



## Peer Influence and Political Engagement How Social Networks Shape Youth Voting Behaviour.

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ARTICLE INFO	ABSTRACT
	<p>Social media is an interactive communication tool that allows us to build online communities where people may exchange ideas, information, private messages, and other types of content such as videos, images, and other types of information. Without a doubt, social media has made a name for itself in people's lives. Boundaries of subject, language, geography, and demography are all crossed by it. Numerous instances exist of online rallies, protests, and conversations that have brought down governments, brought down major corporations, or caused celebrity meltdowns. Even businesses increasingly set aside money to track online discussions about their brand and use them to enhance their offerings, customer support, and create a favorable impression and memory. At the vanguard of this new wave of technology impact and communication is social media. It still has a significant impact on the lives of a great deal of individuals all around the world. This study looks at how social media campaigns conducted online affect young people's voting behavior. The study's first hypothesis was that there is a positive correlation between SNS use and voting behavior. The study's conclusions demonstrate that voting behavior and SNS use are positively correlated.</p>

### INTRODUCTION

In countries where socioeconomic growth is desperately needed, communication has received a lot of attention. According to Lerner, "An expanding media system" conveys views that are supportive of social change and will further development through other mechanisms. It is believed that greater literacy will lead to more media exposure, which should encourage voting and involvement.

Information now plays a key role in efforts to raise living standards in emerging nations like India. The mass media and other outlets transmit information for a variety of reasons, one of which is the dissemination of political propaganda. A political system can be controlled by the communication system, and the nature of the political system can be determined by the mass media and communication system's ownership and control. Since the mass media is a social institution, its functions will vary depending on the nation's political, economic, and social structure.

In a democracy, the media serves as the primary conduit between the people and the government. Governments have long utilized the mass media as a masterful weapon for political communication to communicate with the public and vice versa, influencing public opinion and fostering support for those in positions of authority.

Thomas Jefferson genuinely believed in open society and political discussion, as evidenced by his speeches and lectures. He thought that since most people were well-informed, they would quickly correct errors and had sound common sense and judgment. While politicians may impart wisdom, individuals alone possess the greatest understanding and should be trusted. Giving the public complete access to knowledge about politics and governance through the media was one way to prevent people from making mistakes.

Nowadays, social media, digitalization, and globalization are all having a significant impact on how advertising is done. Numerous businesses and advertising stakeholders are compelled to adopt novel consumer and business models and employ inventive commercial tactics. For most businesses, social media marketing is now standard practice.

Social networking is a location where people may share their social experiences and maintain online friendship networks to stay in touch with old friends, make new acquaintances in real life, or reconnect with friends from the past.

A type of online advertising that concentrates on social networking sites is known as "social network advertising." Compared to traditional marketing, social media marketing is able to engage and interact on a much more dynamic and personalized level by leveraging the social side of the web. The modern consumer is distinct from previous generations in that they have evolved a personal defence mechanism against the flood of conventional media. The current strategy is to attempt and establish tailored ties with potential customers at an early age by creating a relationship that meets their needs, something that social media has made possible. This study aims to assess the efficacy of social media advertising.

The purpose of the study is to change consumers' perceptions of who they are and how purchasing particular goods can benefit them. Customers are influenced in their purchasing decisions by the message that is communicated through advertising appeals. The ability of user-generated and user-fortified content to affect perception is a crucial aspect of social media (Marland, 2008). Because brand-relevant content goes viral, social media presents advertisers with both opportunities and risks.

Online social network advertising represents a significant undiscovered advertising opportunity. However, people's perceptions of advertising are altered by online interaction, if they are perceived at all. This study employs professionals and college students who use online social networks as primary sources of data to better understand how online advertisements are viewed by advertisers.

To guarantee customer pleasure, marketing focuses on providing as much of what consumers desire as feasible. Through stages like "product concept" and "selling concept," the "production concept" at the outset progressively evolved into a "marketing concept" and, finally, a "holistic marketing concept." At first, the primary focus of business was the product. The corporate climate changed throughout time, and the conditions that arose compelled the companies to adapt the ways in which they handled various problems. The service industry became one of the primary business sectors as economies around the world began to flourish.

As a result, in addition to physical products, the marketing industry saw services as crucial items to promote. New service organizations began developing tactics to succeed in the market, and distinct marketing theories were created especially for them. Specialists such as Ben M. Enis felt that expanding the definition of marketing is more complicated than it first seems. Its many facets included the expansion of economic goods and services to anything of value, the evaluation of rewards other than profit as the primary goal of trade, and the expansion of the target audience notion from customers to the "public" at large in relation to organizations. Enis (1973) attempted to establish a practical connection between abstract concepts and various marketing scenarios, enabling decision-making at the organizational, macro, or both levels. Additional specialists endorsed the field's expansion as well. marketing strategies to a variety of markets (Keith, 1960; Kotler & Levy, 1969; Shostack, 1977; Arndt, 1978). The American Marketing Association's definition of marketing opened the door for the use of marketing methods and strategies in a variety of sectors by including the term "idea" in the list of goods to be promoted.

Democracy is rife with conflicts. One of its pillars is citizen freedom, which fosters the development of increasingly complex marketing tactics aimed at influencing voters to choose a certain political candidate. The dilemma we are faced with is that these approaches have the unintended consequence of restricting voters' options when casting ballots; put another way, a democracy in development produces barrier to democracy.

It might be unclear how such a situation could be handled. Finding out how social and psychological factors influence citizens' conduct should come first. These processes serve as the cornerstone of the implemented marketing plans. This book's primary goal is to show that political marketing analysis is nearly hard to do without a solid understanding of psychology. Voter behaviour psychology is examined in relation to political marketing theory and practice, with a focus on psychological mechanisms. It is clear that psychology research on cognitive and affective processes is frequently utilized to shape political campaigns' persuasive messaging and the public perception of politicians or political parties.

One of the components of a strong democratic nation has been identified as the youth's engagement with politics, attitudes, and confidence in their ability to make decisions throughout election events. Thus, the determination of the work was to evaluate the influence of social networking on youth political engagement, voting attitudes, and voting choice confidence. This study also looked into which social networking site usage category had the biggest impact on young people's political engagement, elective attitudes, and voting confidence. The survey found that there was a significant level of utilization of social networking sites. On the other hand, young people's voting confidence, attitude, and involvement were all rated as extremely high. Furthermore, there is a somewhat positive correlation between adolescent participation in social networking sites and their attitude, confidence, and involvement in voting. The area of social networking site usage where young involvement, attitude, and confidence in voting are most strongly influenced is perceived utility. The study's conclusions provide guidance on how to engage young voters on social networking sites in order to enhance their political attitudes and views, voting behaviour, and self-assurance.

The goal of this study is to determine how social media use and its ascent as a medium for political party election campaigns in India are related. Community media has grown in importance as a campaigning tool in the Indian electoral system. Social media makes it easier for political parties and candidates to quickly and efficiently reach a large number of voters. Social media, as opposed to traditional media, enables politicians

to actively interact with prospective voters. When political parties and lawmakers use social media to share their goals, accomplishments, and views of public, citizens feel greater stakes in the election process.

Via social media, applicants may more readily track participation and provide their supporters with an insider look into their campaign. These new media platforms also make it easier to gather news that is most pertinent to important target audiences. Research is crucial given the substantial surge in social media use and usage that has been seen. The goal of this study is to examine how social media is used and growing in the political sphere, as well as how this has affected public participation in politics overall. The study's initial goal is to look at social media's emergence as a voter outreach tool. Second, considering these applications and the approach to pleasure, why people used social media throughout the election campaign.

### **Role of social media in political decision making:**

Studies have demonstrated the media's pivotal role in politics and political decision-making, as well as the communication's significant contribution to comprehension of political conduct. Data and analysis from numerous fields and disciplines are used in the study. It is thought that the social media has a significant, unique, and crucial influence on how the electorate makes political decisions. One significant way that communication and the media contribute to our understanding of political conduct is through emphasizing the role that the social media plays in politics.

It's not simple to influence how people vote in an independence referendum.

### **The effect of mass communication on political behaviour**

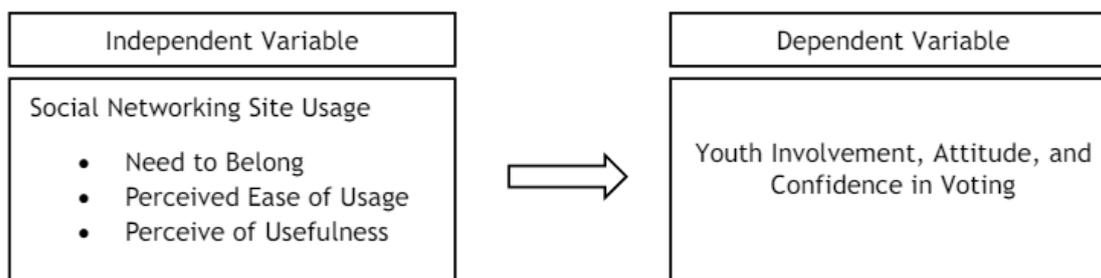
In earlier phase like early 20's Press freedom is viewed as relative rather than absolute. Social structure and peculiarities specific to a country, such as political philosophy, institutional development, and historical experience, serve as its boundaries. Press freedom is seen by the idealists as the foundation of democracy. In a democracy, the press is allowed to seek the truth, even if doing so may make people uncomfortable. However, press freedom serves a purpose in that it can have negative effects on people, communities, or society at large due to sensationalism, invasions of privacy, unethical news gathering techniques, or breaches of national security. Depending on how press freedom is used and how it affects society, it could be detrimental and unwanted.

National advancement and social stability in developing nations ought to take precedence over all other considerations, including the public's right to know and the media's access to information. For instance, freedom of the press is permitted as long as it supports social stability and national progress and isn't used to spread false or misleading information. This stance has strong roots in China's current social and political commitments, the history of press freedom, and the interaction between the government and media. Press freedom is not practiced in the same way in China as it is in the West. While the libertarian journalistic practices of the West were deeply rooted in John Stuart Mill's conception of liberty, many third-world countries owe a great deal to Marx and Friedrich Engel's conceptualization of politics and journalism.

The researchers made an effort to clarify the connection between young participation, attitude, and voting confidence and the use of social networking sites. Therefore, the following reliable authorities serve as the foundation for this research: This research is based on Ajzen's (1991) Theory of Planned Behaviour. This theory offers a way to make the voting behaviour construct easier to understand. The Theory of Planned Behaviour is relevant to this study because it helps to explain why young people use social networking sites to participate in political discourse and election activities. In summary, if young people think that using social networking sites affects their conduct, it will have an impact on their attitude and intention to vote. In the opinion of Glasford (2008), people have favourable feelings about voting, and as a result of these positive feelings about utilizing social media, they have a deeper understanding of political objectives and legislation. Furthermore, voting habits and attitudes highlight how important information, drive, and behavioural abilities are to voting habits and attitudes (Kraus, 1995). According to some experts, those who are better educated about politics and have access to resources and skills are more likely to cast a ballot (Rogers & Storey, 1987).

Using the ideas of material, inspiration, and behavioural skills (IMB), Fisher & colleagues (2014) developed the Information-Motivation and Behavioural skills (IMB) model, which aims to explain voting behaviour. He needs to have the knowledge, the drive, and the behavioural abilities related to the behaviour, according to the Information-Motivation and Behaviour model (Glasford, 2008). As a result, using social networking sites has turned into a useful tool for advancing political dialogue. Voting intentions are influenced and one's trust in the political system is strengthened by the wealth of knowledge that is learned through in-depth discussions on social networking sites.

Figure 1. Conceptual Framework Showing the Variables of the Study



The conceptual framework for the study's variables is displayed in figure 1. The utilization of social networking sites, the independent variable, is indicated by the first box (on the left). The dependent variable, on the other hand, is represented by the second box (on the right) and includes youth participation, attitude, and voting confidence. Domains under the independent variable—the use of social networking sites—are included in the first box under the heading "Need to belong." It speaks to the emotional need of a person to identify with and be accepted by members of a group. The respondents' perception of how easy and simple it is to utilize social networking sites is known as perceived ease of use. According to Lee (2020), perceived utility describes how well a social network site filters and provides political information for the responder.

According to Langford and Baldwin (2013), social media use is widespread amid most person especially young people. According to Gibson and McAllister (2011), social networking is not only widely used in politics but also serves as a communication tool for political campaigns. Given how frequently news items are released on social media platforms like Twitter, they can act as agenda-setters (Gibson & McAllister, 2011). According to research by Bond et al. (2012), who examined the impact of Facebook messages on voter turnout in the U.S. 2010 midterm elections, social media also has an impact on voting behaviour. According to his findings, robust connections on digital platforms are also upheld in the Actual circumstances

In 1948, Lazarsfeld and Berelson carried out typical resulting study on election. Gaudet (1948) discovered actual voting patterns that had a direct impact on voters' decisions. Later work by other writers, which terminated the two-step flow of communication, was based in part on some of the principles laid out by Lazarsfeld&Berelson (1944)

Political communications during election campaigns have incorporated social media as a crucial component in recent times. From social media to chat rooms and instant messaging, communication has changed since the dawn of the Internet era. All political parties and candidates in India's 2014 legislative general election used social media heavily to encourage voter turnout. Political communication scholars were quite interested in the recent spectacular rise and popularity of social media use.

### Social media usage in India:

Social media connects people all throughout the country, despite differences and geographic limitations. The country has become more interactive due to the consequences of globalization, media convergence, and time and space compression. The younger generation is increasingly at ease using social media to communicate online and form relationships. Adults and those in the medium age range feel very at ease using this technology since they are advancing with the times. Since computers and the Internet have been there for as long as people can remember, the younger generation might not remember how or when they learnt to use them. Particularly young people quickly adopt new technologies in ways that make it harder to distinguish between their real and online activities. Modern media are likewise evolving quickly in tandem with technology, bringing new dimensions and functions to communication. The young people in the nation who are growing up with modern means of communication are being known as the "new generation."

Today, almost 85% of Indian Internet users utilize social media. In the 2014 Indian parliamentary general election, political parties and candidates fought it out to be the first to break news and disseminate their message via social media in addition to traditional media. Facebook, Twitter, YouTube, and Google are the four major social media giants. Facebook's user base is expected to increase at a quicker rate in Asia-Pacific, as adoption rates in countries like Indonesia, Japan, and India significantly outpace the global average growth of 28.2% in 2013.

### Fact-checking:

A study on disinformation on social media during the 2019 election season revealed that major parties used the dissemination of misleading information as a tool in their campaigns against their rivals. Political parties allegedly disseminated deepfake content on social media platforms and WhatsApp during the nation's 2023 elections.

The medium's nature, the infrastructure available to political actors, and the size of the Indian user base guarantee the rapid spread of altered content meant to deceive readers or viewers. Election integrity is

negatively impacted by misinformation and deception, which also compromises the electoral process and imperils democracy. It might mislead voters, distort their comprehension of crucial election topics, produce echo chambers, and displace accurate and dependable information.

Voting Behaviour: designed to gauge how young voters' attitudes, opinions, and perceptions have changed as a result of their involvement in the campaigns, demonstrations, and uprisings leading up to and during the referendum. Voting behaviour resulting from social media use is operationalized as either changing or staying the same.

Theoretical Framework:

1) Usages and Fulfilment Theory

In the 1970s, Elihu Katz, Michael Gurevitch, and Jay Blumber created the Uses and Gratification theory. They contend that viewers use the media to satisfy particular demands (Katz, Blumber, and Gurevitch, 1974). Anaeto, Onabajo, and Osifeso (2008) came to the similar conclusion that the uses and pleasure hypothesis explained what the public did with media rather than what the media did with people. They went on to explain that the Uses and Gratification theory has a humanoid bent since it makes the assumption that the general people are influenced by the media. Scholars have discussed the argument that the public had few requirements, thus they wanted to satisfy them, which is why they chose a strong message from the media.

According to Adeyanju & Haruna (2012), the Uses & Gratification concept states the people have the ability to select and consume networking information in accordance with their current requirements. Similarly, during political campaigns and activities, politicians have the option to use the media to spread their message via social media. The idea fits the study because young people are using new internet media to express themselves and are getting the media satisfaction and uses, they desire. The primary satisfactions of social media users are identified by this hypothesis as follows:

- ❖ Social interactions
- ❖ obtaining information (political information)
- ❖ Amusement
- ❖ The usefulness of communicators in political and health campaigns
- ❖ Utility of convenience (modifying voting habit)
- ❖ Opinion expression (comments)

2) Public Sphere Theory:

The concept of the public sphere was developed in the 18th century and further developed by Habermas, who stated that the public sphere provides a discursive place where people can exchange their opinions to create a common judgment. Millions of people connect digitally to social media platforms, which have become popular sites. This has led some to argue that social media has encouraged the return of the public sphere. Everyone has the right to free speech on social media. The public and political parties have an equal opportunity to discuss and resolve the various political issues.

3) Agenda Setting Theory:

The concept of agenda setting originated with the notion that the news agendas of the mass media represent the topics and subjects in accordance with their importance, and that public agendas then take this importance into account. Cohen's (1963) observation that "the press may not be successful in telling its readers what to think, but it is stunningly successful in telling its readers what to think about" (p. 13) best captures the impact of agenda framing. According to Lippmann's (1922) theory, the media shapes our perceptions of the outside world. Only the media portrays a version of reality, and this version is not true or accurate (Lippmann, 1922). "Foreign policy, law and order, fiscal policy, civil rights, and evaluation of the news coverage across three weeks of the last presidential campaign" are the five concerns McCombs and Shaw (1972) determined to be significant for voters (McCombs & Shaw, 1972, p. 176-187). The public agenda and the media agenda were discovered to be closely related. Similarly, agenda-setting effects were noted by Iyengar and Kinder (1987) following multiple newscasts.

4) When certain concerns receive attention, they are prioritized while others are disregarded, as per the agenda setting idea. As a result, the media's presumptions become the foundation for the creation of public opinion. Instead of being accepted as it truly is, reality is accepted as the media wants us to believe it to be. The obtrusiveness and unobtrusiveness of issues are affected differently by agenda setting (McCombs, 2004). Obtrusive issues are ones that individuals interact with on a daily basis, while inconspicuous difficulties are those that people cannot directly deal with (McCombs, 2004).

### Literature Review:

Users of social media can create accounts for various activities through the various communication programs available to them. Through social media, people may interact with people worldwide and share content and new ideas. Additionally, it is becoming more widely used and developing into a vital information and sociability resource for the neighbourhood (Kawano, Kim, & Mitsuyama, 2014). Similarly, Banaji & Buckingham (2010) asserted that while young people use social media for various political activities, they typically cannot rely on political information from traditional media. Thus, the public is able to access a

variety of political data regarding political parties, candidates for office, and political figures thanks to modern web-based technologies.

Political discussions between individuals and groups can have the same effects as offline or in-person discussions, as demonstrated by Hardy & Scheufele's (2005) research. Research has also revealed a strong correlation between offline and online political activity and discussions about political problems. This study implied that political discourse conducted online could have comparable outcomes to that of offline discussion. According to Owen (2008), the introduction of new media has completely altered the perspectives of young voters. A young voter has unrestricted access to social media platforms where they can obtain information about various political parties, leave comments, and share the content with others.

Politicians and political groups in the Netherlands who ran more aggressive social media campaigns during the national election received more votes than those who concentrated on traditional media, according to research by Effing R. et al. (2011). Social media has the potential to significantly impact the next elections in every country on the planet. The public is exposed to a new type of political campaign thanks to the internet, which aims to alter young people's voting habits. Social media is significantly contributing to the development of political engagement and self-efficacy among young people.

Since a substantial portion of India's 2014 parliamentary election happened online, it has been dubbed a social media election despite being the largest democratic election ever held worldwide. Even though there was a sharp rise in online voting activity compared to previous years, the nation also saw a number of other significant elections: 150 million people in India between the ages of 18 and 23 gained the right to vote, two out of every three citizens are under 35, and the voter turnout was an unprecedented 66.4 percent. India presently has an estimated 243 million Internet users, or around 19 percent of the country's total population, thanks to an exceptional 14 percent increase in Internet penetration from the previous year.

India has the third-largest Internet user base in the world, with over 243 million users, and a big youth demographic. Numerous social networking services, such as Facebook, Twitter, and LinkedIn, have over 100 million active users. It makes obvious that businesses that offer software, telecom services, e-commerce, and social media platforms are utilizing this opportunity to network. Social networking platforms have been widely utilized by political leaders, candidates, journalists, and voters to find election-related news, communicate with one other in real time, and share their opinions. In order to keep more than 800 million Indian voters informed and up to date on the elections, another search engine established an Elections Hub with news and information relevant to the polls.

### Material & Methodology

Questionnaires were used to gather pertinent data from the study population, which included Indian citizens. 1500 persons completed the questionnaires using the purposive sample approach. Communitybroadcasting users in for investigation & provided the data. The respondents were assured that no personal information or opinions would be exploited. Participants have received the questionnaire link via blogs, personal emails, WhatsApp, Facebook, and Twitter. The majority of respondents began and finished the survey.

Respondents from Delhi, Mumbai, Gujarat, Uttar Pradesh, Chandigarh&Telangana have completed the survey. The participants range in age from 15 to 40. Table 1 provides a summary of the respondents' demographic features. Facebook, Twitter, and blogs are examples of social media, which serves as the independent variable. Conceptually and operationally, the variables are understood as

**Social media:** - It is an independent variable designed to gauge consumers' online activity on blogs, Twitter, and Facebook.

**Youth:** Voters between the ages of 15 and 40 who took part in the Indian referendum and volunteered to distribute content on social media are referred to as youth.

**TABLE 1: Demographic Characteristic of Defendants**

	RESPONSE	RESPONSE %
<b>GENDER</b>		
Men	825	55
Women	630	42
THIRD GENDER	45	3
Total	<b>1500</b>	100
<b>AGE</b>		
15-20	800	53.33
20-25	310	20.66
25-30	95	6.34
30-35	125	8.34
35-40	170	11.33
Total	<b>1500</b>	100
<b>LOCATION</b>		

Delhi	390	26
Mumbai	270	18
Gujarat	210	14
Uttar Pradesh	239	15.93
Chandigarh	164	10.93
Telangana	227	15.14
	1500	100
<b>Designation</b>		
Student	710	47.33
Employee	330	22
Business Person	170	11.33
Citizen	290	19.34
Total	1500	100

## RESULTS:

Facebook is used by the greatest percentage of respondents (n=1305). 1455 respondents said they regularly use their preferred social media platform, 951 said they use social media for pleasure, and 1103 said Facebook is the most effective platform for posting. 90% of respondents expressed interest in the referendum, and over 78% of voters cast yes votes.

It was discovered that 57.3% of participants firmly agreed that social media served as a useful forum for political discourse. 31.2% of respondents said they agreed somewhat, 6.8% said they disagreed and were neutral, 4.4% said they did not agree, and 0.3% said they strongly disagreed. Facebook is a good platform for expressing political ideas, according to a total of 54.1% of respondents who strongly agreed with this statement, 27.8% who agreed to some extent, 11.4% who were neutral and neither strongly agreed nor disagreed, 2.5% who did not agree, and 1.3% who strongly disagreed.

Are consumers' political awareness levels increased by Facebook? The outcomes showed that 35.7% of respondents strongly agreed, 43.6% agreed to some extent, and 11.1% were indifferent or neither in agreement or disagreement. Regarding Facebook's ability to increase users' political understanding, 2.6% of respondents strongly disagreed and 7.1% of respondents did not agree.

Do you think campaigns on social media affected the outcome of the referendum? As an opinion 45.6% of respondents strongly agreed, 30.3% agreed, and 18.4% were neutral or neither in agreement. Regarding social media's effectiveness as a tool, 3.1% of respondents strongly disagreed and 2.6% of respondents did not agree.

Most people agreed that social media altered peoples' voting habits. According to a Likert scale, 40.2% of respondents strongly agreed, 43.9% agreed, and 14.4% did not think that social media campaigns affected the outcome of the vote. On a Likert scale, 35.8% of respondents strongly agreed, 40.1% agreed, and 16.4% were neutral or neither in agreement. Regarding social media's effectiveness as a tool, 4.1% of respondents strongly disagreed and 3.6% of respondents did not agree.

Most people agreed that social media altered peoples' voting habits. On an opinion scale, 37.2% of respondents strongly agreed, 47.9% agreed, and 13.4% were neutral or neither in agreement. 0.8% of respondents disagreed, and 0.7% strongly disagreed that social media may influence voters' voting behaviour.

### Social Networking Usage:

With a standard deviation of 0.65 and an overall mean of 4.00, the social networking site utilization figures were deemed high. The score shows how prevalent the use of social networking sites is. This finding suggests that young people are making use of social networking sites and platforms for information collecting and acquisition, idea and thought sharing, and participation in conversations.

## CONCLUSION:

Determining the impact of social media on voting intention served as the study's overarching goal. The majority of responders are young, literate, and between the ages of 18 and 28. They are actively engaged on social media and are either pursuing or have already completed their education. The analysis's findings show that social media, particularly among young people, significantly influences respondents' intentions to vote. Social media is thought to be a helpful informational tool that informs users about the personalities of politicians and influences their decision to support or oppose a given candidate. One significant finding of this study is that the statements, tweets, and comments made by politicians on social media had a significant impact on the respondents' voting behavior. Voters claim that social media played a role in establishing agendas that changed their decisions, as suggested by the Agenda Setting theory. The Uses and Gratification theory, however, also shows that young voters satisfied their requirements and were highly engaged in this study since they were aware of the proper way to use social media platforms before to, during, and following the Scottish referendum. Additionally, research showing that the majority of young voters continued to visit

the social media pages of their respective political parties is supported by the Media Systems Dependency hypothesis (Figure 1). Younger voters think social media has been a useful instrument for voting, as seen by the real circumstances and referendum results. Young voters use social media to decide on their information sources, and their degree of selectivity is influenced by their self-orientation. When it comes to learning about politics, young voters who are politically savvy are more selective and efficient than their less politically conscious peers. Social media provided young voters with the most political information. It can be a useful platform for debate and opinion sharing. Furthermore, younger voters believed that social media posts had an impact on voting decisions, voting behavior, and referendum outcomes.

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