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Impact of Social Media use on Voting Behavior of Youth during General Elections-2013

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Abstract

Present study aims at exploring the impact of the political content of different social media sites (Facebook, Twitter and MySpace) on voting behavior of youth of Faisalabad. The impact is measured in terms of social media motivation, political participation of users and its influence on voting preferences of youth. The study is directed by three main objectives: (i) To explore the impact of social media on voting behavior of youth during General Elections (ii) To explore how social media users utilize SNS for political Purposes (iii) To explore which type of social media is more effective in influencing voting behavior of youth. A descriptive survey design has been used. This involved administering questionnaires as tools for data collection. Triangulation of Stratified and purposive sampling has been applied. After the division of the respondents into the strata's of gender, age and education the researcher has collected data from the sample size of 320 respondents, 160 male & 160 female from government collage university, Faisalabad. The empirical findings of the study have revealed that majority of the

youth of Faisalabad preferably using Facebook for political purpose than Twitter and MySpace. The results have also indicated that social media users acquire more political information on social media about PTI and PML(N) as compared to PPP and other political parties. According to another finding, social media political content influenced the voting behaviour of youth to a certain level and social media has politically motivated the users to a significant level. The study has also indicated that social media is an effective tool for political mobilization.

Key words: Impact, Social Media, voting Behavior, Social Networking Sites, General Election

Introduction

The media has a huge impact on society in shaping the public opinion of the masses. It can perform different functions to form or modify the public opinion in different ways. Providing news or information, entertainment and education are basic functions of media (McCombs, 2013). In present era of globalization, mass media plays the role of information highways, providing the masses what they need like work, entertainment, health care, education, socialization, travelling (Castells, 2011). In last five decades or so, the media and its influence on societies, has grown rapidly with the advance of technology. At first, the telegraph and the post offices have facilitated communication, now radio, newspaper, magazines, television and the internet and new media are influencing society and social relations (Vickery, 2004).

Mass Media and Politics

The mass media forms the backbone of democracy by providing political news and views to voters that helps them in their political decision making (Nadeau, 2002). Many political parties use media in their political campaigns to present their manifesto and to attract the voters. Politics and mass media are part and parcel and cannot exist without each other (McCombs, Shaw and Weaver, 1997). News making, interpretation, socialization, persuasion and agenda setting are the

political functions served by mass media (Dye & Ziegler, 1983). Through these functions, the mass media create political issues of relative importance; cultivate their meanings to alter public opinions and attitudes at large.

Concept of Social Media

Social media has changed the way, we communicate and the way we work. Communications expert, Joseph (2008) describes social media as, “online communications in which individuals can play role of both the audience and the author at the same time. People use social media websites to share information, ideas and views. Political parties are using social media to influence their voters. Many multinational companies are developing their pages on social networking sites for advertising (Pempek, Yermolayeva & Calvert, 2008).

Facebook

Facebook as social networking sites allows individuals, businesses, or groups to create personal profiles or pages. It facilitates its members to share personal information, opinions and to form groups of same interest to connect with others (Williams and Gulati, 2007). The features of Facebook facilitate political communication (Westling, 2007). By the end of 2013; Facebook had 1.23bn monthly active users worldwide, adding 170million in just one year. According to Facebook statistics there are 757 million users that log on to Facebook daily, as of 31 December 2013(www.theguardian.com, retrieval date: March 25, 2015).

Twitter

Twitter is a micro blogging website that allows its users to tweet information to other follower users. A tweet is a short message, consist140 characters or less, appears on the timeline of followers of Twitter. Politicians are actively using Twitter to make their voters aware about their political activities (Dugan, 2010). Twitter is an easy way to share information and to answer specific questions from users. There are roundabout 225 million Twitter users worldwide (Bullas, 2011).

Social Media and Politics

Social media allow individuals, companies and political parties to share their ideas, opinions and experiences with each other in a more interactive and interconnected way. In terms of politics, social media has facilitated participation of citizens in various democratic processes in various countries (Bertot, 2010). Internet and social media penetration is rapidly increasing and creating new networks of social relations (Webster, 2014). Recently, Facebook has more than 900 million people worldwide while Twitter counts more than 500 million users in total (Forbes, 2012).

Use of Social Media in Elections

There is an emerging agreement among scholars that campaigns matter in elections based on the evidence that the public respond to campaign events. Social media is very useful for election campaigns (Gibson, 2011). The overall results of elections can be influenced by the magnitude of the campaigns (Holbrook and McClurg, 2009). A strong and practical online election campaign along with the other traditional media can influence the voting preferences of people (Wasswa, 2013).

Impact of Social Media Use on Voting Behavior

Election campaign and persuasive advertising can affect voting results for the particular candidate (Franz, 2010). The researchers have the view that voting is a social behavior that may be influenced by the social networks of social media as its features facilitate interpersonal discussion that may foster both civic and political participation. Social networking is an effective way to get more people involved in the democratic process (Fenton, 2011). Politicians are using social media to motivate the users on Facebook to influence their political views accordingly (Kushin and Kitchener, 2009). Political campaigns can create a unique electoral context that affects voter behavior especially in terms of their vote choice (Berna, 2013).

General Elections 2013 in Pakistan and Social Media

In light of election campaigns the social media is taking shape in Pakistan where political candidates are using Facebook and Twitter as election campaign tools along with traditional media to engage their supporters. Social networking sites like Twitter, Facebook, YouTube and blogs have become important tools for political campaign around the world. Now different political parties are using social media for political slogans, comments and criticism (Sarwar, 2013). Pakistan Tehreek-e-Insaf introduced the use of social media in Pakistan to promote their political manifesto for the purpose of attracting 80 million registered Pakistani voters in General Elections, 2013. PTI existence on social media is bigger as compared to any other Pakistani political party. Around 15 million Pakistani people are using Facebook and Twitter in Pakistan. Imran Khan, Chairman of PTI, is the most popular politician on Twitter and Facebook in Pakistan. 980,085 people like Facebook page of Imran Khan and 864,833 people like the page of Pakistan Tehreek-e-Insaf (PTI). 177,104 people like Facebook page of Pakistan Muslim League (N). 139,885 people like Facebook page of Jamat-e-Islami (JI) and 44,248 people like Facebook page of Pakistan People's Party (PPP) on May 03, 2013. Political parties now have strong social media wings. PTI & PML (N) and MQM are most active, Jamat-e-Islami and other political parties now also have their online presence (ahmedalijohar.blogspot.com, retrieval date: March 25, 2015). According to the ranking of Pakistani politicians issued by Social Media websites Facebook and Twitter (Nov. 14, 2013) the leader of Pakistan Tehreek e Insaf (PTI) Imran Khan stood on the top with the most followers on Facebook and Twitter. Pakistan Muslim League Nawaz PML (N) Shahbaz Sharif was on second position, Marvi Memon was at number 3 and Maryam Nawaz Sharif was at number 4 on Social Media (Facebook and Twitter) ranking (www.currentaffairspk.com , retrieval date: March 25, 2015). Social media is a very helpful in Pakistan because many politicians are facing security threats and they have used social media as a

tool for political campaign in Pakistan in general election of 2013. Political parties have realized that social media is a useful medium for political campaign. Awami National Party leader Bushra Gohar said that "I am using social media to get news, information, to discuss various issues and to share party policies".

Significance of The Study

Several studies on social media indicate there is a positive relationship between online presence and vote shares such as Gibson and McAllister's (2006) study of Australian elections and William and Gulatti (2006) study of U.S. elections. Huibers, T. (2011) study of election in Netherlands and Aparaschivei (2011) study of Romanian presidential race and Malik (2014) study of Indian elections also show a positive relationship between online presence and voting preferences. However William and Gulatti (2006) have suggested that there is need for future research to confirm these findings and demonstrate a causal connection between online strategies and votes.

In Pakistan increasing penetration of internet and social media especially among youth as around 18 million Pakistani people are using Facebook and Twitter in Pakistan. This rapid growth of social media has drawn attention of many media researchers. Previous researches on social media revolve around the dimensions of Persuasion, civic participation of users, political mobilization, information, entertainment and other usage of these social networking sites. Many researchers also observed the impact of social media on voting behavior in different countries but in case of Pakistan this dimension needs to be addressed. So, present study aims at exploring the social media using habits and especially its impact on users voting behavior during general election 2013.

Research Question

What is the impact of social media use on the voting behavior of youth during general election 2013?

Study's Objectives

In view of the overall project the objectives of the study include, in board, to determine:

1. To find out youth social media using habit for political purpose.
2. To find out the extent of social media influence on voting behavior of youth.
3. To explore which type of social media is more effective in influencing voting behavior of youth.

Literature Review

Social media and social networking is a phenomenon of interest to many scholars. Literature examined reveals that social media has affected recent election campaign around the world in a different but significant ways and also has drawn the attention of communication researchers. Several studies on social media indicating a positive relationship between online presence and vote shares such as Bond (2012) study of US presidential election, Bartlett(2013)election campaign in UK general election 2012, McAllister (2006)study of Australian national election of 2004, Malik(2014) study of Indian general election of 2014,Aparaschivei (2011)Romanian presidential ,Huibers (2011) Netherland elections 2010 and 2011and the study of Swedish general election 2010 by Bergstorm (2011). The feature of social media facilitates political discussion and civic participation as is revealed by Kushin (2012) and Shaheen (2008). Skoric, Ying & Ng (2009) and Mcclurg (2014) studied that social media can influence and engage masses in political discussion. Nawaz (2009) observed that exposure to political content can influence the voting behavior of people. However, William and Gulatti (2006) suggest that there is need for future research to strengthen these findings and demonstrate a more causal connection between online strategies and votes.

Theoretical Framework

Following theories provide the theoretical framework to the current study.

Network Society Theory

Manuel Castells conceived Network Society theory. In this theory, Castells argues that social media is very useful in organizing and mobilizing the people due to the characteristics of social networks that facilitate political activism (Castells, 2011). This includes the anonymity provided by the internet, creation of weak ties and the unrestricted nature of online communication. The internet allows for creation of weak ties with strangers through open interactions where individuals social characteristics does not influence or hinder communication. Weak ties are useful in providing information and opening up opportunities at a lower cost compared to other forms of communication such as face to face communication (Wasswa, 2013).

The Mobilization Theory

Strandberg (2006) identifies that the mobilization theory provides several positive predictions regarding the internet's ability to shape the political activity of citizens. The theory argues that the internet has the ability to inform, organize and engage those who are currently marginalized from the existing political system so that these groups will gradually become drawn into public life and civic communities.

Methodology

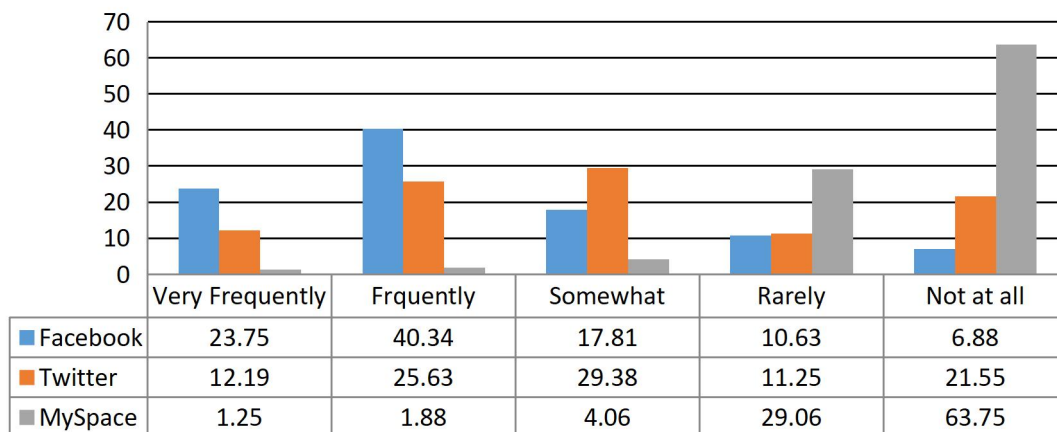
A descriptive survey design has been used. This involved administering questionnaires as tools for data collection. Triangulation of Stratified and purposive sampling has been applied. After the division of the respondents into the strata's of gender, age and education the researcher has collected data from the sample size of 320 respondents, 160 male & 160 female from government collage university, Faisalabad.

Results and Discussion

Present study has been conducted for the purpose of exploring the impact of the political content of different social media sites (Facebook, Twitter and MySpace) on voting behavior of youth of Faisalabad. The impact is measured in terms of

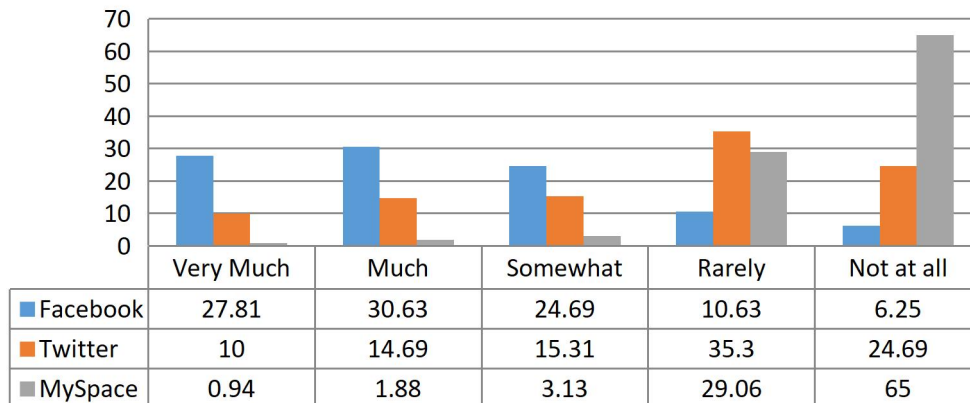
social media motivation, political participation of users and its influence on voting preferences of youth. The findings of the study revealed that youth of Faisalabad preferably using Facebook for political purpose than Twitter and MySpace. The study also indicates that Facebook is an effective tool for political mobilization and political participation.

Graphic 5.1: Users' Interest in Social Media Political Content



The empirical findings of the Results of the study have supported the hypothesis that 'It is more likely that Facebook political content is more effective in influencing voting behavior than the political content of Twitter and MySpace' as the results of the study revealed that (66.54%) Facebook users get exposed to Facebook political content as compared to Twitter users(33.6%), followed by (2.19%) MySpace users (Table 5.1). The results of the study have further indicated that Facebook political content motivates the (58.44%) users to take part in political activities as compared to (19.69%) Twitter users. Similarly, Social media political content influence the users voting decision of the youth of Faisalabad to a certain level as voting decision of (35%) users has been influenced by the Facebook political content as compared to Twitter (23.75%), followed by (2.21%) MySpace users (see Table 5.1, Table 5.3 & Table 5.9).

Graphic 5.3: Social Media Motivation and Political Participation



The findings of the study also indicated that users having less age and less qualification are more exposing to Facebook political content than the users having age above 24 and more education (Table 5.1). Further results of the study also revealed that users having less and less qualification are more politically motivated with the political content of Facebook than the users having age of 24 years or above with more education. However the users having more age and more qualification are more politically motivated with the political content of Twitter than the users having less age and less qualification (Table 5.5).

Table 5.5 Political Information Acquired about Manifesto of different Political Parties

	Over all	Gender		Age		Education	
		*A	B	C	D	E	F
PML(N)							
Manifesto							
Very Much	28.44	26.25	30.63	23.39	34.23	26.22	31.41
Much	35.94	37.50	34.38	35.09	36.91	33.54	38.46
Somewhat	14.69	13.13	16.25	15.79	13.42	16.46	12.82
Rarely	13.44	14.38	12.50	15.20	11.41	17.68	8.33
Not at all	7.50	8.75	6.25	10.53	4.03	6.10	8.97

PTI

Manifesto

Very Much	30.94	27.50	34.38	31.58	30.20	28.66	33.33
Much	41.25	45.00	37.50	40.94	41.61	39.02	43.59
Somewhat	15.31	16.25	14.38	15.20	15.44	18.90	11.54
Rarely	6.56	6.25	6.88	7.02	6.04	6.71	6.41
Not at all	5.94	5.00	6.88	5.26	6.71	6.71	5.13

PPP

Manifesto

Very Much	21.25	21.88	20.63	21.64	20.81	20.73	21.79
Much	19.38	21.25	17.50	17.54	21.48	20.73	17.95
Somewhat	14.38	12.50	16.25	21.05	6.71	19.51	8.97
Rarely	27.50	33.13	21.88	19.88	36.24	21.34	33.97
Not at all	17.50	11.25	23.75	19.88	14.77	17.68	17.31

N= **320** **160** **160** **171** **149** **164** **156**

^: Figures showing percentage

*: A- Male, B- Female, C- Less than 24 years, D- 24 years and above,

E: Undergraduate, F-Graduate.

An exclusive analysis of the study exposed that socail media users (64.69%) users take more interest in Facebook political content as compared to (37.81%) Twitter users , followed by MySpace users (2.13%). From result it is further observed that users having below 24 years age and less qualification are more interested in Facebook political content than the users having age above 24 and more education (see Table 5.3).

Table 5.3: Users Participation in the Political Activities

	Over all	Gender		Age		Education	
		*A	B	C	D	E	F
Procession							
Very Much	12.50	15.63	9.38	12.28	12.75	10.98	8.33
Much	18.13	19.38	16.88	19.30	16.78	19.51	16.67
Somewhat	32.50	34.38	30.63	32.16	32.89	31.10	33.97
Rarely	23.13	23.13	23.13	22.81	23.49	23.17	23.08
Not at all	13.75	7.50	20.00	13.45	14.09	19.51	21.79
Seminars							
Very Much	13.13	18.13	8.13	14.62	11.41	12.20	14.10
Much	19.69	20.00	19.38	19.88	19.46	20.12	19.23
Somewhat	35.94	31.88	40.00	34.50	37.58	39.63	32.05
Rarely	13.13	11.25	15.00	11.70	14.77	17.07	8.97
Not at all	18.13	18.75	17.50	19.30	16.78	15.24	21.15
Rallies							
Very Much	6.88	8.13	5.63	7.02	6.71	7.32	6.41
Much	16.56	19.38	13.75	17.54	15.44	18.90	14.10
Somewhat	23.13	28.75	17.50	21.05	25.50	26.22	19.87
Rarely	24.38	13.13	35.63	28.65	19.46	25.00	23.72
Not at all	29.06	24.38	33.75	25.73	32.89	22.56	35.90
Corner							
Meetings							
Very Much	8.13	10.63	5.63	8.77	7.38	6.71	9.62
Much	13.13	14.38	11.88	13.45	12.75	12.20	14.10
Somewhat	19.06	21.25	16.88	18.13	20.13	20.73	17.31
Rarely	30.00	31.25	28.75	31.58	28.19	29.88	30.13
Not at all	29.69	22.50	36.88	28.07	31.54	30.49	28.85

Vote							
casting							
Very Much	20.00	20.63	19.38	19.30	20.81	17.07	23.08
Much	26.88	29.38	24.38	26.32	27.52	24.39	29.49
Somewhat	17.19	17.50	16.88	15.20	19.46	20.73	13.46
Rarely	17.81	14.38	21.25	18.71	16.78	15.85	19.87
Not at all	18.13	18.13	18.13	20.47	15.44	21.95	14.10
N=	320	160	160	171	149	164	156

^: Figures showing percentage

*: A- Male, B- Female, C- Less than 24 years, D- 24 years and above,

E: Undergraduate, F-Graduate.

The empirical findings of the study further showed that (50.31%) users are more satisfied with Facebook political content as compared to(40.63%) Twitter users, followed by only (2.81%) MySpace users. From result it has been further observed that users having below 24 years age and less qualification are more satisfied with Facebook political content than the users having age above 24 and more education. The results of the study have further showed that social media users acquired variety of political information from different social media outlets as (65%) users acquired political information through Facebook Posts,(58.13%) through pictures ,(55%) through Facebook Pages and (48.44%) users acquired political information through comments writing on socail media (see Figure 5.2).

Table 5.2: Political Information Acquired form Social Media

	Over all	Gender		Age		Education	
		*A	B	C	D	E	F
Facebook							
Posts							
Very	28.75	30.00	27.50	35.09	34.90	36.59	33.33

Much

Much	36.25	37.50	35.00	37.43	34.90	35.37	37.18
Somewhat	15.31	15.00	15.63	8.77	16.11	10.37	14.10
Rarely	14.06	13.13	15.00	13.45	8.05	12.20	9.62
Not at all	5.63	4.38	6.88	5.26	6.04	5.49	5.77

Facebook

Pages

Very

Much	32.50	36.88	28.13	38.60	34.90	35.98	30.77
Much	22.50	26.25	18.75	18.71	23.49	25.61	20.51
Somewhat	19.06	16.25	21.88	13.45	12.75	11.59	15.38
Rarely	11.25	8.13	14.38	15.20	12.75	12.80	12.18
Not at all	14.69	12.50	16.88	14.04	16.11	14.02	21.15

Comment

writing

Very

Much	25.63	30.00	21.25	33.33	34.90	31.10	28.85
Much	22.81	20.00	25.63	20.47	21.48	28.05	23.08
Somewhat	20.63	19.38	21.88	15.20	14.09	16.46	17.31
Rarely	16.25	15.00	17.50	17.54	12.75	10.37	14.74
Not at all	14.69	15.63	13.75	13.45	16.78	14.02	16.03

Pictures

Very

Much	32.50	32.50	32.50	30.41	34.90	33.54	31.41
Much	25.63	26.88	24.38	24.56	26.85	24.39	26.92
Somewhat	15.94	16.88	15.00	15.20	16.78	16.46	15.38
Rarely	13.44	13.75	13.13	19.30	6.71	15.24	11.54
Not at all	12.50	10.00	15.00	10.53	14.77	10.37	14.74

Tweets

Very

Much	13.44	15.00	11.88	12.87	14.09	11.59	15.38
Much	18.44	21.25	15.63	16.37	20.81	20.12	16.67
Somewhat	15.63	13.75	17.50	17.54	13.42	17.07	14.10
Rarely	24.69	25.63	23.75	25.73	23.49	23.78	25.64
Not at all	27.81	24.38	31.25	27.49	28.19	27.44	28.21

N= 320 160 160 171 149 164 156

^: Figures showing percentage

*: A- Male, B- Female, C- Less than 24 years, D- 24 years and above,

E- Undergraduate, F-Graduate.

Another important focus of the study to explore that what type of political information users acquired about different political parties has been established. The empirical results of the study showed that (71.25%) users acquire more political information about the party leader of PTI than (62.19%) users who acquire political information about the party leader of PML(N), followed by (30%) users who acquire political information about the party leader of PPP. Findings also revealed that more users having the age of 24 years or above and more education acquire more political information on social media about the party leader of PTI than the PML(N) party leader (Table 5.6).

Table 5.6: Political Information Acquired about Songs of different Political Parties

	Over all	Gender		Age		Education	
		*A	B	C	D	E	F
PML(N)							
Party Songs							
Very Much	25.31	22.50	28.13	23.39	27.52	26.22	24.36

Much	28.75	36.88	20.63	26.32	39.60	31.10	33.97
Somewhat	21.56	18.13	25.00	19.30	17.45	17.68	19.23
Rarely	14.38	15.00	13.75	18.13	9.40	15.24	12.82
Not at all	10.00	7.50	12.50	12.87	6.04	9.76	9.62

PTI

Party Songs

Very Much	35.63	36.25	35.00	36.26	34.90	37.80	33.33
Much	35.00	37.50	32.50	35.67	34.23	33.54	36.54
Somewhat	4.06	5.00	3.13	4.09	4.03	4.88	3.21
Rarely	11.88	12.50	11.25	9.94	14.09	10.37	13.46
Not at all	13.44	8.75	18.13	14.04	12.75	13.41	13.46

PTI

Party Songs

Very Much	14.38	16.88	11.88	13.45	15.44	12.80	16.03
Much	5.63	5.00	6.25	5.85	5.37	6.71	4.49
Somewhat	20.63	21.25	20.00	19.88	21.48	21.95	19.23
Rarely	29.38	29.38	29.38	32.16	26.17	29.27	29.49
Not at all	30.00	27.50	32.50	28.65	31.54	29.27	30.77

N= 320 160 160 171 149 164 156

^: Figures showing percentage

*: A- Male, B- Female, C- Less than 24 years, D- 24 years and above,

E: Undergraduate, F-Graduate.

The findings of the study have further disclosed that more users(72.19%)acquire more political information about party manifesto of PTI as compared to(64.38%) users who acquire political information about the manifesto PML(N), followed by (40.63%) users who acquire political information about the party manifesto of PPP. Findings also indicated that users having the age of 24 years or above with more education acquire more political information on

social media about the party manifesto of PTI than the PML(N) party manifesto(Table 5.7).

The empirical evidence of the study has also shown that users after exposing social media for political purpose practically take part in different political activities to a certain level as (30.63%) social media users participate in processions while (32.82%) users attend seminars, (23.44%) users participate in political rallies,(21.26%) users attend corner meetings and (46.88%) users become more motivated to cast their votes accordingly (Figure5.3).The results of the study have also shown that Social media users share more information with their class fellows (55.31%) ,with their friends(45.32%),with family members(25.94%) and (20.63%) users share political information with their neighbours ,they acquired from social media (Figure5.4).

Table 5.4: Political Information Acquired about Party Leader of different Political Parties

	Over all	Gender		Age		Education	
		*A	B	C	D	E	F
PML(N)							
Party Leader							
Very Much	17.00	7.80	9.20	10.14	6.85	8.39	8.62
Much	22.80	10.80	12.00	10.74	12.08	10.54	12.72
Somewhat	8.00	5.00	3.00	4.57	3.42	3.71	4.10
Rarely	7.00	3.20	3.80	4.18	2.82	3.71	3.28
Not at all	9.20	5.20	4.00	4.37	4.83	5.66	3.49
PTI							
Party Leader							
Very Much	33.60	17.00	16.60	17.70	15.91	16.78	16.82

Much	12.00	6.60	5.40	4.97	7.05	6.05	5.95
Somewhat	10.00	4.80	5.20	5.57	4.43	5.07	4.92
Rarely	4.20	2.20	2.00	3.78	0.40	2.15	2.05
Not at all	4.20	1.40	2.80	1.99	2.21	1.95	2.26

PPP

Party

Leader

Very Much	12.80	7.00	5.80	6.56	6.24	6.24	6.56
Much	6.40	3.40	3.00	3.38	3.02	3.71	2.67
Somewhat	15.60	7.20	8.40	10.34	5.23	9.17	6.36
Rarely	14.80	8.60	6.20	5.57	9.26	5.46	9.44
Not at all	14.40	5.80	8.60	8.15	6.24	7.41	6.97

N= 64 32 32 34 30 32 32

^: Figures showing percentage

*: A- Male, B- Female, C- Less than 24 years, D- 24 years and above,

E: Undergraduate, F-Graduate.

Overall summarizing the whole findings the role and impact of social media on voting behavior is significant as social networks of social media facilitate political mobilization and participation. Majority of the youth of Faisalabad preferably using Facebook for political purpose than Twitter and MySpace and it is also observed that users having less age and less qualification are more exposing to Facebook political content than the users having age above 24 and more education. Similarly the users having below 24 years age and less qualification are more interested and also more politically motivated due to the Facebook political content than the users having age above 24 and more education. On the contrary the users having more age and more qualification are more politically motivated

with the political content of Twitter than the users having less age and less qualification.

The findings of the study also showed that users acquire political information from different social media outlets; form Facebook posts and Facebook official pages , pictures,Tweets and comment writings.similarly, socail media users also acquired more political information about the party leader of PTI than the party leader of PML(N), followed by the party leader of PPP. Findings also revealed that more users having the age of 24 years or above and more education acquire more political information on social media about the party leader of PTI , than the PML(N) party leader.it has further been observed that social media users like to share more political information, acquired from different social media outlets, with their class fellows than their close friends, family members and neighbors.

Conclusion

Social media has changed the way, we think, behave and communicate and the way we work. This research also highlights the role and impact of social media on voting behavior is significant as social networks of social media facilitate political mobilization and participation. The empirical findings of the study explained that social media political content influenced the voting behaviour of youth to a certin level and this social media motivaion and mobilization can alter or effect the voting behaviour of its users as several studies have supported this argument. However, as social media is becoming an important medium .It should be further checked that how social media propagates specific political issues to general public.

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