

THE STUDY OF IMPACT OF SIGNIFICANCE OF USAGE OF SOCIAL MEDIA IN POLITICS

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ABSTRACT

The primary objective of this study is to inquire about the views held by younger generations on the application of social media in political campaigns. An exhaustive literature evaluation has been carried out for the purposes of this study on research concepts that are based on subject matter that is comparable to the usage of social media in politics. In order to explore the youth's perspective on the research aims, we employed five different factors to do our research. These variables were voting behaviour, perceived utility, ease of use, political engagement, and personalising politics.

For the purposes of this study, the gathering and examination of primary data has been conducted using a positivist research philosophy and a descriptive methodology. In order to get an accurate picture of the findings of the investigation, quantitative statistical methods were employed. The evaluation of the data has included the use of Crombach's Alpha, mean, median, and mode as well as frequency analysis and correlation. Based on the findings of the study, it has been determined that the utilisation of social media in politics has a significant influence on the political behaviour of young people on social media. It has a beneficial effect on the voting behaviour of younger generations and encourages them to participate in a wide variety of political activities. According to the findings of this research project, the utilisation of social media platforms in political communication has a sizeable influence on the voting patterns of those who engage in such platforms for the purpose of political communication. According to the findings of this research, people who are interested in politics are able to obtain necessary information through social media platforms, and they are also kept up to speed on political activities and new legislation. The fact that social media is helpful has a favourable effect on the likelihood that young people would utilise it to participate in political activities.

According to the findings of this study, using social media platforms requires less work and is easier to do than traditional communication methods. This encourages young people to participate politically through the usage of social media. Another conclusion was that the utilisation of social media in political activities led to a rise in the engagement of younger people in political endeavours. The majority populace does not have access to the conventional mode of communication. However, individuals are now able to engage in both decision making and criticism thanks to digital media. This makes it easier for young people to get involved in political activity.

INTRODUCTION

The historical context of the study issue will be discussed in the introductory section. In this section, we will explore the issue statement, which will paint a more accurate image of the overall purpose of the study. Additionally, the study questions and objective will be presented in this part. The right structure of this report will be shown in the final portion of the introductory chapter. This structure will offer the readers with the proper direction they need to follow.

BACKGROUND OF THE STUDY

The process of conveying the messages and information that are meant to a particular audience is referred to as communication. Each and every communication process adheres to a set of useful disciplines. In addition to being a body of knowledge, political communication is comprised of a number of distinct components, including sources, messages, channels, receivers, and impacts (Cap and Okulska, 2013).

If any one of these communication components fails to function properly, the goals that politicians set out to accomplish will not be attained. Interpersonal communication, organisational communication, and mass communication are the three components that comprise the political communication channels. Mass communication is also a component.

These five roles are the fundamental building blocks of political communication. The dissemination of information to the general public about events and activities taking place in the surrounding area is the primary duty (Davis, 2010). The second step is to inform the general audience about the relevance of the meanings behind the data. The third reason is to

offer a forum in which political concerns may be discussed. The fourth step is to produce publications, and the last step is to supply the news media with guidelines and programmes to follow (Alhassan, 2018). Politicians utilise several communication avenues to communicate messages. The messages may be sent by actions, conversations, symbols, or pictures of any kind. The tools for political communication are not restricted to the mechanical media alone. Additionally, a genuine guy may be of assistance and can serve as an efficient communication route. Channels and media assist to disseminate messages (Kaid, 2004).

The many channels of mass communication function in a one-to-many manner. It is also possible to conduct face-to-face communication through the use of mass communication media, which does this by putting communicators in front of an audience while they are speaking. The most prominent example of a conduit of mass communication is television. The public may watch general meetings as well as political conferences thanks to this form of media. Interpersonal communication, in which one person speaks directly to another, is the second type of communication channel. This method of communication can take occur face-to-face, over the phone, or through any of the other available communication channels (Davis, 2010). The communication organisation combines the one-to-one communication process with two processes that are one-to-many. Not only are the political communication channels used to transmit messages to the people who are the intended recipients of those communications, but politicians also utilise them to encourage people to support them and vote for them (Iyengar and Simon, 2000).

It is possible to draw the conclusion that political parties make use of various channels of communication in order to run their political campaigns and disseminate information to the general public. In addition, human factors constitute the single most significant mode of communication in the political realm (McNair, 2017). In spite of the fact that there is a great deal of variety in the systems of political communication, the political channels of communication are always the same. However, in order to successfully accomplish the communication goal in politics, it is necessary to ensure that political communication is operating as it should.

The ability of the general public to make use of the channels and the availability of adequate access to those channels are both necessary for successful operation (Nasution, 1990). The effective use of communication channels in political campaigns is another factor that must be

taken into consideration for the expansion of political involvement. The primary issue is that there is a deficit of political mobility and access to political communication channels, both of which are essential. Participation in the political communication process requires the capacity to both begin communications that an individual want to communicate and to reply to any other political campaign (Bennett and Iyengar, 2008). Everyone's access to communication channels has been expanded thanks to the digitization of the communication process and the rise of social media, and this has enabled more people to take part in political communication and activities. Even in the realm of political communication, consumer patterns and the environment have shifted over the course of time.

The proliferation of social media and easy access to information on search engines like Google has rendered obsolete the conventional political communication routes (Gurevitch et al., 2009). On the other hand, this made it more difficult for political parties to mitigate the effects of the dissemination of misinformation on social media. They are able to combat bogus news, but it will be tough for them to communicate all of their arguments. However, the use of digital media contributes to the development of a robust and democratic political community, something that was almost impossible to do using the older methods of communication. In recent times, discussion on political matters was restricted to a select few individuals. Criticizing political policies and actions was challenging for the political participant because of this (McNair, 2017).

There were a lot of people who didn't fit inside the parameters of political decisions and governance. The traditional media are unable to serve as a conduit for communication between political parties and the general population. However, digital media has begun to infiltrate the political sphere, which opens the door for several organisations to participate in the process of political communication. The number of political campaigns that make use of social media is growing all the time. The use of popular social media by political parties to affect their target demographic is becoming increasingly common. In general, when people talk about using social media in politics, they are referring to the practise of using well-known social media platforms online for political activities and campaigns (Kimseng, 2014).

There are several well-known social media platforms available today, including Facebook, Twitter, Instagram, YouTube, Linked In, Pinterest, and Viber, amongst others. These forms of media are available for use by political groups and parties, as well as by political

corruption and international politics (Kruse et al., 2018). The internet and other forms of social media have emerged as powerful platforms in recent years, making them ideal candidates for the role of interactive communication channels in the dissemination of news. The power of social media not only extends to the ability to influence and modify messages, but also to change values, political corruption, and the dynamics of political struggle. The electoral process, radical politics, and global political strife are now less susceptible to being misunderstood and less private to the public perspective as a result of social media.

According to Andrea Calderaro (2018), the internet and social media have sparked a significant amount of curiosity among individuals in the question of whether or not the political activities of social media and other online communication platforms are affected in any way. This study examined the connection between political discourse and various forms of social media from a variety of perspectives. In addition to this, he said that social media is not only being used to disseminate information within a country's borders but is also contributing to the dissemination of information outside of those borders. The dissemination of information through social media platforms contributes to an increase in political awareness, which in turn leads to an increase in engagement in political activities. The use of social media in political campaigns and social movements is another potential application of this technology.

Pinar Yildirim (2020) of Wharton made the argument that social media is having an effect on political campaigns, and that this is having a significant impact on the overall game plan of politics. The newcomers now have the opportunity to engage with constituents about political policy because to the platform offered by social media. In addition to this, the communication pattern between political parties is different now than it was ten years ago. Munir (2018) conducted study to investigate how the use of social media influences the voting behaviour of young people. According to the findings of this investigation, your voters use social media to look for information on political experts who share their viewpoints and perspectives. In addition to this, he suggested that politically conscious voters are more likely to take an active role in gathering political information. In addition, societal factors have a significant influence on the voting patterns of the younger generation.

PROBLEM STATEMENT

As a result of the development of social media platforms available on the internet, they have been put to use for political reasons (Langlois and Elmer, 2013). Over the past five or eight years, the use of social media in politics has received a great deal of attention in the academic community. As a result, researchers have carried out a great number of studies and produced a great deal of written material in an effort to comprehend the influence of the use of social media in politics. In what ways does it affect those who participate in politics as well as the voting behaviour of young people? The vast majority of the study only gives four types of information, and this research field has a significant knowledge gap that has to be filled in. This can be an example of the sorts of political actions that take place on social media that have a significant influence on the efficacy of politics. Previous studies also failed to demonstrate how young people see the use of social media in political campaigns and campaigns in general (Calderaro, 2018).

Therefore, it is essential to have an understanding of how young people feel about the use of social media in politics. This is also necessary in order to have an understanding of the sorts of political activities that take place on social media that have a significant influence on younger generations and other political players. Countries in South Asia, such as India, are turning to social media in order to communicate with political actors and find prospective voters. The younger voters believe that social media is a platform that makes it simple and efficient to participate in political activities (Biswas et al., 2014). The method in which individuals interact with one another in conversation has been altered as a result of this. Politicians are able to raise public knowledge about political activity through the use of conventional media. However, social media not only helps to raise awareness but also brings in new individuals.

According to the findings of this research, politicians may more easily enlist the participation of young people in political activities by utilising social media (Biswas et al., 2014). Every young person living in today's society has a social media account, and many of them use their accounts to participate in political discourse. People are use it in order to participate in political campaigns, connect with politicians, and engage in any number of other political activities (Omotayo and Folorunso, 2020). Both the usage of social media and the availability of a variety of different entry points to political activities and information have a significant

influence on the level of political engagement among young people (Bimber and Copeland, 2011).

According to Kruse et al. (2018)'s argument, people tend to avoid participating in political discourse and activities when they utilise social media. According to the findings of this research, there are three different causes for this avoidance. Fear of making arrangements online is the first issue. The second factor is that individuals only communicate with others who have similar values. The third factor is that people believe social media is exclusively for cheerful and sociable contacts.

According to Loader and Mercea (2011), the use of social media has the potential to make democracy more participatory. [Citation needed] This is a powerful platform that challenges established means of communication and interest by having the potential to be disruptive (Bennett, 2012). The goal of this research is to bridge the informational void that currently exists in this particular field. This research has highlighted the perceptions of South Asian people towards the application of social media in political campaigns. Because of this, a significant knowledge gap on the application of social media in politics has been narrowed.

PURPOSE OF THE STUDY

The expansion of one's understanding regarding the application of social media in political campaigns is the goal of this study. This research has also discovered the political activities that take place online and the influence that these activities have on the political participation of young South Asians.

Research Question

- What will be the Perception of Youth on Use Social Media in Politics?

LITERATURE REVIEW

According to Biswas and colleagues (2014), there is a significant connection that can be drawn between politics and social networks. This study demonstrates the contributions that social media may make to the engagement and communication that takes place between citizens and politicians. Stieglitz and Dang-Xuan (2013) further demonstrate the significance of social media in political campaigns and campaigns in general. According to the findings of his study, he discovered that in the past ten years, social media has become one of the most

efficient communication platforms for citizens and politicians alike. Through the use of this platform, voters and politicians are able to connect with one another (Munir, 2018). Political activities have become more transparent as a result of the proliferation of popular social media, which has also increased citizen participation in the political system. It's also worth noting that social media may be a reliable source of political information. There are two distinct sorts of political knowledge. The first is differentiation, which enables one to analyse and weigh the significance of factual information. Integration of concepts is the second aspect of one's level of knowledge. This makes it easier for a person to compile knowledge from a variety of sources in order to develop a more comprehensive concept (Munir, 2018). Different news outlets have published articles on social media that enable citizens obtain knowledge about the actions of candidates, as well as the things they like and dislike about them.

According to Dimitrova and colleagues (2014), the usage of social media has a significant bearing on the level of political engagement. This research has also come to the conclusion that the continuous and productive actions of social media have a significant impact on political involvement, which will assist social media become more productive so that it can assure a greater number of people participate in politics. In addition, Biswas et al. (2014) claimed that, over the course of time, social media has become a collaborative instrument that operates political movements and activities. This not only helps to exercise democracy but also ensures that the democratic process is open and transparent. At this point in time, the vast majority of young people utilise social media, and several academics have stated that virtually every active member of social media uses it for at least a half an hour every day. The vast majority of the important information and political news that people require comes from the social media platform (Biswas et al., 2014). The usage of social media for political reasons has a significant influence on the political behaviour of young people and the number of young people who vote.

According to Bimber and Copeland (2011), in today's world, social media platforms provide a very efficient venue for individuals to communicate with one another. People are able to communicate their thoughts, experiences, and other pertinent information through the usage of this platform. When used to the realm of politics, social media functions well as a medium through which citizens may exercise their democratic and participatory rights. All of this has

a direct influence on the political behaviour of those individuals who are politically inclined. The election that took place in the United States of America is a good example. Political players have utilised social media platforms throughout the election campaign to successfully manage the election campaign. Social media also allows them to distribute necessary information to voters and engage them in a political campaign (Jiang, 2016). It is also a highly effective area for politicians to pursue the opinion of their running mate in order to become more effective in a political campaign and embrace ideas to excite citizens to vote for them. Social media is a very effective location for politicians to achieve this. Facebook, the most widely used social media platform, is beneficial to political marketing efforts because it provides access to a variety of channels via which messages may be sent to the target audience (Kahne et al., 2021). Because of this, politicians have excellent abilities that make them more effective at promoting themselves and other politicians and candidates on social media. This also helps them develop a favourable picture about their candidate and communicate information that is essential and vital with the citizen in order to make an effective political change and improve the number of supporters they have (Bimber and Copeland, 2011). All of the most prominent social networking networks enable their users to share information with one another, including articles, pictures, videos, and documentaries, in order to bring together a community of individuals who share a common interest in a certain topic. Therefore, the majority of academics working in this sector came to the conclusion that numerous tools available on social media platforms enable to target specific audiences, which increases the likelihood of successfully assembling individuals who have the same interests.

When trying to gauge the feelings of people in a given nation's populace, social media may be a very valuable tool. This is a significant and extremely effective way to learn what the general people thinks. The concerns of public essential also 9 can be brought up by the government via a variety of different social media (Jiang, 2016). In addition to this, the dissemination of political information among friends and family members by means of social media platforms like Facebook and Twitter serves to boost people's overall exposure to political information.

According to Kahne et al. (2021), the term "political talk" describes any conversation that includes political topics. Non-elite members of the political community have, in general, engaged in unproductive forms of political dialogue. These kind of discussions on social

media assist to increase political engagement by providing information that the general public needs about how political parties will serve the general public and their feeling of responsibility (Masiha et al., 2018). The substance of the discussions, as well as news, links, and other items, can be shared through social media. The public has access to a platform that is successful in delivering democratic principles, and social media is also useful in facilitating political dialogue and the disclosure of political information. The ease with which citizens may participate in political debates is another way in which social media contributes to the improved functioning of democratic systems (Karamat and Farooq, 2020). The likelihood of a person getting involved in political activities is increased as a result of this.

Because of advancements in technology and social media, involvement in political processes is now accessible to people of all ages. The youth now have a greater number of opportunities to join in political activities as a result of technological advancements. When seen from the perspective of democratic nations, it is possible to assert that the political involvement of young people not only indicates that they participate in the voting process, but also that they have social responsibility. There are several clues that reveal the social responsibilities of young people (Karamat and Farooq, 2020). Knowledge and comprehension of the political process, familiarity with information and communication technologies, ways of thinking, patterns of negotiation, degree of integration, and involvement in the media are all factors that influence the level of political engagement among young people. Social media platforms are used as a means of communication between political candidates, lawmakers, and other agents involved in political campaigns and young voters. Politicians are able to establish a direct connection with young voters through the use of social media, which in turn encourages them to take part in political activities and vote (Piyathissa and Ratnayake, 2019). Therefore, it is fair to assert that the influence of social media on the election is significant.

Voting was place The behaviour of voters, particularly the younger generation, can be impacted by a variety of factors, including environmental concerns, political leaders and candidates, political candidates, government policies, and information that is both online and offline. Young people's political behaviour might also be affected by the personal sensations and emotions they experience. Karamat and Farooq (2020) stated that there are parallels to be drawn between political campaigns, advertisements, and marketing. In the process of political marketing, voters are considered to be customers of the various services offered by political

parties. Therefore, the choice of political parties is analogous to the purchasing decisions that individuals make in the marketplace of corporations. The process of reaching a choice to vote is quite similar to the procedure that was outlined before, in which a voter is asked, in response to a political stimulus, whether or not they would cast their vote. According to the findings of the research conducted on politics, the voting process treats individual voters as active participants in the process of the political system (Heblich, 2016). If a political candidate fails to motivate people and live up to their expectations during this process, the voters become disillusioned with politicians in general and are less likely to vote for them in subsequent elections (Masiha et al., 2018). In this respect, the social media may play a significant role by providing efficient channels via which voters can communicate with political parties. The contact that occurs on social media platforms is beneficial to politicians in building trust among people. Additionally, the citizen is able to collect the necessary information and knowledge about the political parties through the use of social media, which assists them in making judgments regarding their vote (Karamat and Farooq, 2020). It is possible for voters to form a strong tendency among themselves to vote for a certain political party if they approve of the policies and political commitments of that party. In order for this procedure to be successful in increasing the number of supporters, trust is also vital. Campaigning via social media is an efficient method that helps political politicians earn voters' confidence, and it's becoming increasingly popular.

Russo and Stattin (2017) state that the concept of political interest refers to anything that is essential to both development and survival. This concept is sometimes referred to as the allure of politics to a certain person. This is the population density of persons who are concerned about elections, rights, and public policy. However, it is important to have a significant amount of political interest among young people. Because it is such a good predictor of actual participation in politics, political engagement among young people is really necessary. In the political arena, young people represent both a significant opportunity and a covert challenge. When compared to the behaviour of any other group in society, your political behaviour is the least predictable. 11 According to the findings of research conducted on European nations, there is a participation rate that is significantly lower than the average for political activities and procedures. According to the findings of this study, young people are more likely to say that they will not vote compared to other age groups.

According to the recommendations of specialists, the level of engagement of young people in political processes should be raised since low turnout might pose a risk to future democracy and representation (Shirazi, 2013). The reduced participation rate poses an additional significant risk to the demographic system. Age, colour, and gender are all factors that might influence a person's level of interest in politics.

Bennet and Bennet (1989) presented an argument suggesting that a man's interest in politics exceeds that of a woman's. There are several factors that contribute to these inequalities, including roles and structures, the circumstances of society, and lifestyle choices. According to the findings of this research, friends and family have a significant influence on the political interests of young people. When young people move out of their parents' homes, there is a greater chance that they will develop an interest in politics. They started engaging in a variety of political activities as well as communication with parties outside the organisation (Kim and Sin, 2017). During this time period, young people also began to become aware of the significance of politics and the positive societal effects it may have. The sharing of information by politicians, as well as the dissemination of information that is readily available on social media and in daily news updates, can help to pique the curiosity of younger generations.

CONCEPTUAL FRAMEWORK

An efficient conceptual framework for identifying the young view of the use of social media in politics has been produced as a result of the examination of existing research and theories. This framework was designed in order to: Throughout the process of doing this study, the conceptual framework will serve as an obstacle for what it is that the researchers are seeking to determine.

RESEARCH METHODOLOGY

The onion model of study has been utilised throughout this investigation. This research was helpful in identifying a model that would be suited for this investigation. The research onion model assists in identifying actual research methodologies and tactics for the purpose of data collecting and analysis.

RESEARCH PHILOSOPHY

There are primarily three distinct schools of thought when it comes to research philosophies. These schools include realism, positivism, and interpretative. Positivism is the study philosophy that has been utilised in this investigation as a result of the fact that this philosophy assists in the production of a scenario, which is then evaluated for the purpose of drawing a valid conclusion (Asher and Popper, 2019). This philosophical approach, with its emphasis on individual decision-making, satisfies the aims of the research and is best suitable for quantitative research (Melnikovas, 2018). As part of this investigation, the perspective of south Asian nations has been analysed to gain a better understanding of the influence that the usage of social media may have on political processes (Crossan, 2003).

The nations of Bangladesh, Pakistan, India, and Nepal served as the focus of the study that was carried out in South Asia. The majority of them are still considered to be developing nations and are participating in technological progress. Until not very long ago, they conveyed their political messages through traditional forms of media. But the rise of technology has made it possible to communicate politically in ways that weren't possible before. Therefore, there is a significant lack of information in this particular domain. This research will aid readers who are interested in learning about the current state of the usage of social media in politics.

Due to the fact that they are only recently beginning to use these media to communicate a political message, the research that is conducted in this area will help to find out the actual situation regarding the impact of political activities on social media on political participation, engagement, and voting behaviour. This attitude has also been adhered to in order to carry out descriptive research in order to guarantee analytical answers to the research difficulties.

RESEARCH APPROACH

The study methodology detailed the sequential steps involved in the research process. This contains the hypothesis, model, synthesis, and scopes of the study. As a result of following the procedures, the data collection and analysis have been finished (Soiferman, 2010). Research methodologies may be broken down into two categories: deductive and inductive techniques.

In the course of this investigation, the deductive methodology was utilised. By proceeding in this manner, the initial test of the hypothesis has been performed (Teixeira, 2018). Following this, an evaluation of the prior research literature was carried out with the purpose of determining the real factors of this study in order to carry out a quantitative analysis of the research difficulties. This method was very helpful in obtaining numerical data on the research issues (Reyes, 2004). This method also made it possible for me to assess earlier reports and articles, which assisted me in obtaining diverse thoughts from a variety of perspectives (Galassi, 2017). The generation of hypotheses through the use of this methodology assisted me in arriving at a fruitful conclusion regarding this study and in producing a discussion that was supported by evidence.

RESEARCH STRATEGY

In the context of a research article, the term "research strategy" refers to the process of data analysis (Mohajan, 2018). In order to guarantee the accuracy of the study, this is an essential component. This demonstrates the various tools and methods for conducting data analysis. Research that takes a descriptive rather than an exploratory approach is one of two sorts of techniques. The mean, the median, the percentage, and the frequencies of replies have all been analysed in this study using a descriptive research technique. Research that is descriptive makes use of statistical methods that assist in determining the most effective approach to resolving research issues (Basias, N. and Pollalis, 2018).

Because different people have different perceptions, it is highly vital to compare data from several studies before coming to a conclusion. The descriptive technique was helpful in this regard.

RESEARCH DESIGN

There are many distinct kinds of research, each of which calls for a unique methodology in order to provide reliable results. The technique of data collection as well as the sources were outlined in the research design. Study needs to figure out the optimal design and relevant approaches for data collecting 18, and this can be done by analysing the challenges with the research (Berman et al., 2000). Fundamental research designs and secondary research designs are the two primary categories of research designs. There are also other subcategories of research designs. The design procedure for primary research has been followed throughout

this investigation. Primary data on research difficulties have been received from respondents, and a critical analysis of those problems is currently under progress (Durrheim, 2006).

Various survey questions have been devised using information gleaned from earlier published works, and the questions themselves have been framed using close-ended question techniques (Basias and Pollalis, 2018). In order to communicate with the intended audience via social media platforms and emails, an online questionnaire survey has been carried out. This is a quick and efficient method for gathering information. The vast majority of respondents were inspired to participate in an online questionnaire survey because of this, which also saves the respondents' time.

CONCLUSION

The engagement of young people in political processes has been declining over time. They are not developing an interest in politics, which results in a decrease in the number of young people participating and representing themselves in politics as potential future leaders. However, in recent years the vast majority of young people use social media on a daily basis. Therefore, using social media to encourage young people to join in political events and vote is an efficient use of time.

Politicians in today's world make use of social media for their political campaigns and to provide current information with individuals who are interested in politics. The perceptions of South Asian youth on the role of social media in political campaigns were investigated in this study. According to the findings of the research, the use of social media by political parties has a beneficial effect on the voting behaviour of young people.

Young people who utilise social media platforms often obtain their political knowledge from those platforms before making political choices. They believe that social media is an extremely important tool for keeping up with the latest political information. They are also of the opinion that the usage of social media in political campaigns is an unnecessary amount of work. In addition to this, it offers the possibility of sharing one's own notions and ideas with the audience in question. Therefore, it is possible to draw the conclusion that the use of social media in politics has a significant influence on the political behaviour of young people and provides a large number of chances for engaging in political activities.

IMPLICATIONS

According to the findings of this research project, the incorporation of social media into political campaigns can impact young people in a number of different ways. The fact that users of social media may access a variety of features, facilities, and information on political activities has a significant impact on the likelihood that young people would utilise social media to participate in political activities.

To begin, given the considerable impact that social media has on the voting behaviour of young people, political candidates and parties have a tremendous opportunity to influence these demographics in order to win over more voters and supporters among this age group. Candidates for office can encourage younger voters to engage in the electoral process by running political campaigns and posting encouraging material on social media. Because the majority of young people use social media in a manner that is unpolitical and because they have discovered that the use of social media in politics is simple, political figures should ensure that material on social media is kept up to date.

A political candidate can also utilise social media features such as groups, pages, and rooms to engage with their target audience and control the input they get from that audience. All of these things will help to guarantee that young people participate in political activities.

LIMITATIONS OF THE RESEARCH

The first restriction of this study is that the theoretical framework that this research is based on is not very detailed. It is also difficult to locate secondary data and research that has been done in the past, which makes it tough to discover credible sources to learn about the viewpoints of young people on the usage of social media in politics. Another disadvantage of this study is that there was a lack of time.

Because we lacked the necessary amount of time, it was impossible to perform pre-test analysis of the data and to reach out to more particular responders. Additionally, this has a significant bearing on the dependability of the data. Another disadvantage of this study is that the researchers did not have sufficient expertise on research methods. Because doing research is not a typical assignment for students, it might be challenging for them to develop a full research technique that will improve the validity of their findings and the analysis of their

data. Any inaccuracy in the sampling process has the potential to introduce bias and render the data unreliable for representing the entire population.

Inability to access the data that is provided, as well as lack of funds to obtain the necessary information from paid sources. All of these things may, in various ways, impact the findings of this investigation, which may, in turn, impair the trustworthiness of this study as a whole.

FUTURE WORK

Due to the fact that this investigation followed the procedure of quantitative research, in the future, a quantitative study might be carried out to investigate how young people feel about the use of social media in political campaigns. In the future, research might potentially be carried out using a big sample size and include a representative from another region of the world. As a result of the relatively low amount of research that has been done in this field, there are a great deal of knowledge gaps that may be filled by researchers that focus their attention on specific impacts on individuals' behaviours, such as voting behaviour, participation, and so on. In the future, research can also be undertaken based on specific social media in order to determine which social media platforms are the most often utilised for political goals.

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