

Relative Influence of Different Media Used for Political Purpose on Political Attitude and Political Participation

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Abstract

Introduction: The usage of social networking sites by many individuals to keep themselves informed about what is happening in the world has also contributed to the development of social media as an essential source of news and information.

Aim of the study: the main aim of the study is to Relative Influence Of Different Media Used For Political Purpose On Political Attitude And Political Participation

Material and method: This study examines how the political use of social media affects political attitude, involvement, and voters' party choice in Raipur. This is intended for the electorate of Raipur. 500 voters were selected for the sample.

Conclusion: Social media is the most often utilised platform for obtaining political information, followed by television. Attending political rallies, having direct contact with political candidates, and radio are the least utilised media sources for political information.

Keywords: Media, Political, Political, Attitude, Political Participation, etc..

1. INTRODUCTION

1.1 OVERVIEW

The usage of social networking sites by many individuals to keep themselves informed about what is happening in the world has also contributed to the development of social media as an essential source of news and information. The influence of social media on many aspects of society has been the subject of much study and discussion, particularly about its influence on political involvement, which has emerged as one of the most difficult subjects to discuss. The use of social media, according to the claims of some academics, has led to an increase in political involvement and engagement, especially among younger generations. It has been said that, by promoting the expression of thoughts and discussions with persons who share your values, social media helps to lower the obstacles that prevent people from participating in political

processes. On the other side, there is a lack of consensus about the impact that social media has on political engagement. Some individuals feel that it encourages the formation of echo chambers, which inhibits exposure to other perspectives. Consequently, this may lead to polarisation, which in turn can damage people's faith in political institutions.

1.2 THE IMPACT OF SOCIAL MEDIA POLITICAL ACTIVISTS ON VOTING PATTERNS

As far as politics is concerned, Howard Dean, who served as the Governor of Vermont in the United States from 1991 to 2003, is credited with being one of the first politicians in the history of the world to use the Internet for political purposes. As a result of Dean's creation of the first campaign website and his successful use of it for volunteer recruitment and fundraising, the website received

favourable coverage in the news media and was subsequently replicated by other politicians all over the world. The U.S. Democrat, John Kerry, in the U.S. 2004 presidential race, is a wonderful example. Once again, studies demonstrate that the presidential election that took place in the United States in 2008 was one of the first political elections in which politicians used online social media (SM) as an important platform for political activity. This election featured the first and most effective use of Facebook and YouTube by the then-presidential contender, Barack Obama. Obama effectively utilised social media to organize supporters, fundraising, advertising, and general engagement with folks in an unprecedented way. It is obvious that many SM users (approximately 25% on Facebook and Twitter) encounter some type of political information in their daily newsfeeds.

1.3 EFFECT OF SOCIAL MEDIA ON ELECTIONS

An alternate viewpoint contends that social media platforms are prejudiced against conservatives and that its user base, which is mostly comprised of younger people with a tendency toward the left, is not likely to influence elections in favor of politicians with a right-wing ideology. On the other hand, there is a minimal amount of data that may be used to assess these contradictory (causal) assertions. The consequences of Twitter, a medium that is used by about one quarter of individuals in the United States, are the primary emphasis of this article. Building on the work of Muller and Schwarz (2019), we provide an estimation of the impact that the number of Twitter users in a county has on the outcomes of elections by using a persistent network effect that was spurred by the early adoption of Twitter. Twitter's popularity skyrocketed when the company ran an advertising campaign during the South by Southwest festival (SXSW) in March 2007, even though the company had only been publicly available since March 2006. Additionally, the South by Southwest festival had a significant role in the geographical dissemination of Twitter. Specifically, counties that had a greater number of SXSW followers that joined during the 2007 festival saw a disproportionately larger rise in

Twitter adoption when compared to counties that already had SXSW followers prior to the festival celebrations. This variation in Twitter use between counties continues to exist, which is consistent with the path dependency that exists in the adoption of technology. The SXSW festival in 2007 serves as a shock to early Twitter use, which is uncorrelated with the outcomes of elections that had already taken place. Our identification technique makes use of this event.

2. LITERATURE REVIEW

Calosa, John Ren & Andalajao, Crystal (2023)

In this day and age, it is abundantly clear that social media has become an integral component of our lives. Our nation made the transition from analog to digital, which resulted in the creation of a large space and the opening of more resources for individuals to receive, collect, and acquire information, regardless of whether it is for the sake of enjoyment or for political reasons. Particularly in the realm of social media, the rapid dissemination of both validated and unverified information has been made possible by the volume of material that can be found online as well as the recently developed methods of distribution. A descriptive-correlational research approach was applied for the study that investigated the usage of social media, social media behavior, cognitive biases, and political knowledge among one hundred student voters attending the San Pablo City campus of Laguna State Polytechnic University. To collect the data, a survey was conducted using questions that were created by the researchers. According to the findings, the participants had varying perceptions about the use of social media, the behavior of using social media, and cognitive biases. For example, they had a good political awareness while also having a perception of never, seldom, and frequently of using social media. The result is that there is a substantial connection between the usage of social media (including social networking sites, microblogging, and social networking services), the behavior of social media users, confirmation bias, and political knowledge among student voters.

Mochla, Vagia & Tsourvakas, George (2023) In this day and age, when social media is playing such

an important role for political parties, segmentation in political marketing seems to be a highly effective instrument that requires fresh instructions. In the realm of politics, this research applies the market segmentation theory by analyzing the actions and reasons behind the decisions of voters and those who utilize social media accounts. There is significant evidence for two categories that are substantially impacted by politicians' marketing on social media in terms of behavioral outcomes of active engagement, word of mouth, and voting objectives. These findings are based on a structural equation model. Information, entertainment, and action were shown to be good motivating factors for political involvement, according to the findings of the study. In addition, it seems that the act of actively following and voting for politicians with the intention of obtaining knowledge plays the role of a generic construct that has an effect on the whole. Political marketing consultants are able to implement the appropriate strategy campaign via social media with the assistance of these findings, which also provide new avenues for doing further in-depth study on this topic.

Utari, Utari & Wulandari, Yuni (2023) The Millennial generation, which includes people who were born between the early 1980s and the middle of the 1990s, is a large demographic group that has the potential to influence the political landscape. With the goal of elucidating the complexity that either drive or impede the involvement of Millennials in the democratic process, this study explores the myriad of factors that determine the level of political participation of Millennials in general elections. In this study, the researchers investigate the elements that have a significant impact on the political behavior of Millennials by using a mixed-methods approach that includes both surveys and interviews. The outcomes of the investigation shed light on a number of significant ideas; The first thing that stands out is that education is a significant factor in the political engagement of Millennials, which highlights the significance of civic education programs in the process of cultivating political consciousness. Second, social media platforms like Twitter and Facebook have taken on a transformational role, acting as powerful instruments for the spread of

information, the mobilization of people, and the participatory discussion of political issues. Thirdly, economic issues, particularly student loan debt and economic insecurity, continue to be serious obstacles, which calls for the implementation of specific measures to address these concerns and stimulate political participation. In the fourth place, confidence in political institutions emerges as a driving factor, underscoring the necessity of openness and accountability in the process of increasing voter turnout among Millennials. In conclusion, it is important to emphasize the significance of increasing civic engagement since non-electoral civic activities, such as volunteering and community service, serve as stepping stones to more extensive political participation. The implications that may be made from these results affect not just the sphere of policy, but also the world of political strategy and the realm of social empowerment. It is recommended that investments be made in civic education, that social media be used for political outreach, that economic inequities be addressed, and that civic involvement be encouraged.

Suemo, Jacob & Kusugh, Ternenge (2023) In order to analyze the ways in which ideological themes in social media political campaigns have affected voters' education and involvement in Nigeria's general elections in 2023, this study used a combination of research techniques during its investigation. The study indicated that Facebook was used for political campaigns in Nigeria more often than Twitter, Instagram, YouTube, Google+, Facebook, WhatsApp, and Blogs during the most recent General Elections in 2023. This was determined via the use of research tools such as questionnaires and interviews. The results revealed that these social media platforms were more accessible to the voters; hence, they have quickly become instruments for political campaigns and have been employed primarily for the purpose of doing so. Unfortunately, as the findings indicated, the ideological themes that predominated in these platforms (social media) were negative. These platforms were largely dominated by insults, abuse of opponents, hate speeches, falsehood, blame shifting, ethnocentric and religious undertones, anxiety, and apathy,

among other things. As a result, they contributed to a significant extent to the apathy that most voters displayed when it came to participating in the elections.

Ali, Shahab & Hamid, Anum & Zaman, Bakht (2023) The transition from conventional media to digital media has occurred at the beginning of the twenty-first century. This transition has lately undergone a considerable alteration because of the creation of several social media platforms. Now, social media is the most prominent medium that allows people to purposefully express their opinions in a variety of ways, including both good and bad ones. According to the research that was quoted, an estimated 4.75 billion people utilize social media, which is equivalent to more than 70 percent of all users, see them for political reasons. The purpose of this research is to investigate the ways in which users interact with social media platforms and to ascertain the extent to which these uses influence the political parties that they choose to vote for. The Khyber Pakhtunkhwa province of Pakistan was selected as the universe for the survey population and the major source of data collection. This decision was made based on two study assumptions. According to the figures, 56.8% of the sample utilized social media to read about politics, and 78% of the changes that individuals made in their perceptions of political parties were made public on social media during that time.

3. METHODOLOGY

3.1 SAMPLE SIZE AND METHODOLOGY

This study examines how the political use of social media affects political attitude, involvement, and voters' party choice in Raipur. This is intended for the electorate of Raipur. 500 voters were selected for the sample. The sample size of 500 voters is determined by considering the total number of voters, confidence level, and margin of error, and then utilising an online sample size calculator from www.raosoft.com/sample_size.html. The sample size of 500 was deemed suitable for the total number of voters, which was 19,043,122 as of FNL 2016, as stated on the website of the Chief Electoral Officer, Raipur. This was calculated with a confidence level of 95% and a margin of error of 5%. Three incomplete questionnaires were

excluded from the final analysis, resulting in a final sample size of 497 voters.

Multi-stage quota sampling was employed to eliminate bias in sample selection. Raipur is segmented into three regions: Malwa, Majha, and Doaba. To ensure a representative sample, 25% of districts were selected from each region, resulting in a total of 5 districts, as shown in figure 3.2. The districts of Raipur were organised in the second stage according to their population, from highest to lowest. The top districts from each region were selected, resulting in Ludhiana, Patiala, Bathinda, Amritsar, and Jalandhar being chosen. The same five districts were identified as the top five districts based on population, even while excluding the three regions of Raipur. A total sample of 500 respondents was selected by choosing 100 respondents from each district in Raipur state. Efforts were made to assure representation from four major political parties in Raipur: Indian National Congress, Bharatiya Janata Party, Aam Aadmi Party, and Shiromani Akali Dal. The official social media accounts of the "Indian National Congress," "Bharatiya Janata Party," and "Aam Aadmi Party" were utilised for qualitative study.

3.2 STATISTICAL TOOLS

Appropriate statistical tools were used to meet the study's aims. For the initial goal, the impact of various media on political engagement was assessed using a five-point scale. The second purpose is to analyse the impact of political utilisation of social media on political attitude and involvement by regression analysis. The researcher investigated the impact of social media usage on political party choice in the presence of voter demographics as a moderating factor in the third aim. Partial Least Square Structured Equation Modelling was employed for analysis. Additional methods such as descriptive and correlation analyses were employed to get the intended outcomes. The content was analysed using R Software to achieve the fourth objective.

4. RESULTS

4.1 RELATIVE INFLUENCE OF DIFFERENT MEDIA USED FOR POLITICAL PURPOSE ON POLITICAL

ATTITUDE AND POLITICAL PARTICIPATION

This section aims to examine the comparative impact of various media platforms utilised for political purposes on political attitudes and political involvement. The study examines ten distinct forms of media, including Online News/Websites, Television, Newspapers, social media, Radio, Candidates themselves, Magazines, Political Rallies, Hoardings/Posters, and Friends or Relatives, as independent variables. The dependent variables under investigation are political attitude and political participation. The purpose of measuring the influence was accomplished through the utilisation of regression analysis.

4.1.1 Model Fit - Regression Analysis

The significance of using a model to examine the impact of media on political attitude and participation is demonstrated by the F values of Model 1 and Model 5, which are 12.048 and 22.393 respectively. These values, along with their associated P-values of less than 0.05, indicate that the models are suitable for regression analysis. Put simply, various forms of media, such as broadcasting, print, outdoor, and new media, have the power to greatly impact political attitudes and levels of political engagement. In Model 2, 3, and 4, the dependent variables are political interest, political knowledge, and political efficacy, respectively. These variables are analysed to determine the impact of different media. The F values for Model 2, Model 3, and Model 4 are 7.831, 7.105, and 9.345, respectively, at a 95% confidence level. This indicates that these models are suitable for conducting a regression analysis.

Table 4.1: Residual Statistics

	Model	Max	Std. Deviation
1	Mahal. Distance Cook's Distance	28.514 0.058	5.448 0.004
2	Mahal. Distance Cook's Distance	28.514 0.027	5.448 0.003
3	Mahal. Distance Cook's Distance	28.112 0.031	5.451 0.003
4	Mahal. Distance Cook's Distance	28.514 0.06	5.448 0.004
5	Mahal. Distance Cook's Distance	28.514 0.025	5.448 0.003

Additionally, it is important to ensure that there is no multicollinearity present in the dataset when conducting regression analysis. Multicollinearity can be assessed by calculating the Variance Inflation Factor (VIF) and the tolerance value. If the Variance Inflation Factor (VIF) value is greater than 4.0, or the tolerance is less than 0.2, it indicates the presence of multicollinearity, as stated by Hair *et al.* (2010). Typically, a tolerance level of 0.10 is typically recommended as the lowest value (Tabachnick and Fidell, 2001).

However, there is a suggestion to use a minimum value of 0.20, and in the literature, a value of 0.25 is also commonly used (Huber and Stephens, 1993). The VIF and Tolerance values in Table 4.2 for Online News/Websites, Television, Newspapers, Social Media, Radio, Candidates Themselves, Magazines, Political Rallies, Hoardings/Posters, and Friends or Relatives are within the recommended thresholds. This confirms the absence of multicollinearity in the respective models.

Table 4.2: Multicollinearity Test

	Tolerance	VIF
Online news/Websites/ News Portals	0.685	1.459
Television	0.675	1.481
Newspapers	0.677	1.478
Social Media	0.717	1.395
Radio	0.525	1.905
Candidates Themselves	0.497	2.011
Magazines	0.527	1.898
Political Rallies	0.428	2.336
Hoardings/ Posters	0.574	1.741
Friends and Relatives	0.789	1.267

Furthermore, in order to avoid multicollinearity, the Pearson correlation coefficient between variables should be below 0.08, as suggested by Allison (1999) and Cooper and Schindler (2003). Table 4.5 displays the correlation between political attitude and various sources of information in Model 1. The correlation coefficients (r) and p-values indicate that there is a statistically significant moderate linear relationship between

political attitude and Online News/Websites, Television, Newspapers, Social Media, Radio, Candidates Themselves, Magazines, Political Rallies, Hoardings/Posters, and Friends or Relatives. Furthermore, the correlation across all independent variables (as shown in Table 4.3) is lower than the conventional threshold of $r = 0.8$. Therefore, there was no evidence of multicollinearity in the proposed Model 1.

Table 4.3: Correlation Matrix: Different Media, Political Interest, Political Knowledge, Political Efficacy, Political Attitude, Political Participation

	PP	PI	PE	PK	PA	ON	TV	NP	SM	RD	CT	MZ	PR	HP	F R
O N	0.32 *	0.28 2*	0.18 9*	0.22 6*	0.29 1*	1									
T V	0.26 6*	0.17 6*	0.16 4*	0.23 7*	0.22 8*	0.29 5*	1								
N P	0.30 8*	0.21 8*	0.22 *	0.27 5*	0.28 5*	0.36 9*	0.49 7*	1							
S M	0.31 9*	0.24 8*	0.25 5*	0.22 4*	0.30 2*	0.47 1*	0.29 2*	0.30 3*	1						
R D	0.31 5*	0.16 7*	0.19 2*	0.21 2*	0.22 8*	0.24 8*	0.35 *	0.30 9*	0.15 1*	1					
C T	0.39 1*	0.23 9*	0.24 4*	0.25 9*	0.30 2*	0.18 2*	0.24 1*	0.21 7*	0.19 2*	0.51 5*	1				
M Z	0.31 1*	0.16 9*	0.21 6*	0.21 *	0.24 *	0.20 5*	0.27 5*	0.20 4*	0.14 4*	0.53 5*	0.57 4*	1			
P R	0.43 *	0.19 4*	0.21 9*	0.26 3*	0.26 8*	0.22 7*	0.18 5*	0.19 9*	0.13 1*	0.59 6*	0.61 9*	0.60 9*	1		
H P	0.25 5*	0.19 1*	0.20 1*	0.13 9*	0.22 5*	0.28 7*	0.26 3*	0.24 8*	0.19 *	0.51 1*	0.5* 1*	0.48 6*	0.57 6*	1	
F R	0.28 3*	0.19 *	0.17 7*	0.13 7*	0.21 4*	0.12 8*	0.16 4*	0.19 5*	0.23 8*	0.28 *	0.40 4*	0.28 7*	0.30 6*	0.31 5*	1

Table 4.3 for Model 5 displays the correlation between political participation and various sources of information. The correlation coefficients (r) for Online News/Websites, Television, Newspapers, social media, Radio, Candidates Themselves, Magazines, Political Rallies, Hoardings/Posters, and Friends or Relatives are 0.32, 0.266, 0.308, 0.319, 0.315, 0.391, 0.311, 0.43, 0.255, and 0.283 respectively. All of these correlations have a p -value less than 0.05, indicating a statistically significant but relatively weak to moderate linear relationship between political participation and these sources of information. Furthermore, the correlation among all independent variables is lower than the conventional threshold ($r = 0.8$). Therefore, Model 5 does not exhibit any issues of multicollinearity. All the proposed models for achieving the aim satisfy all the assumptions necessary for conducting the regression analysis.

4.1.2 Influence of Different Media on Political Attitude

Upon doing a regression analysis, Model 1 in Table 4.4 demonstrates that Online News/Websites, Television, Newspapers, social media, Radio, Candidates Themselves, Magazines, Political Rallies, Hoardings / Posters, and Friends or Relatives collectively account for 18.2% of the explained variation. The study found

that social media, Newspaper, direct contact with candidates, and Online News/ Websites/ News Portals were all significant predictors of political attitude. Social media had the highest beta coefficient ($\beta = 1.126$) and t -value ($t = 3.135$), followed by Newspaper ($\beta = 0.967$, $t = 2.561$), direct contact with candidates ($\beta = 1.258$, $t = 2.486$), and Online News/ Websites/ News Portals ($\beta = 0.933$, $t = 2.357$). All of these predictors had a P -value less than 0.05, indicating their statistical significance. Put simply, a favourable disposition towards political figures, whether they are involved in the political process, running for office, or affiliated with a political party, can be cultivated by utilising social media, newspapers, online news sources, and engaging directly with political candidates. Similarly, political rallies ($\beta = 0.808$, $t = 1.552$, P -value > 0.05), conversations with friends and relatives ($\beta = 0.427$, $t = 1.129$, P -value > 0.05), television ($\beta = 0.253$, $t = 0.658$, P -value > 0.05), and magazines ($\beta = 0.22$, $t = 0.468$, P -value > 0.05) have been observed to have a positive impact on political attitude, but the impact is not statistically significant. There is a small negative impact on political attitude from hoardings/posters ($\beta = -0.184$, $t = -0.395$, P -value > 0.05) and radio ($\beta = -0.191$, $t = -0.396$, P -value > 0.05). The results of hypothesis testing indicate a large disparity in the impact of media on political attitude ($H_0(1)$).

Table 4.4: Regression Analysis (Model 1)

Model 1: Political Attitude	β	t
Online news/Websites/ News Portals	0.933*	2.357*
Television	0.253	0.658
Newspapers	0.967*	2.561*
Social media	1.126*	3.135*
Radio	-0.191	-0.396
Candidates Themselves	1.258*	2.486*
Magazines	0.22	0.462
Political Rallies	0.808	1.552
Hoardings/ Posters	-0.184	-0.395
Friends and Relatives	0.427	1.129
Adjusted R^2	0.182	
F Value	12.048*	

Various forms of media have been found to have a weak to moderate correlation with political interest. Therefore, it can be asserted that the use of media has a substantial impact on one's political stance. Additionally, it may be asserted that emerging forms of media, such as social media and online news platforms, play a crucial role in shaping a favourable perception of political figures among voters. The results are corroborated by the previous research conducted by Chang (2006), Wang (2006), and Wang (2007), which also emphasised the favourable impact of new media on political attitude. New media has emerged as a crucial source for political information and communication. Furthermore, the number of netizens actively seeking political information and expressing their opinions on politics through various platforms, particularly social media, is also on the rise. Furthermore, the findings suggest that individuals seldom have a preference for engaging in direct communication with political candidates (x 2.01). However, the study demonstrated that such direct contact plays a substantial role in fostering a good political attitude. Direct engagement with a specific audience can assist politicians in achieving favourable outcomes. Similarly, in the realm of traditional media, newspapers have been identified as a significant determinant of political attitude due to the perception that they serve as a crucial conduit of political information (Kaur and Verma, 2018). Kononova, Alhabash, and Cropp (2011) conducted a study that found newspapers to be the most credible source of information, followed by online news and television. While Television was formerly considered the main source of political information by most individuals (Stetka and Mazak, 2014), recent research indicates that Television has a negligible influence on creating favourable attitudes. In addition, over 50% of the participants have never attended political rallies. However, acquiring information through attending political rallies has a beneficial influence on developing one's mindset. In addition to engaging in political discussions with friends and family, it can also result in an enhanced positive outlook.

5. CONCLUSION

Social media is the most often utilised platform for obtaining political information, followed by television. Attending political rallies, having direct contact with political candidates, and radio are the least utilised media sources for political information.

Media consumption undeniably has a substantial impact on voter interest in politics. Various types of media have varying impacts on relationships and importance. Therefore, the choice and impact of media should be carefully selected to stimulate voter engagement in politics. New media is increasingly effective in generating positive attention as political figures and people are utilising it extensively, particularly following Prime Minister Narendra Modi's victory in the 2014 General Election.

Media consumption greatly influences the formation of political beliefs. Most media sources are proven to positively impact political efficacy, with the exception of Radio and Television. Social media and newspapers have a higher influence on political information compared to other media sources. While social media has changed the political landscape, conventional media, particularly newspapers, still hold significant power even after the rise of social media. Hence, traditional media must not be overlooked.

Media consumption significantly influences political understanding. Each type of media has a different impact on political knowledge, ranging from significantly positive to insignificantly favourable or negative. Political rallies, newspapers, and social media have a favourable correlation with political knowledge.

Social media is positively correlated with political interest, efficacy, knowledge, attitude, and involvement. Politics-related activity on WhatsApp are more prevalent than on any other social media site.

The impact of social media usage is greater on political engagement than on political orientation. WhatsApp, YouTube, and Facebook have each had a good impact. Twitter has been proven to have a negligible effect on political interest, efficacy, knowledge, attitude, and participation.

WhatsApp holds the most influence, followed by YouTube and Facebook, in terms of political knowledge, efficacy, and participation. WhatsApp and YouTube are the only platforms that have been identified as having a substantial positive impact on political interest.

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