

A Study on the Impact of Social Networking Sites in Political Participation

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Abstract: In recent years, there has been a growing interest in the participation of society's candidates in political concerns. Various articles on renowned involvement and non-participation have been tried since the introduction of Merriam and Gosnell's Non-Voting in 1924, as well as Merriam's citizen sequence edited in the late 1920s and early 1930s. The main aim of this study is to evaluate how social media is helpful in increasing political participation. Political participation, defined as "the involvement of individuals at various levels in the political system, percentage in the selection of rulers and without delay or circuitously in the formation and/or execution of public policies, and also comprising all those facts that, in one way or another, are intended to affect the running of and differences of the political system," is an essential component of every political system. As a result, active and forceful human engagement has proven critical to the democratic system's survival and continuity.

Keywords: social networking site's, political participation, awareness, social media impact etc.

Introduction

Politics was an inseparable part of human life and politics automatically came to human beings at instances. People tended to achieve a better social relationship with the help of politics and the term related to broader concepts such as the state, power, decision making, division etc.

In simpler terms, politics is an integral part of the state and included within its amity the science of state which was attained by fighting the upcoming circumstances and forming an understanding of the same.

By the terms politics, it would mean all the processes which are undertaken to arrive at a decision. The term politics specifies 'Authoritative allocation of Value.' The definition comprises explicitly of three words namely authority allocation and values.

Politics is existing in light of the fact that individuals disagree. They disagree on how they should live. Who should receive what? By what ways should power and other assets be distributed? Should society be built on cooperation or conflict? etc. They also vary on how such difficulties should be resolved. How should aggregate selections be made? Who should have a state? What level of effect should each individual have? For Aristotle, this established politics as the 'Master S,' which is nothing more than the activity by which individuals strive to improve their lives and create a magnificent society.

Politics is fundamentally a social action. It is always an exchange, never a monologue. Solitary people, such as Robinson Crusoe, may be able to develop a simple economy, create art, and so on, but they cannot participate in politics. Politics evolves simply with the emergence of a man (or woman) on Friday. However, the paradox that lies at the heart of politics also extends to the nature of the topic and how it should be examined. Politics, in its most commonly understood meaning, is the process by which individuals retain and correct the general norms under which they live.

According to rumors, Chancellor Bismarck informed the German Reichstag that politics is an art rather than a science. Bismarck prioritized politics, which is the practice of controlling society via the development and execution of collective decisions. This may be the traditional definition of politics, derived from the term's original meaning in Ancient Greek.

The word 'Politics' is gotten from 'Polis' which means, actually 'City-State'. Old Greek society was separated into an assortment of free city-states, every one of which had its own arrangement of government. US Political Science Specialist David Easton (1979, 1981), who characterized governmental issues as the definitive assignment of qualities. By this, he meant that politics encompasses the many mechanisms by which the government responds to demands from the larger community, especially by awarding benefits, rewards, and penalties. 'Authoritative values' are those that are widely accepted in the public eye and considered authoritative by the majority of citizens. Right now, is associated with 'Arrangement': that is, with formal or decisive decisions that constitute the basis of a network strategy.

Social Networking Sites (SNSs)

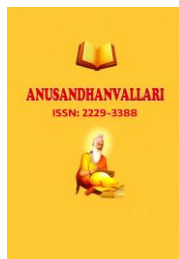
As word sounds, "social" deals with way of engaging in our culture in which people meet & spend time with others. In order to allow movement or contact with other parts, the network is connection of parts together. Social networking is a link between friends, family or others that enables you to easily interact with each other. With social networking websites, you may communicate, share, and deal with a large number of pals. "SNSs can be characterized as web-based services that allow people to construct a public or semi-public profile within a restricted environment, articulate a list of other users with whom they share a relationship, and browse their list of interconnections and those made by others within the system" . According to Boyd and Ellison (2008), social networking sites allow users to create online profiles or personalized homepages, as well as form an online social network.

FACEBOOK- In the late 1990s, SNSs began to evolve and operated mainly as an interpersonal interaction tool. SixDegrees.com, founded in 1997, was the first major social networking site. Harvard university student MarkZuckerberg invented the most popular SNS called Facebook in 2004. The mission of Facebook is to "give people the power to share and make the globe more open and interconnected" (Facebook, 2012, p. 1). At first, it was only open to students at Harvard. Facebook was used in almost all American schools within one year, & opened for public use in2006. Facebook was not first of its kind, online sites already existed in late1990s, but it was entirely new how a person's photograph and profile were linked to others and provided a way to exchange opinions, photographs and links. Adapting to it was easy for users. Nowadays, Facebook is the leading and most popular online community on the Internet. Facebook's global fascination is focused on ability it provides to be in touch with individuals whose e-mail addresses and phone numbers have changed or become obsolete. However, the capacity to create networks is an even more fundamental element of Facebook. The functioning of Facebook is solely focused on communities. Within a community of friends, being on Facebook is not just limited to details.

TWITTER- Twitter is an online, messaging application. Users internet with "Tweets" in limited words. Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams established Twitter in March 2006, and the service was covertly debuted in July 2006. Dorsey tweeted the first Twitter message "just Setting up My Twitter" on March 21, 2006. In the beginning, Dorsey was the chief executive officer, then in October 2008, William took over as CEO. On October 21, 2009, the current CEO of Twitter issued the first tweet from orbit.

YOUTUBE- YouTube is an online video-sharing platform. Chad Harley, Steven Chen, and Jawed Karim co-founded it in February 2005. The headquarters of YouTube is in San Bruno, California. In November 2006, Google paid \$1.65 billion for YouTube. Users may submit, view, share, and provide comments on videos. During February 2015, YouTube started a secondary mobile app named YouTube Kids for children On 26 August, 2015 YouTube started an app named 'YouTube .Gaming " In June 2007 ' You tube Mobile ' was launched for mobile users and on 28 February 2017 YouTube launched YouTube T.V. The CEO of YouTube in present time is Susan Wojcicki (2020).

ORKUT- Google-owned and managed social networking website Orkut was one of the most popular in India and Brazil in 2008. Google released Orkut Buyukkoten on January 22, 2004. A Turkish software



developer created it as a side project while working at Google. Google said that no new accounts may be established starting in July 2014. On August 25, 2007, Orkut unveiled a revamp, which included round edges and soft hues. On October 27, 2009, Orkut published its second revamped edition. Orkut allowed users to select and modify themes. Themes were exclusively available in Brazil and India.

LINKEDIN- LinkedIn is a business and employment-oriented website. This social networking can take place via websites and mobile apps. This app was founded on December 28, 2002, and debuted on May 5, 2003. It is mostly used by job searchers to publish their resumes. This app has an Alexa Internet ranking as 20th most popular website (October 2016). Microsoft acquired LinkedIn for \$26.2 billion on December 8, 2016. The head quarter of LinkedIn is in Sunnyvale, California. Its other offices are in Omaha, Chicago, Los Angeles, New York, San Francisco, Washington, Sao Paulo, London, Dublin, Amsterdam, Milan Paris, Munich, Madrid, Stockholm, Singapore, Hong Kong, China, Japan, Australia, Canada, India and Dubai. The CEO of LinkedIn is Rayan Roslansky (Jan, 2020).

WHATSAPP- WhatsApp Messenger is a messaging application for smartphones. With the help of internet we can make voice calls, video calls, text messages, images, GIF, videos, audio files & voice note through this app. It also included a function called status, that enables users to publish photographs and videos to a 24-hour stream that is automatically available to all contacts, similar to Snapchat, Facebook, and Instagram. By February 2016, Telegram had over one billion users, making it popular. Brian Acton and Jan Koum, the creators of WhatsApp, were formerly employed by Yahoo. They founded WhatsApp in 2009. On February 19, 2014, Facebook announced that it will acquire WhatsApp for US\$ 19 billion, its biggest purchase to date. It was the biggest acquisition of a venture-backed business in history. WhatsApp has been available for both Windows and Mac OS operating systems since May 10, 2016. During installation, this software establishes a user account with one's phone number as the username. WhatsApp users may now make video calls starting November 14, 2016. The current CEO of WhatsApp is Charis Daniels (2020).

SNAPCHAT- Evan Spiegel, Bobby Murphy & Reggie Brown created an image messaging and multimedia mobile application Snapchat. This app was launched as snapchat in September 2011. All three members worked closely, & launched snapchat as picaboo on July 8, 2011. In June 2013, snapchat introduced snapkidz for users less than 13 years of age. In Feb, 2017, snapchat had 160 million daily active users. On May 1, 2014, video chat communication facility was added. In November 2014, snapchat started a new facility of sending money to each other through messaging named 'Snapcash'.

Political Participation

Political engagement may be described as private people's acts intended to affect or support politics and the government. Participation in election processes entails much more than simply voting. Political involvement is defined by the freedom to speak out, gather, and associate; the capacity to participate in the conduct of public affairs; and the chance to register as a candidate, initiative, be elected, and hold office at all levels of governance. Political engagement refers to any action that influences, affects, or engages the political arena. Political engagement may take several forms, including voting, attending a protest, performing a terrorist act, and writing a letter to a legislator. Generally, there are two sorts of participation:

CONVENTIONAL PARTICIPATION

Activities that we expect from good citizens. Most individuals participate in elections once every few years. People who are deeply engaged to politics are more inclined to engage on a regular basis. **EXAMPLE:** traditional political engagement includes voting, volunteering for a political campaign, donating to a campaign, joining activist organizations, and running for public office.

UNCONVENTIONAL PARTICIPATION

Activities that are legal yet frequently deemed undesirable. Young people, students, and individuals who participate unconventionally. Signing petitions, supporting boycotts, and organizing rallies and protests are

all forms of unconventional political involvement. Activities that violate the law. Most of the time, individuals turn to criminal participation after legal options have failed to produce major political change. Illegal political engagement includes political assassination, terrorism, and sabotage. Political involvement refers to the many efforts undertaken by citizens to influence the selection of political leaders or the policies pursued. Political involvement is defined by the freedom to speak out, gather, and associate; the capacity to participate in the conduct of public affairs; and the chance to register as a candidate, campaign, be elected, and hold office at all levels of government. However, political engagement extends beyond party affiliation. Individuals can also get involved in some areas of the election process by taking independent action, especially at the local level, and joining civil society groups. Professional networks, trade unions, non-governmental groups, and the media all offer opportunities for political engagement.

Objectives Of The Study

1. To evaluate how social media is helpful in increasing political participation.

Review Of Related Literature

Dahvan (2001), explores the effect of the Internet on culture in his work titled . In order to identify the effect of the Internet, newspapers and broadcasting on the culture and its relationship with civic participation, the researcher found that both conventional and online media exposures have a significant impact on civic engagement of youngsters.

Kenski and Stroud, N. (2006) in their study article on studied the relationship of Internet with political participation. The study also focused on the role of Internet in increasing political knowledge as well as political and civic engagement. The researchers found that internet access and online exposure lead to political awareness and involvement, using data from the 2000 National Annenberg Election Survey. The results show that the link between the Internet and political engagement and online exposure has been positive and significant.

Valenzuela, S., Park .N. and Kee, K. (2008) explored the impact of using Facebook on the satisfaction of young adults with life, social trust, social and political engagement. A random web-based survey was conducted among college students in Texas for collecting the data. The study found moderate and positive associations between the frequency of Facebook use and the life satisfaction of students, social trust, civic involvement and political participation after a study of 2603 students.

Jessica, et.al (2009) proved on overview on “Facebook and Political participation.” The main objectives of the study were to find out the trends of Facebook activities among college students, how the Facebook provide a platform for political interaction and what kind of activities does college students in Facebook. A random sampling was used in the study. Sample size was 4000 students. According to the findings of the study the political activities on Facebook is significantly related to more general elections. Research pointed out/ revealed that those already engaged and interested in politics are also likely to participate through online outlets. Facebook and other social networking sites may offer youth an opportunity to experiment with their political views on political issues.

Kanagavel, R.L. and Chandrasekaran, V. (2011) discussed about social media in his study particularly on “Creating Political awareness through social networking- An empirical study with special reference to Tamil Nadu election, 2011.” The main objective of the study was to examine how the increasing use of social media, Facebook in particular had an impact on attitudes and participation patterns of youth in politics. The study was held in the state Tamil Nadu. The methodology of the study was online observation and survey. The survey was carried out by using questionnaire. The sample of the study was 50 Facebook profiles for online and 110 young adults aged 18-30 were included for online survey. The results of the study were: - The social media users mentioned their political ideology/orientation in the information page. Half of them were affiliated to a particular political party actively took part in online discussions and shared political content in online groups

forums related to the campaign or political issues. This study clearly. Showed that online activities had led to offline participation.

Burford, A. (2012) provided an overview on “Social Media and Political Participations: The Case of the Muslim Council of Britain”. The main objective of the study was to find out the fact that social media might be a potential social solution. For problems of political purpose the researcher examined the content of political participation by Muslim Council of Britain (MCB) as reflected particularly on its twitter posts from a particular time period 1 Jan. 2011 to 31 Dec. 2011, along with twitter the researcher compared the traditional sources of political participation of Muslim Council of Britain (MCB) for example newsletters and press releases. Area of the study was the country named Britain. According to the findings social networking sites affected the tastes and tones of the at large scale and speedily more than traditional media.

Bode, L., et.al (2013) provided an overview on “A new space for political behavior: Political social networking and its democratic consequences.” The main objectives of the study were to test how social networking offered a new pathway to the teenagers to find out political social networking and democratic consequences and to determine the impact of social networking on political behavior. Methodology was survey type-data collection. A questionnaire was used as a research tool. Sample size was 4000 respondents from which 1325 responses were received. According to the study even though the use of political social networking sites had a strong impact on participation, this impact was currently limited to a small group of people at that time. Young people were using the SNs on a daily basis and there was a strong relationship between online expression and political SNs.

Rahmawati, I. (2014) “Social media, politics and young generation: The impact of social media use on young, adults political efficacy, political knowledge and political participation towards 2014 Indonesia General Election. the main objectives of the study was to find out the connection between the variables of social media and political efficacy, knowledge and participation among young adults in Indonesia. Methodology of the study was show ball sampling technique. The data were obtained from internet users (Social media users); an online questionnaire was distributed through Facebook, Twitter, whatsapp and others. The sample consisted of 1224 participants but only 593 young adults participated in this study. According to the study in 2014 Indonesia placed the fourth rank in Asia (after China, India and Japan) and eighth in the world in of internet user’s population. A large number of internet users use the internet for social networking sites mainly Facebook, Twitter and whatsapp. The findings of the research showed very clearly that there is a strong relationship between the variables of social media (Facebook, twitter, whatsapp and many others) and political efficacy, participation and knowledge.

Salman, A. and Saad, S. (2015) presented a study on “online Political Participation: A Study of Youth Usage of New Media.” The main objective of the study was to analyse the use of new media (social media) by youth in relation to political participation. Area of the study was wide covering peninsula and East Malaysia. For sampling the country was divided in six zones sample sizes were 1182 respondents from the six zones (from 18 to 25). Methodology of the study was random sampling; a questionnaire was used as instruments to obtain data. According to the study it is time to shift to more empowered usage such as using the new media to deal with politicians and comment on political issues for political development. According to the findings of the study a majority of respondents 89% was social media users, they have their own social media account, a discouraging trend with regard to participation was very low level of giving comments on political issues. The youth was more used social media for entertainment and social networking.

Dutta, N. and Bhatt, A.K. (2017) describe the influence of social media in their study on “Use of social media for political engagement: A literature Review.” The main objective of the study was just to provide a direction for further researches by studying existing studies. In this study only research papers were chosen, total 436 documents from 245 journals. Using online surveys researcher founded that further researcher can use categorization of peoples based on their political participation and media use. This may help to examine

behavior of social media. According to the study Barack Obama won the election in 2008 with his impressive and intelligent use of social media (Twitter), Narendra Modi is another example who influence voters and won the election. According to the results although social media is providing a virtual platform for political debates but even then party, organizational legacies may play vital role. The researcher examined many studies in this study but only 9 studies were in Indian context. Only four of them were based on empirical method.

Sozhiya, S. and Jasmine, S. (2018) discussed on “Political resources of youngsters in Tamilnadu: An analysis” The main objective of the study was to examine the political participation and political awareness among youngsters and the political awareness among youngsters due to the civil society organizations. The data was collected through both primary and secondary information. The methodology was random sampling; the sample size was limited to 300 persons only. According to the results the political awareness among youngsters was very less while political interest among youngsters was high. This research reveals that the youngsters of Tamilnadu criticized the government not for maintaining law and order but for various other defects. According to the study there was no significant difference in the awareness among youngsters in Tamilnadu due to the civil society organizations as the participation of youngsters in politics is very less and that could be improved only with co-operation of this civil society organization.

Taufiq Ahmad et al. (2019) investigates how online political activities impact political efficacy and real-life political participation among university students in rural Pakistan. In addition, this study also sheds light on the relationship between political activities and political awareness. We conducted an online survey of (N = 200) male and female undergraduate and graduate students from the University of Narowal, Pakistan. We used Qualtrics software to distribute our survey among students for data-collection purposes. The results reveal that the majority of the students use social media for political awareness and information. Political efficacy is significantly based on online political participation. In addition to that, social media is a vital platform for netizens to participate in real-life political activities. In conclusion, the findings of the study suggest that online political activities strongly correlate to political awareness and offline political participation. In rural areas of Pakistan, the younger generations are very active on social media to participate in online and offline political happenings.

HYUKSOO KIM et al. (2020) study integrates political knowledge and bridging social capital, using Bandura’s social cognitive theory (SCT) on data collected from surveys conducted in the U.S. The results suggest that self-efficacy and outcome expectancy mediate the effects of political knowledge and bridging social capital on political participation. The proposed model represents the interactions among bridging social capital, political knowledge, self-efficacy, and outcome expectancy, providing an overall mechanism to assess the effects of social media on political participation using SCT.

Cato Waeterloos et al. (2021) aims to capture both active, expressive forms of political action through social media as well as cognitive political social media use (e.g., sharing posts versus information seeking and acquiring). Based on a literature review and the recommendations of an expert panel, an item pool was generated. The second phase consisted of a questionnaire completed by 595 teenagers. The construct validity was assessed using exploratory factor analysis (EFA) and confirmatory factor analysis (CFA), as well as convergent validity and internal consistency. The analyses revealed four theoretically grounded constructs measured with 21 items: latent engagement, follower engagement, expressive engagement and counter engagement. As a validated instrument, the Social Media Political Participation Scale allows future research to gain a more profound insight into who is politically engaged and why, as well as how digital technologies are embedded in diverse forms of political action.

Abdelsalam M. Alodat et al. (2023) research investigates the moderating effect of certain factors on the impact of social media on political involvement among Jordanian youth. The Partial Least Squares Structural Equation Modelling (PLS-SEM) approach is used to analyze data from a survey of 334 young people. The findings show that social media has a favorable and considerable impact on political participation. Gender was

also discovered to have a strong moderating effect on the relationship between social media use and political participation. According to the analysis, gender positively moderates the effect of the frequency of social media use on political participation, while gender negatively moderates the effect of the purpose of social media usage on political participation. The study sheds light on the significance of social media in young people's political participation in Jordan, emphasizing the need of taking differences in gender into account when developing effective tactics to engage young people in the political processes.

Emmanuel Jibb Adams at al. (2024) concludes that social media provides an avenue for more citizens' participation in government activities and by extension, the emergence and applicability of such mediums in passing public information to citizens, communities, institutions, and governments worldwide. The work recommends that efforts should be made toward monitoring, moderating, or regulating the various social media platforms to minimise the observed weaknesses and maximise the intrinsic values of technology in the electoral process.

Research Methodology

The study had been conducted on the basis of primary as well as secondary data. Primary data had been collected with the help of schedule. Secondary data had been collected from different journals, magazines and newspapers. Stratified random sampling method had been used for sampling of the population. Stratified random sampling is a strategy for examining that includes the division of a populace into littler sub-bunches known as strata, the strata are shaped dependent on individuals' shared properties or\ attributes, for example, salary or instructive accomplishment. It is likewise called proportional random sampling or quota random sampling. Stratified random sampling enables scientists to acquire an example populace that best speaks to the whole populace being examined. It includes partitioning the whole populace into homogeneous gatherings called strata. It contrasts from basic random sampling, which includes the arbitrary choice of information from a whole populace, so every conceivable example is similarly prone to happen. The data for the present study has been collected from 600 respondents. The data has been collected through interview schedule and observation method. Simple classification and tabulation have been used to arrive at the findings. Simple percentage has been calculated for the easy understanding of the data.

Impact Of Social Media In Political Participation

TABLE 1: EVER PARTICIPATED IN ANY ONLINE DISCUSSION ABOUT POLITICS ON SOCIAL MEDIA

RESPONSE	N	%
YES	495	82.50
NO	105	17.50
TOTAL	600	100.00

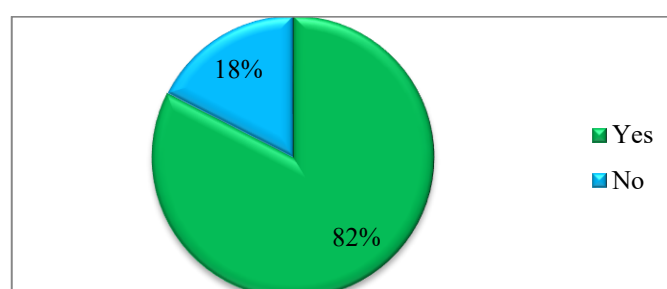


Figure 1: % Of Respondent On Ever Participated In Any Online Discussion About Politics On Social Media

The above table shows that 82.5% of respondents accepted the fact that they ever participated in any online discussion about politics on social media while rest of the 17.5% of the respondents denied from this fact. So the data revealed that the majority of the society is participating in online discussion about politics on social media.

Table 2: Influenced To Vote Through Social Media

RESPONSE	N	%
YES	487	81.17
NO	113	18.83
TOTAL	600	100.00

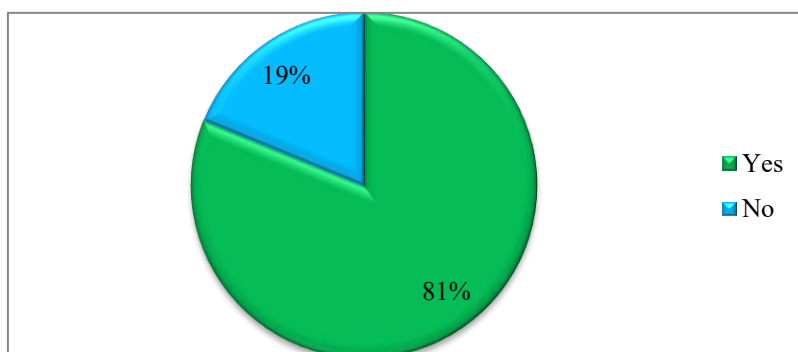


Figure 2: % Of Respondent On Influenced To Vote Through Social Media

Thus the table shows that 81.17% of the respondents accepted that social media influenced their voting behavior after reading some content about political parties or politicians through internet while rest of the 18.83% of the respondent don't change their choice to vote to any party or politicians.

Table 3: Have You Ever Change Your Choice About Any Political Party Or Politician Because Of Social Media

RESPONSE	N	%
Yes	427	71.17
No	173	28.83
Total	600	100.00

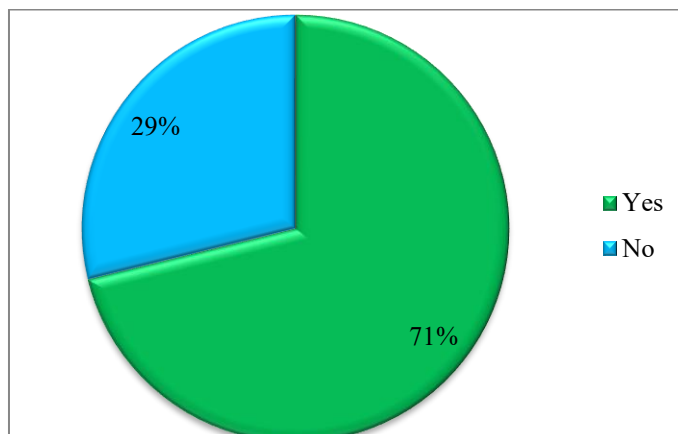


Figure 3: % Of Respondent On Ever Change Choice About Any Political Party Or Politician Because Of Social Media

The above table shows that 71.17% of the respondents changed their choice about political parties or politicians while rest of the 28.83% of the respondents never changed their choice. So fact revealed that the majority of the society is changing their choice through social media.

Table 4: Ever Voted In Online Polling For Any Party Or Politician

RESPONSE	N	%
YES	435	72.50
NO	165	27.50
TOTAL	600	100.00

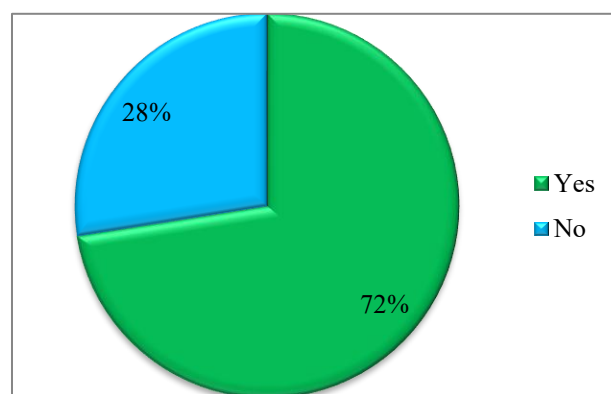


Figure 4: % Of Respondent On Ever Voted In Online Polling For Any Party Or Politician

Above table shows 72.5% of the majority voted in online polling for any party or politician while the rest of the 27.5% of the respondents never voted in online polling.

Table 5: Organized Non-Governmental Campaigns Or Activities Through Social Media

RESPONSE	N	%
Yes	322	53.67
No	278	46.33
Total	600	100.00

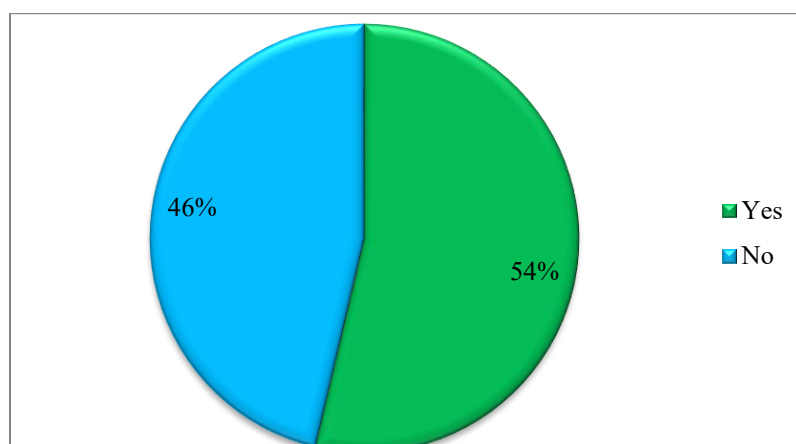


Figure 5: % Of Respondent On Organized Non-Governmental Campaigns Or Activities Through Social Media

The above table shows that 53.67% of respondents organized nongovernmental campaigns or activities through social media. While rest of the 46.33% of the respondents don't organize non-governmental campaigns or activities through social media.

Table 6: Attended Any Political Rally Or Speeches Organized By Social Media

RESPONSE	N	%
YES	340	56.67
NO	260	43.33
TOTAL	600	100.00

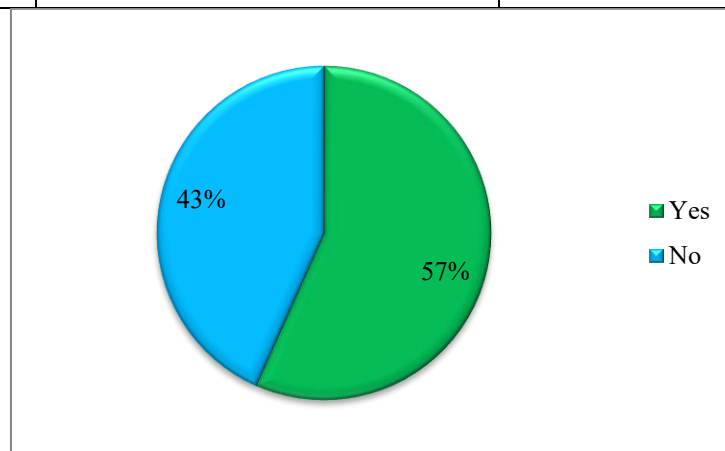


Figure 6: % Of Respondent On Attended Any Political Rally Or Speeches Organized By Social Media

Thus The above table revealed that 56.67% of the respondents attended any political rally or speeches organized by social media and 43.33% of respondents did not attend any political rally or speeches organized by social media.

Table 7: Have You Ever Take Online Banner Advertisements Seriously Of Any Political Party Or Politician

RESPONSE	N	%
YES	450	75.00
NO	150	25.00
TOTAL	600	100.00

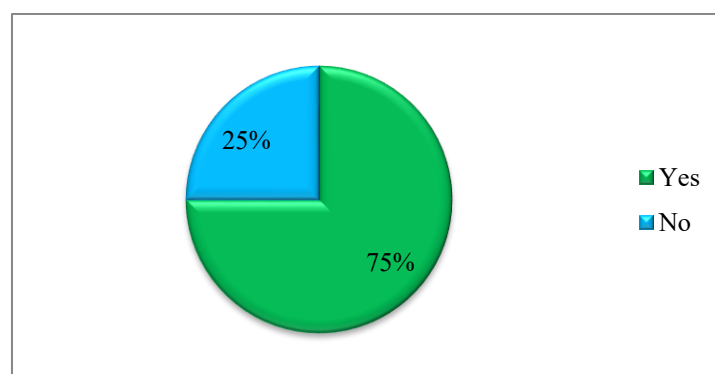


Figure 7: % Of Respondent On Ever Take Online Banner Advertisements Seriously Of Any Political Party

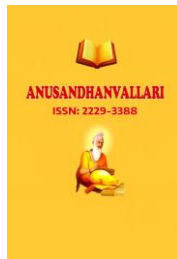
The above table revealed that 75% respondents had taken online banner advertisements seriously of any political party or politician. While rest of the 25% of respondents never take online banner advertisements seriously of any political party or politician. So clear from the data that majority of society is taking seriously online banner advertisements of any political party or politician.

Conclusions

It is clear from the findings that increasing dependency on technology for basic communication also highlights the social networking sites are affecting day to day life of the people. Sites like facebook, twitter, and whatsapp are influencing the way users establish, maintain and collative a range of social relationships, from close friendships to casual acquaintances. Thus the researcher found that social media is influencing political participation and increasing political awareness.

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