

ROLE OF SOCIAL MEDIA (FACEBOOK, TWITTER) IN SHAPING
VOTING BEHAVIOR, A STUDY OF PINDI BHATTIAN.



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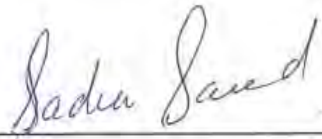
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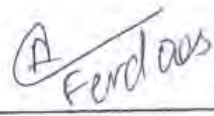
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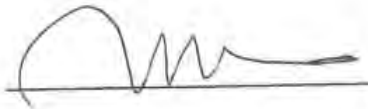
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Abstract

In this study, researcher has gone to explore social media's effect on the social behaviour of people or how people make decisions through the influence of social media political publicity. The main objective of the study is to clarify the use of social media in elections in Pindi Bhattian and to point out how social media is changing the voting behavior of voters. Social media marketing involves using online social media tools such as Facebook, Twitter, Instagram, and LinkedIn to reach voters in advanced ways. The quantitative survey method was used to collect the data. The universe of study was the area of Pindi Bhattian. In this study, media agenda setting theory was applied. The Google survey form was used to analyses the effects of social media on voting behavior in relation to the gender, their qualification and age of voters. The survey was conducted in quantitative form. In recent years, traditional media has played a significant role in creating awareness among people, but over time, social media has become an important marketing tool that not only informs people but also engages them in election marketing. The survey was conducted in quantitative form. The main question was whether I cast my vote for a specific political candidate based on social media (Facebook, Twitter) news. The result percentage shows that 45.6 % of respondents agree with this statement.

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CHAPTER NO: 1

INTRODUCTION

The spread of democracy as a political system of government in countries. The world is undeniable. Democracy has replaced fewer people in the years of history. Popular systems of government, such as the monarchy, theocracy, dictatorship, military juntas, etc., are starting. From the American Revolution of 1776 to the French Revolution of 1789, to the Russians. After the revolution of 1917, democracy became the most popular form of government in the world. Today, there are only a handful of countries that follow the monarchy/theocratic system. The popularity of the government compared to most democratic countries. Democracy, of course, is characterized by its people-oriented nature. As demonstrated. The French revolutionaries who wanted it included their slogans in Liberté, Egalité et al.Fraternité (Freedom, Equality and Brotherhood) The French people wanted freedom of choice. Their own leaders and their representatives, they sought a government where everyone. They will be equal in society regardless of their class or status. Former United States President the President of the United States, Abraham Lincoln, put it in its classic definition of democracy. "Government of the people, by the people, for the people"(Ajibola 2017).

the Arab Awakening has confirmed that the popular demand for democracy is not bound by region, race, culture, or religion. Perhaps the strongest evidence that democracy is a universal value comes from the many dictatorial regimes that seek to assert themselves as democratic legality. In the last few years, most of the democracies and undemocratic governments have held national elections alike (Alhassan, Adamu 2018).

Elections are a key component of ensuring democracy because they "increase citizen participation in governance, ensure accountability to governments, and encourage political participation. Free, fair, and credible elections. Democratic government and governance one of the basic and important conditions of the election is to be trustworthy when the rules and regulations governing the

electoral process are followed. Ultimately, a credible candidate will be freely and fairly elected to represent the electorate (Mulla 2016). According to Dye (2001), elections are an important tool for recruiting political leadership in democratic societies. This is the key to effective participation in a democracy and how people give their approval to the government. According to Abah and Nwokwu (2015: 34), there is no doubt that representative democracy is a prominent feature. It covers the way for citizens who are under voting age in a country to use their right to vote to determine who rules them. Voting during elections is a powerful weapon to either choose candidates who have a good track record or vote for leaders who fail to deliver on their election promises. Political participation describes a process by which individuals directly (traditionally) or indirectly (non-traditionally) participate in the decision-making and governance process of society. It is customary for participants to take place through formal state institutions or agencies, while it is unconventional for individuals to participate informally using informal institutions to influence the government's political decisions and activities. Traditionally, most citizens usually participate politically in the election process or talk to their representatives or even criticize them. The last (minority) section of the population will remain unconcerned, as their votes are not counted, party programs are not translated into practice, there is a lack of multiple parties or candidates, or public hatred against available candidates (Alhassan, Adamu 2018).

Voting is an event for elects to express their attitudes and behaviors during elections. A voter is a responsible and engaged member of society. Voting is a democratic technique. Individuals who vote for their representative in elections are known as voters. The Universal Declaration of Human Rights recognizes voting as a fundamental right of almost all citizens over the age of 18 (Muhammad & Hasan 2016).

The media is an analytical agent for socialization that brings together people and governments. The media may promote and reject a specific subject. The media may emphasize a topic by instilling its importance. For example, TV and newspapers keep readers and viewers aware of the latest events. The parties also rely on the media to learn about people's concerns, behaviour, and wishes. Consequently, they develop policies to address people's fever. (Shabbir Sarwar, Waqar ul Haq 2020).

Electoral trends are assured through voting. Both political and societal forces depend on elections. The following are two voting stages: In the beginning, social and cultural environments focused on which caste, race, religion, power, etc. had a greater effect. The technology focuses on the notion of loyal plot, spreading rumors about the candidate representing his government through electronic, press and wired projections. In history, Pakistani elections are unusual. Until 1970, elections were held regularly in Pakistan. This has an impact on Pakistan's policy. The key component of democracy is elections. The main component of the elections is political parties. In the general election of 2018, several political parties competed (Bashir & Khalid 2019).

In 2014, millions voters attended election in India. It is the highest number of voters in any election. The media has become a major tool for election campaigns. Barak Obama, (Ex- President of the USA) for instance, used the media in his 2008 presidential campaign. Facebook, YouTube, and Twitter are used for this purpose. The social media policy speaks that almost half of Indians use the Internet. Social networks impact the thinking of people. Political experts argue that the media changes the vote as well. Politicians also recognize the significance of social media and, to rule the people, they focus on social media. With social media assistance, AAP (Aam Aadmi Party) increased several million rupees and the cast got a majority of votes that day. Social networking platforms are important to mobilize people. These websites

allow users to debate their views and thoughts about social issues, such as human rights and corruption. UK parliament members utilize Twitter in their districts to increase their connection with the electorate. Young people are informed about social media. This demonstrates that the internet form's public opinion and creates a political agenda. Each day, political inspiration may be obtained from politicians, voters, and the media users of social media like Twitter, Facebook, and YouTube. Voters accomplish their challenges and gain knowledge about social media. To promote his electoral bank objective, the politician also uses social media. Political parties make use of the total expenditure on social media (Biswa et al 2014).

Social media platforms are used for meetings, reporting, and so on for many purposes in politics. Some policies use the media to get people's votes as a puppet. These marionettes benefit politically and trick others. The role of the media in the presential elections in Iran is crucial in 2017, and the role of the telegraph is particularly vital. At the time of the elections, 1.8(p-3) million sscribers were Iranians. The telegrams of the AkhbareFori affect a great many votes on Election Day. The main source of information in Iran is Telegram. With 34.5%(p-3) of telegram users, the world is Iranian. This is the highest rate among all countries. (Ameli and Molaei 2020).

Social media might change the circumstances of the elections. Social media is largely used by young people. Singapore has had twelve general elections since its independence in 1965. For the first time in 2015, general elections took place across the country in Singapore. The PAP(People's Action Party) won the fantastic election and got almost one-third of the total votes. The PAP won the vote. In the success of PAP, social media played a major role. Singaporeans are famous on the web. The percentage of computer ownership in 2009 was 87% (p-4). In the newly developed medium, researchers increasingly focus on the effect on elections. This began when Howard Dean

used the web and the basic level of organization. In protests in the Middle East, the moniker Twitter Revolution has been utilized. As an essential tool for public service, social media is being employed. Nearly all Singapore MPs (Members of Parliament) have Facebook sites available. Your admirer is well-known and well-known. Lee Hsian Long is the most popular Facebook politician in Singapore (Zhang 2016).

The media and communication channels played important role in decision-making at the general electoral election of 2008. The media's effect on voting decisions was increasing at Pakistan's 2013 general elections, from the 2008 general election. Pakistan has only held eleven general elections. The elections in Pakistan in 2008 and 2013 have influenced the media. The media is now considered the fourth element of the government (Sawar et al 2020).

A sentence spiral silence is used for the effect of the media. This sentence was written by the German political scientist Elisabeth Noelle-Neumann. It's a phenomenon where a person makes no decision but follows the majority of others. He considers himself to be isolated in society by a particular option. Simon Schwartzman argues that all elements that change voting trends are connected to the media. The cultural hypothesis is also utilized for the function of the media. The idea of culture indicates that the media affects social views in particular. (John Paul 2014). The old subject of fair elections and independent media did not exist in Pakistan. The Musharraf government was the first opportunity for the media to contribute to the public, however limited and newborn, in the 2002 general elections. The role it played in the general elections of 2008 and 2013 is nonetheless to be seen in the whole maturity and resources of the media. Various elements contribute with various intensities to the formation of electoral behaviour. It may include a wide variety of social identities, including class, creed, colour, ethnicity, sex, language, employment, and political campaigns, associations, peer

organizations, as well as supporting specific beliefs, programs, and goals. However, these cannot be claimed as the only factors, because a specific voting habit may take shape from experience, history, political culture, and beliefs. Or direct socialization (Javaid and Elahi 2014).

The media is a major part of socialization and guarantees that communication flows as smoothly as a bridge between the public and the government in two directions. Media free of and independent of external manipulations can produce significant changes which can impact the entire future trajectory. It may mobilize the masses for whatever reason, to provide support or disagreement with particular subjects or policies through its infusion and building of a broad consensus. They can foster solidarity across multitudes by demonstrating their shared interests and championing collective goals. It provides information to the general public about political party or candidate policies, their supposed or concealed goals, and their opinions on specific policy issues. In particular, TV and the press inform readers and viewers of new events and developments. (Javaid and Elahi 2014).

More than a decade ago, the world of information and communication technology developed dramatically. For example, new media and technology have changed the situation. Discussion, communication patterns, discussing social and political trends. Media and communications scientists, politicians, international relations scientists, sociologists, and researchers. Hundreds of studies have been done on many subjects. (Golan et al 2019).

Social media is one of the biggest sources of information for its millions of users, yet it can do a lot for the public eye. In terms of political dynamics, the above-mentioned effect of social media is very important for political activity (Ahmed et al. 2019).

In the past ten years, the globe has seen the impact of social media in many areas. One of the most important implications was discovered in politics. Web 2.0 (A collection of next-generation Internet technologies) gives platforms for millions of individuals in many media formats globally, including images, videos, and live streaming. Web 2.0 is termed social media. The Arab Spring and the Occupy Movement are the two most noticed and widespread rallies in recent years, starting in December 2010. Both emphasized and discussed rising political awareness and mobilizing social media demonstrations. Many arguments and analysis have been made about the role and degree of social media influence in these movements. Social media is therefore a platform for content creators and users alike. Famous social media examples are websites that share videos, social media sites, forums for debate and blogs. The belief of the media that people have changed before. Without the use of social media, someone could contact the public. There are mass media broadcasters with a significant influence on the media they serve. But only the author creates and has direct access to social media, like a film streaming on YouTube or on a blog page. In Turkey, a considerable number of individuals live online. The effect of social media on politics has become obvious in recent years. Social media tools like Facebook pages, Twitter accounts, YouTube, etc., have begun to keep people connected to political parties. During the election season, the social media were widely used for propaganda. In various instances, political activists and organizations in Turkey started using social media, like in worldwide circumstances, to promote awareness of politics and to mobilize demonstrations. Two recent events, the internet censorship demonstrations (2011) and the Gezi Park protests (2012), were shown to be important for political awareness and mobilization in the Turkish media. (Yunus, 2013).

Numerous studies have examined the impact of the Internet on political participation and voting in adult democracies. The work provides a broad

overview: Initially, new telecommunications technology was not used for political objectives and voters therefore lacked internet access. Lack electoral interest and broad political interest. But over time, the situation has changed. New populist players succeed in rallying voters via links. Directly over the internet. Some articles discuss the impact that social networks have on voting and participation. Bond et al. (2012) conducted Facebook field experiments with millions delegates at the 2010 US Congressional election. The test was to provide a message with election information and a button to indicate if people voted. A separate version of the message was also sent to Facebook friends, who said they voted. These messages were sent to a random Facebook group on Election Day. At least in some respects, popular support for ruling parties, both democratic and semi-autocratic, was provided by the rise of the Internet and of social media in the European elections. Social media may also be utilized for the mobilization of voters. Evidence exists. (Zhurzvskaya et al. 2020).

1.1 Statement of the problem

Now a days in every field of life the things are changing vastly. In the field of politics, several changings have come. Social media is one of them. The use of social media in politics can be seen almost in the whole world. This phenomenon is increasing day by day. The researcher wants to testify the impact of social media on voting behavior. Today the world has become global village. It is very important to come to know the impact of social media on voting decision. In this study it is tried to disclose the impact of social media on voting decisions. The media is an analytical agent for socialization which brings together people and governments. The media may promote and reject a specific subject. The media may emphasize a topic by instilling its importance. For example, TV and newspapers keep readers and viewers aware of the latest events. The parties also rely on the media to learn about people's

concerns, behaviour, and wishes. Consequently, they develop policies to address the people's fever. (Sawar and Haq 2020).

1.2 Research Question

What is the role between social media (Facebook, Twitter) and voting behavior in Pindi Bhattian?

1.3 Objectives

- 1: To find out the role of social media (Facebook, twitter) on voters based on their gender.
- 2: To find out the role of social media (Facebook, twitter) on voters based on their age.
- 3: To find out the role of social media (Facebook, twitter) on voters based on their educational level.

1.4 Singnificance of the study

The study focuses on the role of social media (Facebook, Twitter) in changing voting behavior in Pindi Bhattian. The purpose of this study is to get understanding into the factors that influence on voters in Pindi Bhattian. This research highlights the realistic aspects that impacts on the voter's choice. Now a day's majority of people use social media to get the political news. The main purpose of this study is to find out the influence of social media (Facebook, Twitter) on voter's behavior. The study reveals that the age group between 18-24 are much influenced by social media regarding their voting

behavior. The study disclosed that the influence of social media is less on female voters as compared to male voters concerning their voting choice. The research finds that most of the social media users are master's degree holders. In this research it is also found that the highest users of social media are students. The findings from this investigation contributes to the current knowledge and prepare for future explorations into decisions and citizen decision-making in Pindi Bhattian. When it comes to how voters make their decisions, there has been relatively little consideration put into it thus far. The current research aims to add to the existing knowledge in this area, the discoveries may provide a better understanding of appointment cycles in Pindi Bhattian.

The Internet was first introduced on January 1, 1983. The Internet plays an important role in all areas of the world's culture, activity, and development. With the introduction of social media, the impact of the internet has become huge. The first social media called "Six Degrees" was introduced in 1997. After that, social media, like Facebook, Twitter, Instagram, etc., were introduced. Many authors comment on social media. According to Gold (2015), "social media is a web-based tool for interaction that allows users to share content such as photos, videos, and resource links in addition to chatting. Social media are networking sites. These are Internet-based applications that allow users to create a public profile within a secure and closed system. Others within the system (Allison 2007). At the end of the definition, social media is a system that communicates with other people through a technology-driven system.

CHAPTER 2
LITERATURE REVIEW

Man is a social animal; he makes a significant contribution to society. This responsibility is unclear no matter how you look at it. To know what citizen's desire and how to persuade them to vote, we need to project voting form leads.

2.1 Social Media

The Internet was first introduced on January 1, 1983. The Internet plays an important role in all areas of the world's culture, activity, and development. With the introduction of social media, the impact of the internet has become huge. The first social media called "Six Degrees" was introduced in 1997. After that, social media, like Facebook, Twitter, Instagram, etc., were introduced. Many authors comment on social media. According to Gold (2015), "social media is a web-based tool for interaction that allows users to share content such as photos, videos, and resource links in addition to chatting. Social media are networking sites. These are Internet-based applications that allow users to create a public profile within a secure and closed system. Others within the system (Allison 2007). At the end of the definition, social media is a system that communicates with other people through a technology-driven system (Balo et al 2019).

The term "social media," sometimes known as "Web 2.0," refers to a new "wave" of Internet-based applications that allow for more user-to-app involvement through user-generated content (Komito and Bates, 2009). Sites like Bebo, MySpace, and Facebook were built to allow people to post a variety of different types of content on their own websites and link them to their friends' websites, earning them the label "social networking" applications. Social media includes internet forums, news portals, weblogs, social blogs, wikis, podcasts, photographs, and video. 125th Malaysian Social Media Election In ways that radio, television, and newspaper and magazine

letters columns do not, all of these categories have functions that allow them to be democratically interactive. Images, video, and textual comments are among the content types, resulting in a rich media mosaic. As a result of social media's support for democratisation of knowledge and information, people are transitioning from content consumers to content producers. Newspapers, television, and radio, for example, are not the same as social media. Traditional media sometimes requires specific skills and resources to spread information, however social media platforms are incredibly cheap and accessible, allowing anyone (including ordinary folks) to submit or access information (Sani, 2014).

Communication is the act of sending desired messages and information to a specific audience. Every communication procedure follows a set of rules. Sources, messages, channels, and recipients, as well as their impacts, are all part of political communication (Cap and Okulska, 2013). If one of these communication elements fails to function effectively, politicians' intentions will not be realised. The three forms of political communication channels are interpersonal communication, organisational communication, and mass communication. There are five major functions in political communication. The main purpose is to keep the public informed about what is going on in the neighbourhood (Davis, 2010). The second objective is to educate the general population on the significance and meaning of facts. The third purpose is to establish a forum for the discussion of political issues. The fourth phase is to create periodicals, and the fifth is to provide policies and programmes to the news media (Alhassan, 2018). Politicians use a range of communication techniques to get their thoughts across. Actions, statements, symbols, or any other picture can be used to convey messages. Political communication does not have to be limited to mechanical media. A true gentleman may also lend a hand and act as a good communicator. The usage of channels and media helps with message distribution (Kaid, 2004). The means of mass communication

work on a one-to-many basis. Mass communication media facilitate face-to-face contact by presenting communicators in front of an audience while speaking. Interpersonal communication, or one-on-one communication, is the second channel. This type of communication can take place in person, over the phone, or through other methods (Davis, 2010). The communication organisation combines one-to-one and two-to-many communication procedures. Politicians use political communication channels to encourage people to support and vote for them as well as to deliver messages to specific audiences (Iyengar and Simon, 2000). As a result, political parties can be expected to run political campaigns and convey information to individuals through a variety of communication platforms. Furthermore, human beings are the most important communication route in politics (McNair, 2017). The political communication channels are all the same, despite the differences in political communication systems. However, good political communication is also required in order to achieve the purpose of political communication. The ability of the public to use the channels, as well as whether or not they have proper access to those channels, are both crucial to their proper operation (Nasution, 1990). In order to increase political participation, effective communication channels must be used in political campaigns. The root of the problem is a lack of political mobility and communication channels with elected officials. The digitalization of communication as well as social media have opened up communication channels to everyone, allowing anyone to participate in political communication and actions. Consumer behaviour and landscapes have altered over time in political communication as well. The evolution of social media and the availability of information on Google has rendered traditional political communication methods outdated (Gurevitch et al., 2009). It did, however, make it more difficult for political parties to control the spread of false information on social media. They can battle fake news, but disseminating it to the general public is more difficult. Digital

media, on the other hand, aids in the building of a healthy and democratic political community, which was previously hard to attain through traditional communication channels. Previously, political communication was limited to a small number of people. It was difficult for the political participants to criticise political policies and activities (McNair, 2017). When it came to political decisions and governance, many individuals were on the outside looking in. Traditional media fails to bridge the divide between political parties and the general public. Digital media, on the other hand, has entered politics, allowing a wide range of organisations to participate in the political communication process (Alam, Yousaf 2021).

Citizens today rely on the internet and online communication as primary sources of information. According to the United Nations' e-Government Survey, Switzerland has the most developed infrastructure (Telecommunication Infrastructure Index 2010, see UN DESA 2010, p. 118). Many people utilise social networking sites and interactive online applications. According to data from the Swiss Federal Statistical Office, most Swiss citizens had a personal profile on a social networking site in 2011, although they claimed to express political ideas online. The majority of legislators, as well as all of the parties represented in the Swiss Parliament, have websites. More than half of Swiss MPs have a social media presence on Facebook. Although sending and receiving e-mails and searching for information are still the most common daily internet activities, interactive and participatory applications are quickly gaining traction. In July 2011, the top five internet pages visited by Swiss users were Google.ch, Facebook, Google.com, YouTube, and Wikipedia. The most popular daily newspaper portals ('20 Minuten' and 'Blick') were ranked 11th and 15th, respectively, after Twitter (10th). According to a panel survey done from 2000 to 2008, most citizens in Germany tend to cling to their established communication patterns, and just a small percentage actively upload political content online.

On the other hand, social media is becoming increasingly important, and younger generations (dubbed "convenient modernists") use the internet to pursue their above-average political interests (Emmer et al. 2011, p. 302ff.) Political internet communication is no longer a fringe phenomenon among the young, urban, and well-heeled, but rather a well-known and widely used medium of interpersonal and impersonal intermediation. As a result, the question is no longer whether political parties use social media in campaigns, but rather how they use it in general public communication. The theoretical approach used here to evaluate how political parties use social media is the equalisation vs. normalisation hypotheses debate, which centres on whether online communication compensates for smaller parties' structural disadvantages or simply supports the dominant parties' advantages during electoral campaigns. Online communication has become an important feature of political actors' communication repertoires in Western mass democracies. In Switzerland, where bandwidth, internet use, and media literacy are among the highest in the world, all major political parties have their own websites and are active on social media. The goal of this article is to show how Swiss political parties use social media, including how they approach, implement, and use it. The study is based on empirical data gathered from political party websites, official Facebook pages, and Twitter feeds through structural analysis. On various social media sites, the resonance, update frequency, and issue clusters focusing on information, mobilisation, and involvement were investigated. A weekly examination of user numbers illustrates the evolution of user resonance throughout the course of the 2011 election year. While political parties claim to embrace social media's potential for conversation and mobilisation, they largely use it to disseminate election propaganda and information. Overall, there is still a small degree of reverberation. The data backs up the normalisation theory, demonstrating that larger parties with more

resources and voters are better able to communicate and mobilise online than smaller and marginal parties (Klinger, 2013)

Internet was introduced by 1983. It has a great role in all the fields of life. Social media firstly known as six degree, it was introduced in 1997. Social media media are networking sites. Social media is a web based tool by the help of this tool people share photos, videos their messages.

2.2 The effects of social media on voter's choice

These choices refer to the ways in which an individual is usually persuaded to vote for a particular political leader. Voters share their views on issues with each party and support parties whose positions are most similar or generally in line with their own. When an individual voter decides to vote voluntarily, another important decision-making process takes place in his head-which candidate or political party to vote for? The exchange of information plays an important role in this decision-making process. In this situation, two motivations can be identified-the first is that the exchange of information is obviously related to the selection of a party or candidate, and the second is more related to the decision-making process inside a person's head. Sabato (1984) reports that, during an election, each individual voter has five basic choices. The first step is to vote for the candidate of any party. The second option is to vote against the party's nominees. Finally, do not vote for any political candidate (McCarron et al. 1984). Basically, high levels of turnout are not the only realistic facts that should address voter turnout theories. Without being comprehensive (Geys 2006), there are several other factors that influence voter choice. First, central elections attract more voters than secondary parliamentary elections. Second, some people are more likely to appear in voting polls. This is true for rich or more educated people and women. Younger voters as well as the elderly are less likely to vote. The third

thing is that people try to avoid it to a large extent because they feel isolated, that is, they feel that no party represents their views and beliefs. Fourth, under a comparative electoral system, when political candidates are in a highly competitive race, voters are more likely to appear. And finally, voters fail to vote for their true favorite in order to cast a dishonest or strategic vote (Balo et al, 2019).

Social media is used to share photos, videos, messages etc. social media is used in politics in recent world. This indicates relates with the objective to find out the role of social media (Facebook, Twitter) on voters based on their gender.

2.3 Social media and politics

Harrington (2014) Recognizes that the "liking" phenomenon across social media platforms might be liked by a social network user, support, or advocate for a specific subject without putting new content in. In political campaigns the "like" phenomena played a major role.

In the digital age, internet communication channels are used to promote political campaigns. Online campaigns may be as damaging as they are beneficial, but the political breadth of social media can diminish. Pătru Tod (2014) reflects on the possibility that social media mobilises conduct, since the usage of online communication makes political problems and debates widely available, including litigation subjects. This rapid access to political debate alters voting and candidate viewpoints via social media (Patru Tod 2014).

In a society where pop culture influences exist and are generally valued, followers are inclined to take action on influences of pop culture. Voting voters will discover ways of rationalizing those behaviours, rejecting their

initial objectives, thinking, and following the influences. While the initial objective was to foster constructive discussions and exchange of ideas for online political involvement, voters and politicians had erroneous perceptions (Frantzich 2016). If you are voting or your monitoring of a certain candidate may affect online behaviour and activity throughout an election cycle, it may also hinder your psychological behaviour. In a society that is so intimately integrated by the acute use of technology, and more particularly social media, Kirshner and Middleaugh (2015) remark that historically human interaction has been modernized from one side. Even if technology might be said to eliminate genuine human interaction, the use of technology and social media appears to have opened opportunities for many industries.

The use of social media in politics has grown with the passage of time. Political parties use popular social media channels to influence their target audiences. "Social media in politics" refers to the usage of popular online social media platforms for political campaigns and activities. (Kimseng, 2014). Just a few examples are Facebook, Twitter, Instagram, YouTube, Linked In, Pinterest, Viber, and other prominent social media sites. These media can be used by political groups, political parties, political corruption, and global politics (Kruse et al., 2018). The internet and social media have become formidable platforms for building an interactive communication channel for spreading news in recent years. Not only the content, but also values, political corruption, and conflict dynamics can be influenced and transformed by social media. As a result of social media, people's opinions on the election process, extremist politics, and worldwide political strife have become less sensitive and private. According to Andrea Calderaro (2018), the internet and social media have sparked a lot of interest among those who want to know if social media and other internet communication platforms have any influence on political activity. The relationship between social media and politics was examined from a variety of angles in this study. He went on to

say that social media is not only used to distribute news across national borders, but it also aids in the dissemination of news beyond national borders. By sharing information, social media aids in the expansion of political understanding, which leads to increasing participation in political activities. The use of social media can aid both political campaigns and social movements. According to Wharton's Pinar Yildirim (2020), social media is shaping political campaigns and has a substantial impact on shifting the political game plan. The social media platform can be used by newcomers to engage with constituents regarding political matters. Ten years ago, this also changed the way political parties communicated. Munir (2018) looked at how social media affects adolescent voting behaviour. According to the conclusions of this study, your voters use social media to learn more about their like-minded political experts. He also stated that people who are politically knowledgeable are more interested in learning about politics. And social media has a big influence on how your generation votes. According to Biswas et al. (2014), there is a strong link between politics and social networks. This study demonstrates the importance of social media in fostering involvement and communication between politicians and citizens. Both Stieglitz and Dang-Xuan (2013) highlight the importance of social media in politics. During his investigation, he learned that in the last decade, social media has become one of the most effective communication tools for politicians and citizens. This platform allows voters and politicians to communicate more easily (Munir, 2018). Political activities have become more transparent as a result of the widespread use of social media, which has also increased citizen participation in the political system. Social media is also thought to be a good source of political news. The first type of political knowledge is differentiation, which helps with factual information evaluation. The second component of knowledge is conceptual integration. This allows a person to gather information from a variety of sources in order to create a

more comprehensive picture (Munir, 2018). On social media, several news outlets published pieces that allow citizens to learn more about candidates' likes, dislikes, and actions. According to Dimitrova et al. (2014), social media use has a considerable impact on political engagement. This study also found that consistent and effective social media activities have a significant impact on political engagement and that these activities can help them become more effective in order to increase participation. According to Biswas et al. (2014), social media can be used to operate cooperative political parties and activities over time. This also aids in the practise of democracy and the transparency of the democratic process. Social media is used by the majority of today's youth, and various studies suggest that nearly every active social media user spends at least half an hour per day on it. They get the majority of their information and political news from social media (Biswas et al., 2014). The use of social media for political purposes has a big influence on young people's political behaviour and election participation. The following is the voting procedure: Environmental issues, political leaders, political candidates, government policies, and the availability of online and offline information all have an impact on voter behaviour, especially among the younger generation. Young people's political decisions are influenced by their own emotions and feelings. According to Karamat and Farooq (2020), marketing, advertising, and politics share some parallels. In the political marketing process, voters are considered consumers of political party services. As a result, in the corporate world, political party identification is comparable to consumer purchasing decisions. The decision-making process for voting is similar to the one described above, in which a voter is compelled to vote or not vote by a political stimulus. Single voters are considered active participants in the political system's process, according to political academics (Heblich, 2016). Voters become dissatisfied with politicians and refuse to vote for them in future elections if a political candidate fails to motivate and achieve their expectations during this

process (Masiha et al., 2018). In this instance, social media can play an important role in providing voters with an efficient means of communicating with political parties. Politicians can earn public trust by interacting on social media. Citizens can also use social media to learn more about political parties and gather knowledge that will help them make better voting decisions (Karamat and Farooq, 2020). Citizens are more likely to vote for a party if they agree with its ideas and political commitments. Trust is also required in order to increase the number of supporters. The use of social media to aid political candidates in earning voter confidence is a potent instrument (Alam, Yousaf 2021).

Hennessey (2018) illustrates that the term "influential" has often been used since many followers are social leaders and models. All users of social media organise their behaviours and communications in a political campaign to look for the advantage of others. Rishi and Bandyopadhyay (2017) think that approval and acceptance are two natural things that people want, and the desire that people like on the social media rises. Social media allows people to mask their shortcomings by offering opportunities to share the joys of life. Kuypers (2018) recognizes that voters might support or reject a social media campaigner to attract the attention of their supporters. In the voting stage, voters have the choice to remain faithful to their own beliefs and political ideals, while others might allow their final decision influence. Social Media Campaigning as a First Step Into Social Politics So, how big of a role does social media play in political impressions, engagement, and voting behaviour? Do political websites and (micro) blogs assist citizens who are currently passive in becoming more active? The Digital Democracy Myth is a book about the myth of digital democracy. According to Hindman (2009), online media, contrary to common belief, has done little to broaden political dialogue and instead empowers a small group of elites. On the other hand, Panagapoulos (2009) claims that when properly executed, modern technical

campaigning has positive implications for the democratic system. Internet media was used for a number of purposes during the 2008 presidential election campaign, including political announcements, information and viral videos, social networking, and online fundraising. A strategic use of social media could benefit a party or candidate and win in more ways than one. As a result, Social Politics, which attempts to improve (online) political engagement and interaction in order to revolutionise democracy, could be the next step in the political landscape. Based on the expected effects of social media as the independent variable, two dependent variables are proposed. To begin with, political party perception is a cognitive observation based on unique party features. Second, voting behaviour is defined as a measurement of both voting intention and political election engagement. Political Party Perceptions and Voting Behavior To quantify social media effects in political campaigning, the concepts of political party perception and voting behaviour are introduced. Political Party Perception (PPP) measures a political party's confidence, intelligence, progressiveness, vision, and reputation. Party confidence is defined as the degree to which people believe a political party is confident, as evidenced by a loyal relationship. Next-party intelligence conceptualises individual perceptions of intentional and comprehending policy. Finally, progressiveness, vision, and reputation are measured using party characteristics. Voting behaviour is a second dependent variable, in addition to PPP. Voting intentions and factors that influence voting behaviour make up voting behavior (Riezebos et al 2011).

In the digital age, internet communication channels are used to promote political campaigns. Online campaigns may be as damaging as they are beneficial, but the political breadth of social media can diminish. The above indeciter relates with the objective to find out the role of social media (Facebook, Twitter) on voters based on educational level.

2.4 Social media and elections

The presidential election cycle in 2012 is considered mainly to be the first round when social media are significantly involved and employed in strategic marketing (Newman 2016). While Romney was the first to explore Facebook, Instagram, Twitter, Tumblr, Google+ and YouTube's social media initiatives, Obama has made a name for himself on several platforms. Not only did Obama utilize these accounts to deliver his message to the voters, but also used them to connect with them and to draw interest via online communication (Yanes and Carter 2012).

Politicians may take use of social media to create and maintain their social brand. Pătrus (2014), despite the numerous examples or events in electoral marketing in the social media, accepted Facebook in the 2012 presidential elections. As millions of individuals enjoy Facebook, Obama selected the social media to communicate more efficiently than conventional campaigns. Barack Obama must recognize that the public's emphasis has switched to social media from print sources. During a political campaign the management team would also prepare formidable attacks and defenders. The management must establish how adversities can be reacted and how other applicants face each other. All this must be done in accordance with the candidate's character (Spiller and Bergner 2011).

In general elections in 1997 and 2001, the Landslides Labor Party won most votes through well-organized media campaigns (Oborne, 2014). He found out through Osborne's study that the media card was used successfully by Tony Blair (UK Ex Priminister), the candidate of the New Labor Party. He was a candidate with the assistance of the media from the beginning to the end of his campaign (Oborne 2014). Mccombs and his friends studied the second level of the agenda for the Spanish municipal elections. Several additional scientists

found that the brain of regular voters correlates the advertising agenda with pictures of Spanish politicians. McCombs et al. state that the media use an agenda that changes ordinary people's voting behaviour by utilizing this technique. (Alotaibi 2013).

December 30th, 2015 Social media is influencing political campaigns, particularly those engaging young people (Smith, 2011). (Baumgartner & Morris, 2010). People who are educated and well-informed are less likely to believe billboards or banners, but are more likely to believe or trust statements made by friends or colleagues on social media (Sugiarto, 2014). Barack Obama's 2008 campaign was one of the most amazing in history. The successful use of social media in Barack Obama's US presidential campaign has established Twitter, Facebook, MySpace, and other social media as essential parts of the political campaign toolkit, as well as how they have influenced users' political attitudes and behaviours (Tumasjan, Sprenger, Sandner, & Welpe, 2010). (Zhang, Johnson, Seltzer, & Bichard, 2010).

Another success story comes from Indonesia, where Jokowi and Ahok, the current Governor and Deputy Governor, respectively, won the Jakarta Governor's Election in 2012, illustrating the effectiveness of political marketing (Ediraras, Rahayu, Natalina, & Widya, 2013). In the gubernatorial election campaign, Twitter is one of their political branding strategies (Wulan, Suryadi, & Dwi Prasetyo, 2014). Political communication also uses blog links to include political parties, activist groups, and individuals (Rosen, Barnett, & Kim, 2010). The most recent information technology application for promoting political campaigns is social media. This arises as a result of difficult-to-regulate information networks and coordinating mechanisms that have already been developed in trusted family and friend networks (Howard & Hussain, 2011). For example, political parties are seeking to keep up with the changing climate (Effing, van Hillegersberg, & Huibers, 2011). Another

issue is that social networking services are frequently free, making them available to people from all walks of life (Joseph, 2012). Finally, combining new media into traditional electoral systems will inspire new and younger voters to become more active participants (Xenos & Foot, 2008). Because there is a link between Facebook use and student life satisfaction, social trust, civic participation, and political involvement (Abdillah, 2014).

A political election is a formal struggle between two candidates and there is a tremendous amount of competitive strategy (Johnson and Brown 2018).

Platform and capability for colloquial contacts. At political elections, the social network is a defense mechanism often used by candidates in the face of difficulties or controversies. Outside the conventional media, social media helps candidates to contact the people. In many occasions, candidates have used social media to apologize or clear air in the height of campaign scandals or crises. When the Republican Donald Trump candidate's audiotape, Kuypers (2018) reports in the presidential election cycle of 2016. This audiotape was made years ago, in which a specific demographic might interpret its declarations offensively.

Martinez (2017) thinks the media involvement of Trump (ex-President of USA) has led to excellent media discussions and rioting. Trump, seeing his faults and disarming the situation, stepped into Twitter. He attempted to do that by uploading a video on the issue that states in the Twitter article "Here is my comment." While an apology does not always justify wrong acts or words, policymakers strive to retrieve supporters they have lost through the employment of these competitive strategies.

On the Internet, nothing is removed, and social networks are no exception. Because of the popular presidential campaigns among the media, the activity of politicians is strengthened by placing their candidates on a public footing

(Rossinni, Hemsley, Tanupabrunsun, Zhang, and Stromer-Galley 2018). The public react not just to the behaviour or positions of the political candidates, but also the press. Moreover, news media are often expanded to include other forms of skewing and interpretation of the problem. Horst (2018) believes that by the continuously shifting news headlines, the perspectives of candidates and of the electorate are typically modified and changed.

Farrar-Myers and Vaughn said that the policy approach considers prior patterns and the norms regulating governments and how a candidate shares their agendas (2015). The United States presidential campaign and how they are going to achieve these aims are dependent on their goals and intentions. Nadler (2016) emphasizes the need for politicians to be authentic and honest and create innovative ways to simultaneously include the public in their campaigns. There are issues with the digital translation of a platform because communication with human beings cannot be replicated digitally.

Pătru Brad (2014) states all social media platforms have the same aim to establish a brand themselves, even if they are many social media platforms. Although marketing in social media has made a solid contribution to building a platform for candidates, the results, and the impact on voting public views are not always helpful. Harrington (2014) says that the relationship between causes is not the same, and studies have shown that cross-sectional surveys lead to social media marketing success. As has already been mentioned, social media have had an incredible impact on all businesses in the past decade. The society relies on the media during the so-called digital era to receive full knowledge on the current events. Political campaign managers have adapted to the use of social media marketing and have had significant success. Social media change the game of candidates and widen the range of politics. Candidates and voters participate more closely than previously but at the price of each other's ideas and opinions. (Harrington 2014)

In recent world social media is used in election campaigns in most of the countries. with the help of social media political leaders can easily promote their point of view. The above indicator is linked with the objective to find out the role of social media on voters based on their educational level.

Twitter and YouTube were used as information sources. "One Million Strong for Barack" and "Students for Barack Obama" were particularly interesting Facebook groups since they emphasised user-generated support for Obama during his 2008 campaign. Before the formal campaign, Farouk Aregbe created One Million Strong in 2007 to help mobilise supporters and organise events (Aregbe). In an attempt to gain insight into his social media usage, President Barack Obama's official Facebook page was also reviewed. Stories about Will.i.am's "Yes I Can," which used celebrities to organise support for Obama, and the Obama Girl's spoof video "I Got a Crush on Obama," which was said to have influenced the campaign, were also of interest (Story: Obama Girl).Doris Graber's book *Mass Media and American Politics* provided key statistics on President Barack Obama's usage of social media during the 2008 campaign, as well as the apparent contrasts between Obama and his opponent, John McCain. These numbers, such as Obama's 2 million Facebook friends against McCain's 600,000, show that Obama used social media significantly more throughout the 2008 election than McCain (Smith, 2011).

Dzisah Ghana's *Elections and Social Media* Barack Obama and Mitt Romney spent a huge amount of money on social media during the 2012 presidential campaign, notably on Facebook, Twitter, YouTube, and Pinterest, with the primary objective of reaching out to young people. Prospective voters used these social media platforms actively, posting, commenting, and sharing videos, and the social media battle between the two camps was even reported by the mainstream media (Freelon and Karpf 2015). By using the Bretton Woods institutions and other coercive means, Western democracies have

helped Africa's desire to accept democracy through the ballot box. African countries have embraced democratisation since the late 1990s, and it is still popular today (Nyamnjoh 2005). The failure of promised prosperity, as well as dissatisfaction with the elusive material benefits of democratisation, has inspired new ideologies centred on good governance and participation (Nyamnjoh 2005). The focus of the current debates has been on the establishment of a private and/or civic media that is independent of the state-controlled media, which has not only maintained the governors' tyranny but also strengthened their hold on political power. As a result, private and civic media engagement, as well as its democratic underpinnings, enabled a plurality of political parties to strive for power and the airing of a variety of viewpoints, including those of the marginalised (Nyamnjoh 2005). The African media played a critical part in these controversies, reporting elections and portraying other formal elements of liberal democracy. Social media has revolutionised the way people engage and communicate all around the world in recent years. While this phenomenon appears to be new, according to Eltantawy and Wiest (2011), it is not a new notion and has been evolving since the beginning of human relationships. On the origins of social media, there appears to be a range of viewpoints. According to Craton (2009), technological improvements have benefited mankind, notably in communication, allowing us to communicate with one another. Bruns (2008) and Guy (2012) point out that new Internet-based technology that improves the effectiveness of human communication is always being developed. The World Wide Web has changed dramatically, evolving from an information repository to a platform that allows active and passive users to create and distribute content. Web 2.0 technologies, such as social media, offer users modern options to achieve their communication and social objectives (Bryer and Zavatarro 2011). Kaplan and Haenlein (2010) define social media as a group of Internet-based apps that go beyond the foundations of 32 Dzisah.

Social media and elections in Ghana are Web 2.0 in terms of ideology and technology, allowing for the creation and exchange of user-generated content. In terms of boosting involvement and engagement, the global debate over social media's role in democratic elections has centred on its unmediated and inclusive nature. The usage of Internet-based platforms, particularly the role of social media in democratic transitions, limits their effectiveness. Despite the fact that new digital technologies can help African countries with economic and democratic governance, Internet penetration in Sub-Saharan Africa is still low (Dzisah, 2018).

2.5 Social media and public opinion

Hennessy (2018) illustrates that the term "influential" has often been used since many followers are social leaders and models. All users of social media organize their behaviors and communications in a political campaign to look for the advantage of others. Acceptance is two things that people uniquely desire in Rishi and Bandyopadhyay (2017), and social media increasing the need for people to love. Social media allows people to mask their shortcomings by offering opportunities to share the joys of life. Kuypers (2018) admits that a Social Media candidate may be supported or refused to seek attention. In the voting stage, voters have the choice to remain faithful to their own beliefs and political ideals, while others might allow their final decision influence.

Social networks have mobilized headlines in the news and events sector, which allow the public to react to their defense and criticism claims more easily (Fitzgerald and Housley 2009).

Understanding public opinion is crucial in politics since it aids in the prediction of election outcomes. Since campaigns have begun to embrace

social media, more politicians are focusing on communicating with their constituents via social networking. Almost all politicians have Twitter accounts and use them frequently, although many of them may not be able to handle them on their own. The development of social media politics has demanded research on social media's impact on political discourse. The impact of the popular social networking site Facebook on the 2008 election cycle in the United States was explored by Robertson et al. (2010). Almost every candidate, both at the national and state levels, used social media as part of their campaign this election season. The authors examined posts on the Facebook pages of US presidential contenders Barack Obama, Hillary Clinton, and John McCain from 2006 to 2008. The total number of users in their database was 19,652, with an average of 14.5 postings per user. Individuals' levels of involvement (as judged by the frequency of postings) and breadth of participation (as measured by the total number of candidate pages visited) were calculated. According to the authors, these two dimensions of behaviour show how a user's posting is influenced: a user with high engagement may be influenced by their commitment to, or distaste for, a candidate, whereas users with high breadth may be attempting to understand different candidate policies and perspectives. The authors concluded that social networks are the modern public space for political discussion, but they discovered no link between social networks and voter decision-making.(Prusa, Khoshgoftaar, 2018).

Although social media and social networking usually use public opinion as an expression of opinions and thoughts, the content generated by a person is seldom the person whose name is on the profile themselves professionally. The President is famous for the writings of professional communication gurus at news conferences. This can be because the President has little time to produce good materials or because of a lack of the President's written knowledge and a speech to the public on a certain topic. The situations are

typical of high-profile candidates who typically seek experts to communicate smoothly with the public. Professional communicators produce and publish information on behalf of the public, political candidates and voting public. Nadler (2016) reports that news and media often deliver what they want publicly to know, so that their news network may be made publicly acceptable, prompting candidates to respond to false news signals. These responses must be straightforward, honest, and factual and are often best prepared by expert communicators.

Hennessy (2018) illustrates that the term "influential" has often been used since many followers are social leaders and models. All users of social media organize their behaviors and communications in a political campaign to look for the advantage of others. Acceptance is two things that people uniquely desire in Rishi and Bandyopadhyay (2017), and social media increasing the need for people to love. Social media allows people to mask their shortcomings by offering opportunities to share the joys of life. Kuypers (2018) admits that a Social Media candidate may be supported or refused to seek attention. In the voting stage, voters have the choice to remain faithful to their own beliefs and political ideals, while others might allow their final decision influence.

The presidential election cycle in 2012 is considered mainly to be the first round when social media are significantly involved and employed in strategic marketing (Newman 2016). While Romney was the first to explore Facebook, Instagram, Twitter, Tumblr, Google+ and YouTube's social media edges, Obama has made a name for himself on several platforms. Not only did Obama utilize these accounts to deliver his message to the voters, but also used them to connect with them and to draw interest via online communication (Yanes and Carter 2012). While Obama's main objective the campaign personnel had promoted his campaign, they still had consumer-

focused goals and worked with humanism rather than trade to reflect the ideals and personality of Obama.

During a political campaign the management team would also prepare formidable attacks and defenders. The management must establish how adversities can be reacted and how other applicants face each other. All this must be done in accordance with the candidate's character (Spiller and Bergner 2011).

A political election is a formal struggle between two candidates and there is a tremendous amount of competitive strategy (Johnson and Brown 2018). The Thurber and Nelson competition (2014) techniques are heavily adopted online since there is no competition. Platform and capability for colloquial contacts. At political elections, the social network is a defense mechanism often used by candidates in the face of difficulties or controversies. Social media provides candidates an opportunity without the conventional news and media to contact their audience. There were countless examples of candidates using social media to apologize or clarify during campaign disputes or crises. (Johnson and Brown 2018)

Digital media and social network sites (SNS) were highly essential throughout the current election campaign (Rossini al 2018). Social media transmits frequent political news and campaigns in the United States (Rossini et al. 2018). The effects of the media are worldwide. The occurrences may be noticed around the world. In 2008 and 2012, demonstrations on Wall Street and the Obama elections were the same as in Arab Spring. These examples show that social media and political campaigns are interconnected (Xenos et al.2014).

(Javaid and Elahi 2014) In modern days of competition the individual has much to pick in every area of life an outstanding / greatest thing. For this

purpose, retail and promotion regulations apply. Political advertising is the same as the other advertising business, but political advertising is advantageous, because management concerns are handled in politics. The political candidates use the technique to win the elections and to achieve success via their physical looks and miracles. Common people are utilized as political clients by the media. (landtsheer et al 2008).

In numerous states across the world, there is a democratic system of governance. In this style of government, candidates can voice their opinions before the public. To his renown and exposure, every politician or political party utilizes different techniques. To that purpose, they spent a huge amount. The more advertising the greater opportunities for the elections to be won. In each manner and on a certain agenda, political parties advertise their opinions. International pressure is in their interest since they are taking advantage of the poor economic circumstances. (franzandridout 2007).

Social networks have mobilized headlines in the news and events sector, which allow the public to react to their defense and criticism claims more easily. This indicator is linked with the objective to find out the role of social media on voters based on their gender.

2.6 Social media and political parties

All political parties take a different method to influence the general people. The ruling party fights criticism of the opposition party through advertising. Politicians and parties should prove or demonstrate their superiority over past administrations and candidates. To attain the aims of their political organizations, several tactics may be oratory or logical. The rationale is developed via reality and the support of legislation. The oratory technique shows that specific kinds of feelings are related to religious voting. This

affects the voting won by the advertising of the prestigious candidate. Political parties sacrifice a great deal of advertising, and then the problem comes that this huge quantity is or is not normal. Political exposure has changed people's voting behaviour to solve these concerns. (landtsheer et al 2008).

The way in which political parties or candidates communicate is described by political advertising. This allows political parties or candidates to communicate ideas, beliefs, and aspirations for the progress of the country (Johnson, 2012).

Political advertising is a form of communication that emphasizes political candidates. Politics without advertising is inadequate in these days. (Edegoh et al. 2013).

Advertising provides people with knowledge about something that exists. All must be published for the purpose of fame. The main purpose of advertising is the sale of a person, product, or Reputation. Politicians use advertising to mobilize or change their voting behaviour towards regular people (edegoh et al 2013).

Despite the fact that extensive research has been done on the impact of political opinion leaders in the pre-Internet era, crucial concerns remain about whether and how citizens use social media to influence others politically. The number of people using social networking sites (SNSs) has exploded in the last decade, with 74 percent of internet adults in the United States now using one (Pew, 2014b). This implies that the nature of political power and opinion leadership has also changed. Some have questioned the function of opinion leaders in a media landscape where fewer messages are directed at broad audiences and more are directed at specific demographics or lifestyles (Bennett & Manheim, 2006). This raises the question of how influential opinion leaders can be if they are no longer serving as media intermediaries

for their less involved peers. Individuals are also becoming more dispersed and less social, according to Bennett and Manheim (2006), and thus less reliant on interpersonal influence in politics and public affairs (p. 218).

Political parties and politicians have traditionally taken advantage of any opportunity to make contact with voters in order to raise their profile, communicate their policy stances, and claim credit for policy victories (Lassen and Brown 2010). Electioneering is the practise of contacting voters, providing information, and increasing voter turnout in order to influence their voting preferences (Towner and Dulio 2012). Given that more voters are going online to obtain information, the Internet's integration into citizens' daily lives is changing the way this happens. Political parties and candidates can use the Internet to engage with citizens, supporters, and potential voters at a reasonable cost. As a result, politicians at all levels, both local and national, have been drawn to using new media, particularly social networking media, to communicate with voters. Traditional media and campaign techniques have not been supplanted; instead, new Internet-based means of communication, such as new social media, have been layered on top of them. As a result, new social media platforms are increasingly being recognised as important elements in the political campaigning process (Cwalina, Falkowski, and Newman 2011, p. 74). They work on all three stages of political marketing: message development, message dissemination, and relationship building. This reflects the fact that, as more people around the world become connected through social networking sites, politicians are increasingly using the technology's capabilities for things like message dissemination and connection building, rather than trying to persuade people. These new modes of communication have the potential to give politicians significantly more control over information flows (although this is debatable—for example, see Stromer-Galley and Foot 2002, where the public indicates a desire for greater control over information flows as well). Candidates now have more control

over their messaging, which allows for an unmediated, direct connection with supporters and potential voters, which was previously limited to paid advertising or personal visits. Facebook and Twitter are set up in such a way that these possibilities are available. According to Alexa, Facebook has over 1.01 billion active users globally as of September 2012, with Facebook reaching 80 percent of New Zealand's online population and Twitter reaching 13 percent. (Source: Nielsen, 2012). Political candidates can create a Facebook profile, and other Facebook users can contact them by "friending" them or "liking" a "fan page." They have the ability to "retweet" those remarks to others. However, there is still a lack of knowledge about how these particular social networking platforms are used and, more importantly, the consequences of their use. The link between message distribution and relationship building via social networking sites and election results is still unknown. In their study of new media and political marketing academia, Towner and Dulio (2012) found that additional research is needed on the "correlation between what happens online and what happens in the political arena." They specifically claim that winning an election is equivalent to winning an online campaign by attracting the most Facebook friends and fans (Cameron, 2016).

Turcotte et al. (2015) argue that social media is fundamentally social in that it brings people together digitally, giving opinion leaders new methods to influence others in their networks. People are becoming more reliant on the recommendations and information offered by others in their social network (Mutz & Young, 2011), and they trust this information more than information received directly from media channels, as they point out. Opinion leaders' socially shared knowledge may be more influential in an increasingly fragmented media environment (Turcotte et al., 2015). Furthermore, although

opinion leaders' impacts were confined in the traditional media environment to people in their intimate discussion networks, online leaders may reach a far larger audience through a variety of platforms and behaviours. As Fogg (2008) points out, SNSs enable "mass interpersonal persuasion" by combining the strength of interpersonal persuasion with the reach of mass media. This means that opinion leaders have a broad online influence, and that their actions can influence communication and social interaction, as well as set agendas for a much larger network (Graham & Wright, 2014; Himelboim et al., 2009; Huffaker, 2010). Prior research has found that online social influence is powerful and can influence a number of political behaviours, such as which media outlets people choose (Messing & Westwood, 2014), what they learn on social media (Bode, 2015), and even whether they vote (Bond and colleagues, 2012). As a result, greater research into the relationship between social media use, opinion leaders, and political persuasion attempts is warranted.(Weeks, Abreu, Zuniga, 2015).

After the theory has advanced, scientists found that campaigns have an influence on the voting behaviour of the media. Before elections this technology is better to convince the voters (verma andsardesai 2014).

Youth discuss politics online and other social networks. Closely interconnected are the social media and political consciousness. Social media became an important source of information, which influences voting behaviour indirectly. The incidents are simple to see in impoverished Nations. Pakistani politicians utilize social media politically and involve their Constituents (michaelsen 2011).

The way in which political parties or candidates communicate is described by political advertising. This indicator is linked with the objective to find out the role of social media on voters based on their age.

2.7 Analysis of Literature Reviewed

In literature review the researcher describes the role of social media regarding voting behavior. The researcher emphasizes the use of social media in election campaigns that thing attract the voters to cast their votes to a specific political party or candidate. In politics the social media is like bridge between politicians and voters. The youth used social media more than the aged people to get political news.

CHAPTER 3
THEORETICAL FRAMEWORK

The theoretical framework that could be defined as an instrument to guide the researcher in an important way is one of the key and important aspects of scientific research. By supporting and evaluating the literature researcher, hypotheses are made, and hypotheses are properly tested by the investigators to evaluate the relationship between the variables.

A theoretical framework is a set of ideas that experts in the field want to research and that researchers can use as a coat hanger for data analysis and interpretation. A theoretical framework, to put it another way, is a framework that summarizes the concepts and ideas that researchers develop from previously tested and published knowledge and analyzes their data and synthesizes them to provide an ideological background, or a basis for interpretation (Swanson 2013).

The theoretical framework helps researchers add depth to the analysis of their data by citing concepts developed by people who know more about their subject than you do, as well as speculation that has been proven. Or, in many cases, unacceptable. It enables researchers to create a report on their findings that is analytical, diagnostic, and creative. This broadens the scope of the researcher's analysis and discussion of the results. This shows that researchers have a complete understanding rather than a shaky grip (Kivunja 2015).

3.1 Media Agenda Setting Theory

In a study of the 1968 US presidential election, the media agenda theory was correctly established in 1972 by Dr. Max McCombs and Dr. Donald Shaw. McCombs and Shaw showed that residents of Chapel Hill and the media have a strong coefficient of correlation. The power of the media and its impact on public opinion have been attempted by McCombs and Shaw.

The theory of the Media Agenda advances a relationship between the media's relative emphasis on different subjects and the degree of publicity that these issues offer. In terms of causality, increased media attention is expected to give a greater concern for a specific issue within the community. The media should not reflect but rather form public priorities. McCombs and Shaw have demonstrated that the emphasis on the various media campaign problems and the appraisal of the validity and importance of various campaign issues by undecided electors are significant. Editors, newsroom staff, and broadcasters play a key role in shaping the news and displaying political reality. Given the nature of the issue that the media addresses in the context of the press agenda setting theory, it was found that direct experience of the issue is less, and news and interpretive media are more likely to be used. Coins. People today live in two kinds of worlds; the real world and the media. Today, people live in the world of the media and rely on media content. Public reliance on media information on less important issues has been discovered. This is a cautious issue in the environment. It is a discreet problem in the environment. Several difficult questions were left unclear as people could rely on actual circumstances and interpersonal debate for information while people rely on the media information in unobtrusive cases. Different sources have media influences. Newspapers can influence or determining what they consider normal and correct, how most people think about the world and what they see as important issues for the public. Most media news they see or hear is forgotten and misunderstanding. Public dependence on the media is growing on information.

3.2 Application of Media Agenda Setting Theory

The media explains the relationship between ideological news and public opinion on the news. Media Agenda in the United States, voters have been cast in the media. There are different types of media. Social media is also a

type of media. Due to the reduction in the gender gap, the needs and demands on social media have increased tremendously. The communication and information problems are solved. If one is far away from family members, one can connect with one's relatives through social media. Social media is used for various educational and communication purposes. For fun and time, some people use social networks. The number of social media users is increasing with the passage of time. The number of social media users is increasing with the passage of time. They use social media in different and innovative ways. You use Facebook, YouTube, Twitter, mobile devices, blogs, etc. Young people have used social media for a long time. It is also creating problems in the lives of young people. But young people use social media for positive or negative purposes. Most young people in Pakistan use social media for political news.

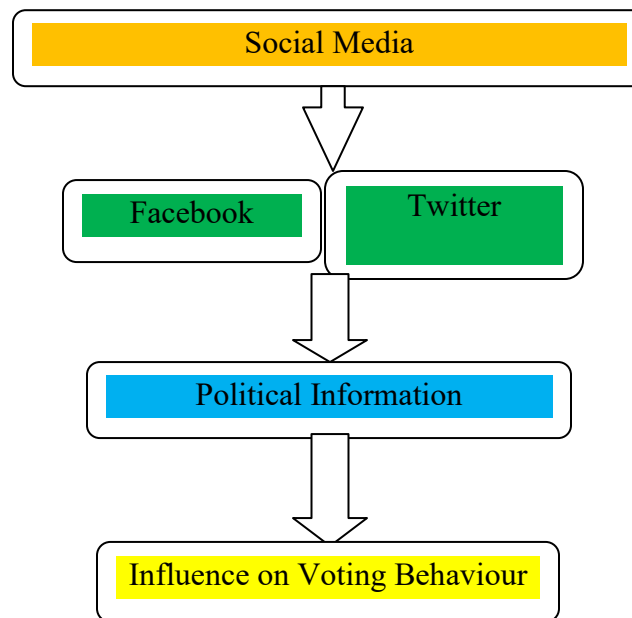


Figure no. 3.1

Figure no 3.1 shows that social media is a tool which is used by all kinds of people. Political information is shared by people via social media. Such information changes people's minds about their choice of vote.

3.2 Hypothesis

3.2.1 Alternative hypothesis:

The greater the use of social media by voters, the greater the impact on their voting behavior in Pindi Bhattian.

3.2.2 Null hypothesis:

There is no link between social media and voting behavior in Pindi Bhattian.

3.3 Assumptions

Social media has a great role regarding voting behavior in Pindi Bhattian.

- Most of the people get political news by social media.
- Male have more access to social media than female.
- The highest ratio of social media user is youth.

CHAPTER 4
CONCEPTUALIZATION AND OPERATIONALIZATION

There should be a general understanding of the essential ideas, or variables, when researching. If the researcher is explaining a topic within the framework of his/her expertise, the opinion of the audience may be quite different. If these essential ideas are not properly understood, research will be flawed and unreliable (Green 2019).

4.1 Conceptualization:

Conceptualization and operationalization are two tools that a researcher might use to conceptualize and operationalize a study. Social scientists use conceptualization and operationalization to describe the key factors of a study hypothesis. After defining an appropriate description of the study's key variable, a researcher prepares his study for data collection from respondents in the form of a questionnaire. The current research is seeking for operational and conceptual definitions of the research variable.

4.2 Voting behavior:

Voting behavior is a field of study that deals with the way people vote in public elections and the reasons they vote. "(Hazarika 2015).

Voting behavior is a combination of attitudes and beliefs about elections at the national and local levels. (Ahmed 2012).

4.3 Social Media

Social media is a new information network and information technology that uses a form of communication using interactive and user-generated content, and relationships are built and maintained (Biswas et al. 2014).

(Gold 2015). Social media is a web-based tool for interaction that allows users to share content such as photos, videos, and resource links in addition to conversations.

Social media networking sites, which are Internet-based applications that allow users to create a public profile within a secure and closed system, have a list of users with whom they have a relationship and their friends. List of others inside the system (Allison 2007).

4.4 Operationalization:

Operationalization is the process of describing how a researcher views each variable based on his or her point of view. The researcher presents his views on the variables of the current scenario, which are used in this inquiry.

4.5 Social media:

Social media are a computer-based tool which helps to share ideas, concepts, and information by developing virtual networks and communities.

4.6 Voting Behavior:

Voting behavior is the way that people vote to elect their representatives.

CHAPTER 5

RESEARCH METHODOLOGY

Methodology, in the social sciences and scientific sciences, refers to a set of tools and framework for Researcher in social sciences use quantitative and qualitative approaches to conduct their study. When it comes to the social sciences, there are several factors that might influence a researcher's decision to.

5.1 Universe

The universe of this study is the people of Pindi bhattian, Hafizabad. The respondents of Pindi Bhattian have been selected due to their understanding of social media regarding political information. The access of the respondents is easy due to the Google survey form. I can justify the selection of the respondents from Pindi Bhattian because this area is very developed, so people have easy access to social media.

5.2 Unit of Analysis (Targeted Population)

The total population of Pindi Bhattian(city) is 138,896 according to 2017 censuses. The respondents were both male and female. There are different age groups like 18 to 35 and above. The respondents belong to different(students,housewives, government employes) field of life in this research.

5.3 Sampling Design

The impact of social media (Facebook, Twitter) on its users for shaping their voting behavior in Pindi Bhattian is the title of this study in which researchers used a quantitative method. The advantage of this research is that researchers can easily collect data in a short time. Later, researchers can use this method to get important results. In addition, quantitative research is a very simple way of collecting data for research and analysis. Google survey form is used to

collect the data for this research. Researchers focus on collecting statistical data that will be generalized and describe a particular trend.

5.4 Technique

The data for this study will be gathered utilizing a quantitative approach. A closed-ended question will be utilized to gather data, and the respondent's response will be reflected using the multi-choice Linkert scale technique.

5.5 Sample Size

I have targeted 250 respondents for this study. The sample was taken from the different areas of Pindi Bhattian. The users of social media are in plenty therefore the sample size has been taken by 250 respondents.

5.6 Tool for Data Collection

The data collection tool was a Google survey form, and the questionnaire would be based on respondents' perceptions of the demographic profile and the influence of social media on voting behavior. The data was taken by Google survey form due to the Covid situation. The number of questions for assumptions are 15. There is a total of 1 hypothesis in this study based on which data will be collected.

5.7 Technique for Data Collection

Based on their common formality in social media, an online questionnaire was produced on Google, which was shared with all the respondents. Due to the pandemic situation, an on-line questionnaire and whats app and other common concerns will be sent to respondents.

5.8 Data Analysis

The questionnaires have been efficiently analyzed to remove from our collection data all missing data questionnaires and to analyze or include them in the data analysis tool. Raw data were inserted into SPSS to analyze the missing data after deletion. Descriptive and inferential statistics have been used to achieve the result of interest. The data analysis was based on the chi-square and cross tabulation.

5.9 Opportunities and Limitation of the Study / Ethical concern

For this study, the most effective opportunities are online surveys and the joint survey groups. It is also possible to ensure that interviewees, specific sample numbers and effective data collection are fully involved.

CHAPTER 6
RESULTS AND FINDINGS

In this portion of the study, the researcher has provided a detailed description of the section features and interpretations. Various tables have been constructed, with brief interpretations offered beneath each table. In each table, the percentages and frequencies of replies are listed. First and foremost, the researcher provided responders with tables of demographic data.

6.1.1 Age of Respondents

Category	Frequency	Percent
18-24	139	55.2
25-34	99	39.3
Above to 35	14	5.6
Total	252	100.0

Table 6.1.1 this table shows that most of the respondents (55.2%) used social media for political news at the age group of 18-24 because these people have more access on social media than another age groups of respondents. This table also shows the age group of 35 to above be not much influenced by social media regarding their voting behavior. The ratio of this group regarding the social media news is only 5.6%. The reason behind the less use of social media by this group is unaware about the use of social media.

6.1.2 Respondent's Gender

Category	Frequency	Percent
Male	155	61.5
Female	97	38.5
Total	252	100.0

Table 6.1.2 this table shows that most of the respondents (61.5%) were male because the male has more opportunities to use social media than the female. On the other hand the ratio of female respondents is (38.5%). By this table it can see that the influence of social media is higher in male gender. The reason behind this influence is that the male gender has more opportunities to access the social media than the female gender.

6.1.3 Respondents' profession

Category	Frequency	Percent
Employed	62	24.6
Unemployed	37	14.7
Student	133	52.8
Other	20	7.9
Total	252	100.0

Table no. 6.1.3 this table describes that most of the informants were student (52.8%). By the help of this table it can be seen that students have much opportunities, they are aware about the use of social media. This table shows that students are more active on social media in regards of political news. In this table an option is given of other. Here the respondents of other mean the

household women. The ratio of this category is the lowest user of social media, because they are less opportunities about the use of social media.

6.1.4 Respondents' Qualification

Category	Frequency	Percent
Under matric	19	7.5
Undergraduate	80	31.7
Graduate	34	13.5
Master	92	36.5
Ph.D.	24	9.5
Other	3	1.2
Total	252	100.0

Table 6.1.4 shows that the highest respondents belong to the master's degree. As they were 36.5% out of total respondents. The ratio of undergraduate respondents also closes to the master's degree holder their ratio is 31.7%. The table reveals that majority of youth use social media to get the political news. The ratio of PhD social media users is much low. This is 9.5% out of total. In this table an option is given by the name of other. Here the respondents of other mean they are M Phil. The ratio of illiterate social media users is only 1.2% out of 100%.

6.1.5 Role of social media regarding voting behavior

Category	Frequency	Percent
Strongly Agree	13	5.2
Agree	22	8.7
Neutral	42	16.7
Disagree	138	54.8
Strongly Disagree	37	14.7
Total	252	100.0

Table 6.1.5 shows the behavior of the respondents. By the help of this table it can be seen that majority of respondents (54.8%) think that there is no role of social media on their voting behavior. 16.7% respondents are neutral on this statement. 14.7% respondents are strongly disagree on the specific statement. The ratio of agree and strongly agree are much low only 8.7% respondents are agree and 5.2% respondents are strongly agree.

6.1.6 Social media as a tool in elections campaigns

Category	Frequency	Percent
Strongly Agree	19	7.5
Agree	37	14.7
Neutral	29	11.5
Disagree	118	46.8
Strongly Disagree	49	19.4
Total	252	100.0

Table 6.1.6 describes 46.8% respondents are not agree that social media is use as tool in elections campaigns that most of the respondents did not agree with the statement given. 19.4% respondents strongly refused the specific statement. The ratio of agree and strongly agree with that specific statement is much low as compare to the option of disagree and strongly disagree. The ratio of agree respondents is 14.7% and only 7.5% is strongly agree.

There is a link between the tables no 6.1.5 and 6.1.6. In both tables respondents are not agree about the influence of social media on voting behavior.

6.1.7 Accuracy of social media news regarding politicians

Category	Frequency	Percent
Strongly Agree	37	14.7
Agree	65	25.8
Neutral	56	22.2
Disagree	73	29.0
Strongly Disagree	21	8.3
Total	252	100.0

Table 6.1.7 describes the behavior of respondents regarding the accuracy of social media news. The response of respondents about that question is mixed up. 29% respondents were disagree on the accuracy of social media news, they think that social media provide mostly fake news regarding the politicians. On the other hand, 25.8% respondents are satisfied with the social media news about politicians. On that specific question, 22.2% of respondents are on neutral position.

6.1.8 Social media forms an opinion regarding political leaders

Category	Frequency	Percent
Strongly Agree	18	7.1
Agree	30	11.9
Neutral	38	15.1
Disagree	127	50.4
Strongly Disagree	39	15.5
Total	252	100.0

Table 6.1.8 shows the behavior of respondents regarding the impact of social media about the thoughts of political leaders. Half of the respondents (50.4%) think that there is no role of social media about the creating an opinion regarding the political leaders. 15.5% were strongly disagree on the specific statement. 11.9% respondents agree on the role of social media about the creating of opinion about politicians. Only 7.1% are strongly agree on that statement.

There is link between the tables no 6.1.7 and 6.1.8 in both tables majority of respondents think that there is no role of social media in politics.

6.1.9 Political news on social media daily basis

Category	Frequency	Percent
Strongly Agree	18	7.1
Agree	38	15.1
Neutral	45	17.9
Disagree	112	44.4
Strongly Disagree	39	15.5
Total	252	100.0

Table no 6.1.9 describes the behavior of respondents about the political news on social media on daily basis. Most of the respondents 44.4% do not see the political news on social media on daily basis. 15.5% respondents are strongly disagree to that specific statement. 15.1% respondents are agree to that statement.

6.2.0 Spend most time on social media while seeing political ads

Category	Frequency	Percent
Strongly Agree	22	8.7
Agree	61	24.2
Neutral	63	25.0
Disagree	85	33.7
Strongly Disagree	21	8.3
Total	252	100.0

Table no 6.2.0 interpret that 33.7% respondents are not agree with the statement that most of the time they see political news on social media. While on the other hand 25% respondents do not bother to give the proper answer about that question. While 24.2% respondents accept that mostly they see the political ads on social media.

There is link between tables 6.1.9 and 6.2.0 in both tables data shows that most of the respondents do not see political news on social media and also they do not spend most of their time while seeing the political ads.

6.2.1 Better political thinker by social media news

Category	Frequency	Percent
Strongly Agree	24	9.5
Agree	61	24.2
Neutral	55	21.8
Disagree	90	35.7
Strongly Disagree	22	8.7
Total	252	100.0

Table no 6.2.1 shows the behavior of respondents regarding a better political thinker. 35.7% respondents disagree with the question that by the help of social media news they become the better political thinkers. On the other hand 24.2% respondents consider that social media news has a great role in the increasing of their political knowledge. 21.8% respondents show their vote on neutral side.

There is a link between tables 6.1.8 and 6.2.1 in these tables the data shows social media news have no impact on respondents. By the help of data it can

be seen that social media news do not change the mid set of respondents regarding the political leaders.

6.2.2 Follower of political party on social media

Category	Frequency	Percent
Strongly Agree	31	12.3
Agree	63	25.0
Neutral	69	27.4
Disagree	62	24.6
Strongly Disagree	27	10.7
Total	252	100.0

Table no 6.2.2 elaborates the behavior of respondents. There is a mix response regarding this question. 27.4% respondents are neutral on the question what they follow a specific political party or political candidate. 24.6% respondents said that they do not follow any political party on social media while 25% respondents told that they follow the political parties or an individual politician.

6.2.3 Cast vote based on social media news

Category	Frequency	Percent
Strongly Agree	36	14.3
Agree	79	31.3
Neutral	61	24.2
Disagree	56	22.2
Strongly Disagree	20	7.9
Total	252	100.0

Table no 6.2.3 interprets the behavior of the respondents 31.3% respondents said that they cast their vote on the basis of social media news. 14.3% respondents are strongly agree with that specific statement. While on the other hand 24.2% respondents become neutral on that question. 22.2% respondents said that they do not cast vote on the influence of social media news.

6.2.4 Political party's motto by social media

Category	Frequency	Percent
Strongly Agree	22	8.7
Agree	25	9.9
Neutral	45	17.9
Disagree	122	48.4
Strongly Disagree	38	15.1
Total	252	100.0

Table no 6.2.4 describes the behavior of the respondents. Almost half of the respondents (48.4%) are disagree with the question that political parties promote their motto with the help of social media. 15.1% respondents are strongly disagree of that question. While on the other hand the ratio of agree respondents on that question is only 9.9% and 8.7% are strongly agree with that statement.

There is a link between the tables 6.2.1 and 6.2.4. The data shows that most of the respondents consider that the social media has no role in their political thinking, they also think that social media has no role regarding the spreading of political parties' motto.

6.2.5 Share political thoughts by social media

Category	Frequency	Percent
Strongly Agree	35	13.9
Agree	62	24.6
Neutral	46	18.3
Disagree	86	34.1
Strongly Disagree	23	9.1
Total	252	100.0

Table no 6.2.5 interprets the response of respondents. 34.1% respondents are said that they do not share their political thoughts on social media. While 24.6% respondents told that they share their political thoughts on social media. 13.9% are strongly agree about that specific statement. While on the other hand 18.3% respondents are remain neutral on that question.

There is a link between tables 6.2.0 and 6.2.5 the data shows by the tables that most of the respondents do not spend most of their time while seeing the political ads. Majority of respondents do not share their political thoughts on social media

6.2.6 Interested in political campaign on social media

Category	Frequency	Percent
Strongly Agree	38	15.1
Agree	79	31.3
Neutral	56	22.2
Disagree	63	25.0
Strongly Disagree	16	6.3
Total	252	100.0

The table 6.2.6 shows the detail about respondents. 31.3% respondents agree on the statement that they are interested to become the part of political campaign on social media. 15.1% respondents are strongly agree to participate in political campaign on social media. While 25% respondents are not interested to become the part of political campaign on social media. 22.2 % respondents remain neutral on that question.

There is a link between tables 6.2.3 and 6.2.6 the data of tables show that majority of the respondents agree that they are interested in political campaign on social media. While majority of the respondents agree that social media has great role regarding, casting their vote.

6.2.7 Casting vote based on social media favorite politician

	Category	Frequency	Percent
	Strongly Agree	35	13.9
	Agree	65	25.8
	Neutral	59	23.4
	Disagree	72	28.6
	Strongly Disagree	19	7.5
	Total	250	99.2
Missing	System	2	.8
Total	252	100.0	

Table no 6.2.7 shows the behavior of the respondents. The results on the above statement is mix up. 28.6% respondents are disagree on the statement that they cast their vote to their favorite politician on social media. 25.8% are agree on the above statement. 13.9% respondents are strongly agree on that they cast their vote to their favorite politician on social media and 23.4%

remain neutral on the statement. While in this table two respondents' data is not available.

6.2.8 Engage in political discussion on social media

Category	Frequency	Percent
Strongly Agree	35	13.9
Agree	51	20.2
Neutral	70	27.8
Disagree	75	29.8
Strongly Disagree	21	8.3
Total	252	100.0

Table no 6.2.8 shows the data of respondents. There is a mix results regarding the above statement. 29.8% respondents are disagree on the statement that they engage in political discussion on social media. 27.8% respondents remain neutral on that specific statement. While on the other hand 20.2% respondents are agree to that statement and 13.9% are strongly agree with the statement.

There is a link between tables 6.2.5 and 6.2.8 in these tables the data shows that majority of the respondents are not agree to engage in political discussion on social media. Majority of the respondents are not agree to share their political thoughts on social media.

6.2.9 Follow the political leaders on social media

Category	Frequency	Percent
Strongly Agree	24	9.5
Agree	56	22.2
Neutral	61	24.2
Disagree	90	35.7
Strongly Disagree	16	6.3
Total	247	98.0
System	5	2.0
Total	252	100.0

Table no 6.2.9 interprets the behavior of the respondents. 35.7% respondents disagree that they follow the political leaders on social media, 6.3% are strongly disagree on that statement. On the other hand 24.2% respondents are remain neutral and the 22.2% respondents are agree on the statement. The data of the 5 respondents are missing in this table. The missing data is 2%.

Result analysis

Table 6.1.1 this table shows that most respondents (55.2) used social media for political news between the ages of 18-24 because they were more likely to use social media than other age groups of respondents. Has more access to the table also shows that the age group above 35 is not much affected by social media in terms of their voting behavior. The group's share of social media news is only 5.6%. The reason for this group's low use of social media is their ignorance of social media usage. Table 6.1.2 this table shows that most of the respondents (61.5) were men as men have more opportunities to use social media than women. On the other hand, the proportion of female respondents (38.5%). From this table it can be seen that the influence of social media is

more on male sex. The reason behind this influence is that men have more access to social media than women. This table 6.1.3 table states that most of the informants were students (52.8%). With the help of this table it can be seen that the students have a lot of opportunities. They are aware of the use of social media. This table shows that students are more active on social media in terms of political news. This table gives you another option. The other respondents here are housewives. This category has the lowest number of social media users, as they have fewer opportunities to use social media. Table 6.2.3 reflects the behavior of the respondents. 31.3% of the respondents said that they cast their vote on the basis of social media news. 14.3 of those polled strongly disagree with this statement. On the other hand, 24.2 respondents remained neutral on this question. 22.2% of respondents said they do not vote on the impact of social media news.

Inferential Analysis

Inferential analysis or statistics is a method used for testing the hypothesis by the researcher. Chi-square is a difficult statistical method used for checking or determining the relation of variables and determines the extent to which sample outcomes and results can be applied between a small population unit and a large population unit.

Hypothesis Testing

Social media (Facebook, Twitter) has a great role about changing the voting behavior * I would cast my vote in the election based on my social media (Facebook, Twitter) favorite personality Cross tabulation
Count

		I would cast my vote in the election based on my social media (Facebook, Twitter) favorite personality					Total
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
Social media (Facebook, Twitter) has a great role about changing the voting behavior	Strongly Agree	4	8	7	4	1	24
	Agree	6	26	22	36	1	91
	Neutral	0	4	8	7	0	19
	Disagree	0	0	1	9	0	10
	Strongly Disagree	0	0	0	0	1	1
Total		10	38	38	56	3	145

The above table no 6.2.2 is indicating that 24 of the respondents from 250 of the total respondents they strongly agree that Facebook, Twitter have a great

role about changing their voting behavior, 91 respondents from 250 are agree about social media role in changing of voting behavior, 19 respondents from 250 are neutral about social media role in changing of voting behavior, 10 respondents from 250 are disagree about social media role in changing of voting behavior, 1 respondent from 250 is strongly disagree about social media role in changing of voting behavior,

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	70.589 ^a	16	.000
Likelihood Ratio	34.184	16	.005
Linear-by-Linear Association	14.652	1	.000
N of Valid Cases	145		

a. 17 cells (68.0%) expect less than 5 counts. The minimum expected number is .02. Table 6.2.3 shows that the value of Chi square is 70.58A, the degree of freedom is 16, and the level of importance is .000. The significance level was less than 0.05, which means that there was a strong and positive relationship between the variables.

CHAPTER NO 7

DISCUSSION, CONCLUSION AND RECOMMENDATIONS

The purpose of this study is to investigate the role of social media in the voting decision of people in Pindi Bhattian, Hafizabad. A comparison of these studies' Findings with the Literature Review's models is possible. This study can analyze the effect of the use of social media on voting behavior in the population of Pindi Bhattian. Voting is an event for elects to express their attitudes and behaviors during elections. A voter is a responsible and engaged member of society. Voting is a democratic technique. Individuals who vote for their representative in elections are known as voters. The Universal Declaration of Human Rights recognizes voting as a fundamental right of almost all citizens over the age of 18. (Muhammad and Hasan 2016).

The study of patrutod (2014) shows that political problems and issues are in the eyes of people through social media. People know a lot of things related to politics through the internet. An individual can easily access the viewpoint of a politician through social media. In my findings, it is also proved that most people follow political leaders and vote based on the popularity of the politician on social media. Landtsheer et al. (2008) find that political parties use social media in different ways to increase their vote bank. In my research, it is also found that political parties and political candidates use social media to get victory in elections. Mcallister (2015) proves in his research that young people are connected closely to social media. The young people discussed political matters on social media. The author said that social media is a big source of information for people and that things change the minds of people related to their voting choices. In this study, it is also proved that the highest ratio of social media users regarding political information is the young. It is also found that social media has a great role regarding voting decisions. In this study media agenda setting theory is applied. The media agenda theory promotes the relationship between the relevant emphasis of the media on various topics and the degree of publicity. For some reason, it is expected that the media will pay more attention to a specific issue within the community.

The media should make public priorities, not reflections. McCombs and Shaw point out that it is important to emphasize the different issues of the media campaign and to assess the accuracy and importance of different campaign issues by non-finalists. Editors, newsroom staff, and broadcasters play a key role in shaping the news and revealing political reality. Given the nature of the problem that the media addresses in the context of press agenda setting theory, it was found that direct experience of the problem is less, and news and interpretive media are more likely to be used. Coins. People today live in two kinds of worlds. Real World and Media Today, people live in the world of the media and rely on media content. Public reliance on media information on less important issues has been discovered. This is a cautious issue in the environment. This is a cautious issue in the environment. This is a cautious issue in the environment. This is a cautious issue in the environment. Many difficult questions have been left unclear because people can rely on real situations and mutual discussion for information, while people rely on media information for frivolous matters. The media has an impact on various sources. Newspapers can influence or determine what they think is normal and right, how most people think about the world and what they see as important issues for the public. Most of the news in the media that she sees or hears is forgotten and misunderstood.

7.1 Conclusion

Voting is an electoral procedure. Understanding the behaviour of voters can explain how or why decisions have been reached by public decision-makers or electorates. Different indicators have their role in the changing voting behavior of people. Social media is one of the indicators. Social media is a very vast platform for its users. Facebook and Twitter are popular social media sites. These apps have a great influence on their users. A lot of people use these apps daily. Political parties and political candidates have come to

know the importance of these apps. Therefore, they use these social media platforms to fulfill their political goals. They engage several people and convince them to vote for a specific political party. This study also focuses on the role of social media regarding the change in the voting behavior of the people of Pindi Bhattian. The findings of this study show that social media has a great impact on young people regarding their decision to vote. From this study, it is come to know that in Pindi bhattian, the impact of social media (Facebook, Twitter) on males is greater than the ratio of females regarding their voting behavior. The ratio of male social media users is 61.5% out of total respondents. On the other hand the female social media users is 38.5%. The study reveals that the age group of 18-24 of respondents are the most influenced age group by social media. The ratio of this group is 55.2% out of total respondents. In this research it is also found that the age group of above to 35 is not much influenced by social media regarding their voting behavior their ratio about the use of social media is only 5.6% from the whole respondents. The study shows that students are the most attracted by social media to changing their voting decision. The ratio of students about using the social media to get political knowledge is 52.8% out of total respondents. This research also describes that the master degree holders are much close to social media regarding the political knowledge the ratio of this kind is 36.5% in the whole respondents. By this study it is come to know that the under matric voters are not much influenced by social media. The ratio of this kind of voters is only 7.5% out of total respondents.

7.2 Recommendation

In this study, it was found that there is a link between social media and changes in voting behavior. In this study, the fact came in front of us that the ratio of female social media users is less than the male gender.

- The number of female social media users should be increased. In this way, they also make better decisions regarding their voting choice.
- The state should not allow the social media to share fake political news.
- Mostly, young people are active on social media. The other ages of people also follow politics on social media. In this way, they can cast their vote to a better candidate.
- Qualitative research should be conducted to get more information about the voting behavior of the people of Pindi Bhattian.

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ANNEXURE

**IMPACT OF SOCIAL MEDIA (FACEBOOK, TWITTER) ON ITS
USERS FOR SHAPING THEIR VOTING BEHAVIOR IN PINDI
BHATTIAN**

Demographic information

1. Gender Male Female
2. Age group 18-24 25-34 35 to above

3 Profession

Employed (a) Government job (b) Private Job

Unemployed Student Other

4. Qualification

Under matric undergraduate Graduate Master

PhD Other

Part 2

1: social media (Facebook, Twitter) has a great role about changing the voting behavior.

(a) Strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree

2: social media (Facebook, Twitter) is used as a tool in election campaigns.

(a) Strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree

3: social media (Facebook, Twitter) provides an accurate information about the political behavior of the politicians.

(a) Strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree

4: social media (Facebook, Twitter) really plays a major role to help the citizens to form an opinion regarding political leaders.

(a) Strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree

5: I see the political news on social media (Facebook, Twitter) on daily basis.

(a) Strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree

6: I spend most of my time on social media (Facebook, Twitter) while seeing political ads.

(a) Strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree

7: With the help of social media (Facebook, Twitter) information I have become a better political thinker.

(a) Strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree

8: I am a follower of a specific political candidate or political party on social media (Facebook, Twitter).

(a) Strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree

9: I cast my vote to a specific political candidate on the basis of social media (Facebook, Twitter) news.

(a) Strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree

10: Political parties represent their motto through social media (Facebook, Twitter).

(a) Strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree

11: I share my political thoughts on social media (Facebook, Twitter).

(a) Strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree

12: I am interested to join a political campaign on social media (Facebook, Twitter).

(a) Strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree

13: I would cast my vote in the election on the basis of my social media (Facebook, Twitter) favorite personality.

(a) Strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree

14: I often use to engage in political discussion on social media (Facebook, Twitter).

(a) Strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree

15: I often use to follow the political candidates on social media (Facebook, Twitter) who participate in the elections.

(a) Strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree