CI	CU	EC	JU	PO	SN
Media erect awareness on behaviours	0.817						
Media erect awareness of illegal resources	0.809						
Media erect awareness on political	0.859						
Media erect awareness on judicial	0.801						
Individual benefits lead to corruption		0.856					
Power difference leads to corruption		0.739					
Dishonest dealings lead to corruption		0.759					
Male is more into corruption		0.784					
Media interact nowadays			0.702				
Media promotes anti-corruption			0.818				
Media reports on corruption cases			0.799				
Media broadcast accurate news			0.793				
Media enhance the quality of life			0.763				
Media play a role				0.797			
Media blast news on bribery				0.776			
Media highlight corrupt public officials				0.741			
Media communicates as a platform				0.620			
Media telecast corruption cases					0.725		
Media telecast decisions made by judges					0.848		
Media show act of law					0.827		
Media display anti-corruption group						0.868	
Media peer review						0.758	
Media shows high social acceptance						0.767	
Media creates awareness for people						0.710	
E-government reduce bribe							0.676
The younger generation will be aware							0.767
People feel humiliated							0.724
Poor literacy people understand corruption							0.725
Anti-corruption in social multimedia sharing							0.679

Convergent Validity

According to (F. Hair Jr et al., 2014), convergent validity determines the extent to which a measure correlates with an alternative measure of same construct. Thus, convergent validity ensures that an item measures its projected construct. For the present study, the convergent validity was measured by the value of average value extracted (AVE) as suggested by (Waddock & Graves, 1997). An AVE value of 0.50 and above showed the acceptable convergent validity. Table 6 contains the values of AVE for the convergent validity of the constructs used in the present study. Since, all the values satisfied the minimum threshold value (0.50) of AVE, thus it showed the acceptable convergent validity for measurement model of the present study.

Table 6 Average Variance Extracted (AVE) Values

Variables	Average Variance Extracted
AW	0.676
CI	0.617
CU	0.603
EC	0.543
IV	0.5985
JU	0.643
PO	0.605
SN	0.511

Discriminant Validity

According to (Urbach & Ahlemann, 2010), discriminant validity is used to describe how constructs are different from each other. There are two methods to measure discriminant validity of the constructs, (Fornell, Larcker, & Modeling, 1981) criterion and cross-loadings of the construct items. In the first method (Fornell and Larcker, 1981), the value is obtained when the square root of AVE of a construct is greater than its correlation with other constructs. In the second method (Cross-Loading) value indicates that the items loadings are higher of their respective construct and compared to the other constructs. These values indicate the discriminant validity of a measurement model. The values of discriminant validity were obtained through running algorithm function in Smart PLS software. The result given in Table 7, showed the values estimated through Fornell- Larcker criterion for measuring discriminant validity.

Table 7: Fornell-Larcker Criterion

	AW	CI	CU	EC	IV	JU	PO	SN
AW	0.822							
CI	0.460	0.786						
CU	0.334	0.322	0.776					
EC	0.474	0.376	0.506	0.737				
IV	0.538	0.461	0.677	0.900	0.621			
JU	0.494	0.398	0.355	0.699	0.832	0.802		
PO	0.446	0.399	0.305	0.723	0.842	0.700	0.778	
SN	0.504	0.228	0.306	0.359	0.429	0.343	0.375	0.715

The second measure to assess discriminant validity is the cross-loadings
which are obtained through algorithm generated in Smart PLS software.
The values of cross loadings between indicators and constructs are pre-
sented in Table 4.15. These values indicated that each measurement item's
value is loaded higher for its respective construct as compare to the oth-
er constructs. It further showed that each block of values pertaining to a
construct contains values higher than the other blocks in similar rows and
columns, which clearly separated each latent variable from others. Thus,
the cross-loading measure also confirmed the discriminant validity for the
measurement model of this study.

To sum up the reliability and validity measures, the tests conducted to
analyse data confirmed that the measurement model of the present study is
valid and can be further considered to assess the parameters of structural
model. Table 8 provides the summary the values of each construct's items
factor loadings, CR, and AVE values.

Table 8 Summary of the assessment model

Construct		Items	Factor loading	CA	CR	AVE	Discriminant Validity
People Awareness About Corruption		AW1	0.817	0.840	0.893	0.676	YES
		AW2	0.809				
		AW3	0.859				
		AW4	0.801				
Cultural Index		CI1	0.856	0.793	0.866	0.617	YES
		CI2	0.739				
		CI3	0.759				
		CI4	0.784				
Curbing Corruption	Cultural Factor	CU1	0.702	0.835	0.883	0.603	YES
		CU2	0.818				
		CU3	0.799				
		CU4	0.793				
		CU5	0.763				
	Economic Factor	EC3	0.797	0.715	0.825	0.543	YES
		EC4	0.776				
		EC5	0.741				
		EC2	0.620				
	Judiciary Factor	JU1	0.725	0.723	0.843	0.643	YES
		JU2	0.848				
		JU4	0.827				
	Political Factor	PO2	0.868	0.780	0.859	0.605	YES
		PO3	0.758				
		PO4	0.767				
		PO5	0.710				

Curbing Corruption	CU1	0.445				
	CU2	0.546				
	CU3	0.503				
	CU4	0.559				
	CU5	0.561				
	EC2	0.620				
	EC3	0.733				
	EC4	0.636	0.891	0.908	0.598	YES
	EC5	0.652				
	JU1	0.536				
	JU2	0.711				
	JU4	0.731				
	PO2	0.728				
	PO3	0.617				
	PO4	0.663				
	PO5	0.604				
Social Network	SN2	0.676				
	SN3	0.767				
	SN4	0.724	0.762	0.839	0.511	YES
	SN5	0.725				
	SN6	0.679				
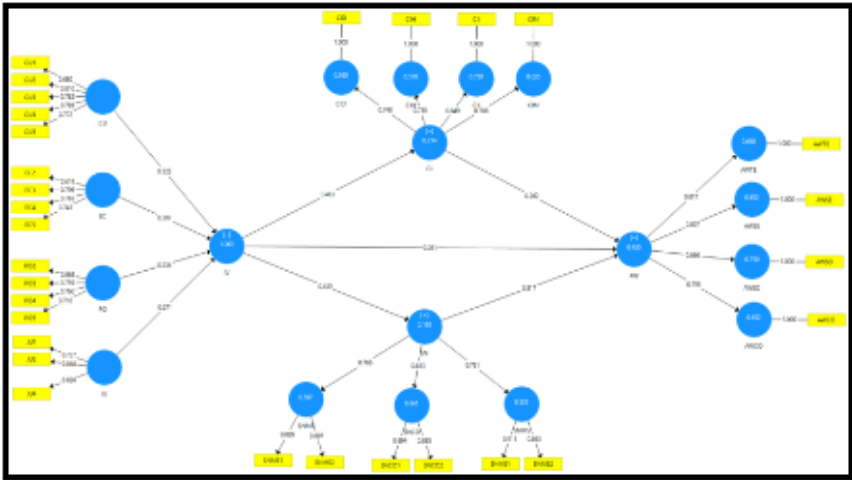
The structural model of research study is also evaluated through path coefficients. The values of path coefficients are useful to indicate the strength and significance of the relationship between two latest variables. In Smart-PLS, there is technique called "bootstrapping" is used to obtain values for evaluation of relationships (paths) between independent and dependent variables. Moreover, t-statistics and p-values are assessed to verify the significance of all the paths exist between these variables. According to (F. Hair Jr et al., 2014), when the empirically measured statistical t-value is greater than the critical value, the coefficient is considered significant at a specific confidence level. For the present study, t-value of 0.95 is used at a significance level of 0.05. (F. Hair Jr et al., 2014) further explained that nonparametric statistical test called bootstrapping is carried by PLS-SEM in order to measure the significance of estimated path coefficients. More-

over, they stated that the values of coefficients are ranged between -1 and +1. Thus the values of path coefficients close to +1 indicated strong relationship, while values of coefficient close to -1 show weak relationships. The empirically measured t-values, p-values and path coefficients values between variables in the present study are given in Table 9. The acceptance or rejection of hypothesis were based on path assessments. Thus, based on the results given for the present study, all hypothesis were supported at a significance level of 0.05.

Table 9: Path Coefficients

Path	Path Coefficient	S.E	t-Value	p-Value
IV → AW	0.280	0.065	4.318	0.000
IV → CI	0.461	0.051	8.999	0.000
IV → SN	0.429	0.054	7.977	0.000
SN → AW	0.325	0.052	6.202	0.000
CI → AW	0.257	0.060	4.248	0.000

4.4.2.3 Hypotheses Testing

Based on the results obtained through PLS-SEM, structural model was used to test the hypothesis of present research study. The values of path coefficients, t-values, and p-values at significance level of 0.05 were evaluated to test the hypothesis. On the basis of these values, all of the hypothesis of the present study were accepted. This study proposed seven hypothesis to evaluate the direct and indirect relationships among proposed variables.

The following hypothesis are proposed by the present study:
a) H1: There is significant positive relationship between IV and AW. The findings showed that path coefficient between IV and AW is 0.280. The t-value of 4.318 was found significant as it is greater than critical value of 1.96 and the p-value of 0.000 was also significant and less than the threshold value of 0.05. Thus there was empirical evidence sufficient to accept hypothesis H1 and the present study established a significant positive relationship between IV and AW.

b) H2: There is significant positive relationship between IV and CI. The findings showed that path coefficient between IV and CI is 0.461. The t-value of 8.999 was found significant as it is greater than critical value of 1.96 and the p-value of 0.000 was also significant and less than the threshold value of 0.05. Thus there was empirical evidence sufficient to accept hypothesis H2 and the present study established a significant positive relationship between IV and CI.

c) H3: There is significant positive relationship between IV and SN. According to the results, the path coefficient value between IV and SN was measured as 0.429. The t-value of 7.977 measured the significance of this path as it is larger than the critical value of 1.96 and the p-value of 0.000 also proved the significance of path coefficient. Based on the empirical

evidence, hypothesis H3 was accepted and the present study established a significant positive relationship between IV and SN.

d) H4: There is significant positive relationship between SN and AW. The value of path coefficient between SN and AW was measured as 0.325. The t-value is 6.202 which is greater than critical value of 1.96 and the p-value of 0.000 which is also significant and less than the threshold value of 0.05 proved the significance of this path. These statistics provided sufficient evidence to accept hypothesis H4 and also determined that there is a significant positive relationship between SN and AW.

f) H5: There is significant positive relationship between CI and AW. According to the results of the present study, the value of path coefficient between CI and AW was measured as 0.257. The t-value was 4.248 which is larger than critical value of 1.96 and the p-value of 0.000 was also found to be less than the threshold value of 0.05. These values proved the significance of this path coefficient. Thus, there was a sufficient empirical evidence produced in the results to accept hypothesis H5. The present study determined a significant positive relationship between CI and AW.

Coefficient of Determination (R^2)

Coefficient of determination (R^2) value is used to explain the amount of variance in dependent variable caused by the independent variables. The higher R^2 values indicates the predictive ability of the structural model. However, the strength of R^2 values depends upon the complexity of research model and type of discipline (F. Hair Jr et al., 2014). For example, R^2 values for endogenous latent variables are assessed as follows: 0.26 (substantial), 0.13 (moderate), 0.02 (weak) (Cohen, 1988). on the other hand, R^2 values should be equal to or greater than 0.10 in order for the variance explained of a particular endogenous construct to be deemed adequate (Falk & Miller, 1992).

Table 10: Coefficient of Determination

Variable	R Square	Result
SN	0.184	Moderate
CI	0.213	Moderate
AW	0.433	Substantial

Evaluation of Mediator

The present study hypothesized the mediating role of CI and SN in the relationship between IV and AW through hypothesis H6, and H7. Since, the

mediating effect is checked through an indirect effect between independent and dependent variables through a mediating variable, the empirical investigations in PLS are carried in two steps.

First step for mediating analysis is to verify the significance of direct and indirect effects values through path coefficients, t-statistics, and p values. The next step is to calculate the VAF (variance accounted for) value in order to establish the strength of mediation (full, partial, or no mediation). For this purpose, VAF is estimated by dividing indirect effect over total effect.

Mediating Analysis (IV→CI→AW)

The results shown in Table 12 were obtained by applying bootstrapping technique in PLS-SEM. According to the results presented in Table 4.21, the coefficient value of total direct effect (0.537) between IV → AW was significant (t=10.801, p=0.000). The indirect path (IV→ CI →AW) was measured as 0.124 and found significant (t=3.788, p-value=0.000). however, the direct effects between (IV → AW, IV → CI and CI → AW) were significant as reported in Table 4.21.

Table 12: Direct and Indirect Paths (IV → CI → AW)

| Path	Path coefficient	T Statistics	P Values	2.5%	97.5%
IV → AW	0.413	6.690	0.000	0.294	0.538
IV → CI	0.461	9.212	0.000	0.361	0.558
CI → AW	0.270	4.219	0.000	0.144	0.390
IV → CI → AW (Indirect Effect)	0.124	3.788	0.000	0.065	0.192
IV → AW (Total Effect)	0.537	10.801	0.000	0.439	0.635
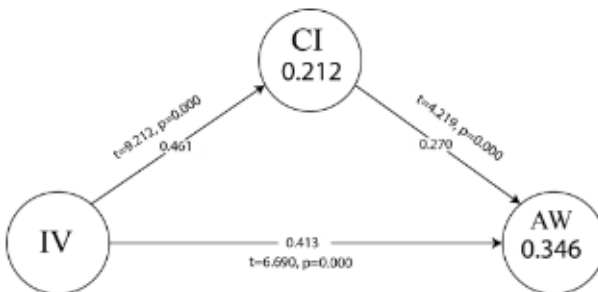
Figure 4. 6 Path coefficients (IV → CI → AW)

According to J. F. Hair et al. (2014), lower and upper confidence interval should not contain any zero values. Thus, the lower and upper values of bootstrap confidence interval should also be reported along with significance of the parameters which is considered more valuable than just

reporting significance of the parameters. Moreover, reporting lower and upper confidence interval values provides more information regarding the stability of the coefficient estimates. As reported in Table 4.21 and shown in figure 4.6, the lower confidence value of the indirect effect was 0.065 and upper confidence level value was 0.192. Since, there were no value of 0 reported by the lower and upper confidence intervals, therefore boot-strapping results confirmed the significance and stability of the indirect (mediating) effect of CI between IV and AW.

Based on the values presented in Table 4.21, indirect effect (IV → CI → AW) was 0.124 and total effect (IV → AW) was 0.537. Hence, VAF value was estimated as 0.230 of 23 percent (indirect effect/total effect = 0.124/0.537). Since this VAF value was between 20 percent and 80 per-cent, it was concluded that CI partially mediated between IV and AW. The values presented in Table 4.21 and VAF value exhibited the significance of proposed mediation role and justified the conditions for partial mediation. Although it was hypothesized that CI has a mediating role between IV and AW, it was found that CI has partially mediated the relationship. Thus, hypothesis H6 of the present study was accepted.

Mediating Analysis (IV→SN→AW)

The results shown in Table 13 were obtained by applying bootstrapping technique in PLS-SEM. According to the results presented in Table 4.22, the coefficient value of total direct effect (0.537) between IV → AW was significant (t=10.921, p=0.000). The indirect path (IV→ SN→AW) was measured as 0.144 and found significant (t=4.694, p-value=0.000). how-ever, the direct effects between (IV → AW, IV → SN and SN → AW) were significant as reported in Table 4.22.

Table 13 Direct and Indirect Paths (IV → SN → AW)

Path	Path coefficient	T Statistics	P Values	2.5%	97.5%
IV → AW	0.395	6.787	0.000	0.276	0.507
IV → SN	0.429	7.956	0.000	0.325	0.534
SN → AW	0.335	6.297	0.000	0.238	0.447
IV → SN → AW (Indirect Effect)	0.144	4.694	0.000	0.092	0.215
IV → AW (Total Effect)	0.538	10.921	0.000	0.441	0.636
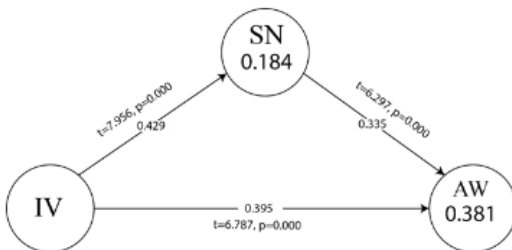
Figure 4. 7 Path coefficients (IV → SN → AW)

According to J. F. Hair et al. (2014), lower and upper confidence interval should not contain any zero values. Thus, the lower and upper values of bootstrap confidence interval should also be reported along with significance of the parameters which is considered more valuable than just reporting significance of the parameters. Moreover, reporting lower and upper confidence interval values provides more information regarding the stability of the coefficient estimates. As reported in Table 4.22 and shown in figure 4.7, the lower confidence value of the indirect effect was 0.092 and upper confidence level value was 0.215. Since, there were no value of 0 reported by the lower and upper confidence intervals, therefore bootstrapping results confirmed the significance and stability of the indirect (mediating) effect of SN between IV and AW.

Based on the values presented in Table 4.22, indirect effect (IV → SN → AW) was 0.144 and total effect (IV → AW) was 0.538. Hence, VAF value was estimated as 0.267 of 26.7 percent (indirect effect/total effect = 0.144/0.538). Since this VAF value was between 20 percent and 80 percent, it was concluded that SN partially mediated between IV and AW. The values presented in Table 4.22 and VAF value exhibited the significance of proposed mediation role and justified the conditions for partial mediation. Although it was hypothesized that SN has a mediating role between IV and AW, it was found that SN has partially mediated the relationship. Thus, hypothesis H7 of the present study was accepted.

Conclusion

Contribution towards Body of Knowledge
This research contributes toward the legislative literature through its target on factors within curbing corruption through mass media in Iraq. The research has determined the relationship between modernization factors and people's awareness on corruption. This research is important to be implemented to study corruption dilemma on the integration of social network sites in the relationship between a culture-based account of media effects and people's awareness about corruption has not well discussed and to the best of the researcher's knowledge, there is no research has been regulating within Iraq. This study has incorporated the modernization theory refers to the social maturity of society as the world continues to grow and cultural theory refers to understanding different ways of culture or behaviour of accepting certain issues that are related to the research problem and the preferred theoretical frameworks are precise. Therefore, the adoption of the theoretical framework from Modernization theory and Cultural theory for developing the conceptual model of modernization factors curbing corruption through mass media. The implements of modernization in curbing corruption through mass media could aid the research over the assimilation of the basic factors about social, economic, political and judiciary. In the current study, the researcher evaluates the questionnaire's content validity. Therefore, to establish an initial assessment of the instrument's

validity, an analysis phase research was conducted to pursue the opinions and proposition of applicable experts and scholars in order to begin a basic judgement about the instrument's validity. This conceptual model successfully changes the corruption dilemma and defines the relationship between the modernization factors and people's awareness on corruption in Iraq.

Contribution towards Nation

The findings of the present study have several relevant contributions to the Iraq government. In the context of government, the relationship between the modernization factors and people's awareness on corruption proposed a conceptual model of the modernization factor in curbing corruption through mass media that incorporates representations of both cultural index and social network, where people awareness about corruption on Technical, Services, Social and Content. In order to adopt modernization factors, the government must embody people's awareness about corruption through technical creating awareness of corrupt behaviour, services create awareness of illegal appropriation of resources, social create awareness of political interference and content creates awareness of judicial impartiality.

Limitation of Present Study

The sample size 310 is little but acceptable for this group of research and the conventional method has been tested. The dependence on respondents for input is one of the familiar concerns encompassing the accuracy of feedback by an individual. The reply bias from respondents can be normal as people with divergent backgrounds may react to the questions variously. Moreover, this research was regulated by the approach of a self-administrated questionnaire, thus, the judgment by the respondents toward the questions within the questionnaire endure unexplained. Respondents may classify the questions mistakenly due to the misunderstanding or gaps among the respondent's perceptive and the conception systematic by the question.

Diversely, the integrity of respondents in responding to the questions during the survey is presumed, which could posture pressure within this research. The study does not apply to the stage of adoption. This research will gather further data through the progress of adoption. For instance, the research can regulate what factors most create people's awareness on corruption. Yet, the research combat with the time factor within analysing and estimate the criterions. This research is regulated for Iraq within the education division alone. Thus, the conclusion about the outcome is pertinent to this precise division. Plus, this study utilizes the explanation about Iraq as a case study. Hence, the suitability of the conclusion to other countries may be narrow. The people's awareness about corruption was based on the core indicators for the Iraq government as reviewed in 2019.

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