



RESEARCH PAPER

The Role of Social Media in Political Awareness and Engagement among University Students: A Quantitative Study

¹Zainab Salam*, ²Mahnoor Jamil and ³Dr. Muhammad Muzaffar

1. BS Student, Department of Politics & IR, GC Women University Sialkot, Punjab, Pakistan

2. BS Student, Department of Politics & IR, GC Women University Sialkot, Punjab, Pakistan

3. Assistant Professor, Department of Politics & IR, GC Women University Sialkot, Punjab, Pakistan

*Corresponding Author: zainabsalambutt26@gmail.com

ABSTRACT

This study was designed to explore the role of social media in influencing political awareness and engagement among university students and was delimited to public and private sector universities of Sialkot. Recognizing the fact that social media have become an important medium of political information in the digital age, allowing young people to actively participate in online political activities. The study is descriptive in nature and quantitative in approach. A standard Likert-scale questionnaire was used to sample 384 students in public and private universities. Majority of respondents indicated increased awareness, but fewer translated this to offline political engagement. Exposure to alternative opinions was also restricted due to misinformation, partisan narratives, and echo chambers. The paper indicates that although online networks may contribute to increased awareness, it does not secure effective participation in civic activities. It recommends digital literacy, collaborative action of universities, platforms, and policymakers to bridge the digitalized gap between internet activity and political activity in real life.

KEYWORDS Political Awareness, Social Media Politics, Youth Political Engagement, Digital Activism, Pakistan

Introduction

"As of 2025, over 5.24 billion people worldwide use social media, with young adults being the most active demographic (Statista, 2025). Through social media platforms, communication underwent fundamental change, which led to new ways of political engagement among university students. Social media platforms have transformed into active grounds where students trigger movements, starting from global movements like #MeToo and Black Lives Matter to their local protests worldwide. However, does this online engagement enhance political participation, or is it just an illusion of activism?

Before the digital age, political awareness developed through traditional media platforms, including newspapers, radio, and television. These platforms had a powerful influence, but their direction was one-way, so they limited the exchange of ideas and public feedback. Social media users benefit from an interactive platform for political content, which lets them share information and engage with leaders when propagating their opinions across broad populations. X (Twitter), Facebook, and YouTube enable users to create debates by utilizing live streaming functions while posting content where users can comment about policy decisions and ask questions of public officials. Social media platform development enabled university students to obtain political information better and participate in discussions while promoting political activism. This fast flow of information through digital platforms produces many adverse outcomes, including misleading content, digital polarization, and questionable authenticity of political engagement.

Social media stands as a revolutionary power that transforms the modern digital period. Today's digital world has no alternative way to access political information or encourage civic action other than through social media platforms. A rapid expansion of

social media platforms, including Instagram, Facebook, Twitter, TikTok, and their respective versions, has occurred during the last few years. People now interact differently with politics through rapidly developing social media platforms that deliver information in new ways while building interactive dialogue options (Muzaffar, Chohdhry & Afzal, 2019).

The demographic most impacted by this new social network consists of university students since they have high digital competency and an intense curiosity about socio-political matters. Students encounter political information through social media platforms, which simultaneously function as platforms where various ideas clash to test whether social networks educate their audience or strengthen existing beliefs.

Social media presents multiple resources which help users participate in political activities. Students can now use Twitter and Facebook to directly communicate with political leaders resulting in Instagram and TikTok platforms being used for visual political campaign content sharing. The hashtags #ClimateStrike and #EndSARS have created global youth movements through social media which demonstrates its transformation from passive viewing to active political action (Muzaffar, Yaseen & Safdar, 2020; Tufekci, 2017). However, this rapid access to information also raises concerns about misinformation, digital polarization, and the authenticity of political activism.

Despite the growing role of social media in politics, research remains insufficient to identify the impact social media platforms have on the genuine political engagement of university students. Users of social media platforms produce conflicting viewpoints regarding their ability to train knowledgeable voters who participate politically versus enabling people to carry out digital political feeds instead of authentic civic action. People question the credibility of social media political information because its content might be misleading through an algorithm-based content organization that promotes partisan divisions in public opinion.

Among the most affected demographics are university students, whose high level of digital literacy, curiosity, and increased interest in socio-political affairs make them an ideal target for the new social network. Social media is a gateway for gaining political knowledge and a battleground of competing ideas that question whether it informs and engages students or merely reinforces prior beliefs.

This study examines the role of social media in shaping political awareness and engagement among university students. It investigates the impact of social media on political discourse, the credibility of political information students consume, and the influence of digital activism on real-world political participation. The research analyzes how social media shapes political attitudes and behaviors among young adults in an increasingly digitalized world. Through theoretical analysis and empirical research, this study contributes to ongoing discussions on the evolving landscape of political engagement in the digital age.

Literature Review

Loader, Vromen, and Xenos (2014) investigate a crucial change in youth political engagement whereby young people move away from traditional forms of political participation, including voting, party membership, or attending political meetings. Instead, they increasingly practice other ways of political expression through online activism, Internet petitions, social movements, and protests. This shift is not a sign of young people becoming apathetic; it is a reimagining of political engagement, where young people like to do issue-based work (flexible and relatively quick) over long-term political commitments. Also, university students are more likely to be part of decentralized, grassroots movements whose value systems match theirs instead of taking sides with a party ideology (Loader et al., 2014). The question is whether online activism amounts to anything more than digital

activism or if it results in anything political. Platforms such as Twitter and Instagram allow the quick mobilization of political campaigns, but the translation to real-world political action, such as voting or policy defense, remains contested (Loader et al., 2014). Despite much research on youth engagement in online activism, there is no empirical evidence about how these digital efforts affect long-term political behavior, policy outcomes, and institutional change. In an attempt to bridge this gap, this study examines the degree to which online activism is successful in nudging people to continue to exercise sustained political participation and the effect of online activism in implementing policies.

According to research, youth political participation is shaped by social media, with casual social media use emerging as a key factor impacting online and offline engagement. Barati (2023) investigated how non-political social media interactions influence young users' political awareness and engagement. According to the research, political consciousness can be gradually raised by passively consuming social media content, such as liking posts, following political conversations, or browsing news feeds. This effect is most noticeable on social media sites like Facebook, Instagram, and Twitter, where users are exposed to political content based on algorithms regardless of their original intentions. The study suggests that youth casually using social media participate in 'incidental political engagement,' which means that they engage in political conversation without this being the target of their interest. On top of that, research within the thesis reveals that such exposure leads to a gradual switch from online engagement (such as signing a petition, sharing political content) to offline participation (such as voting, going out to protests, or doing community activism).

These findings inform the broader discussion on digital political engagement. However, no clear understanding has been brought to bear on the long-term effect of youth's civic behaviors of incidental exposure to political content through digital media. To fill this gap, my study determines whether casual social media use could lead to sustained political participation and long-term civic engagement.

Catalina-García and García-Jiménez (2019) explored how university students use social media to complement civic and political activities. According to their research, students already involved in such civic or political organizations use platforms like Facebook and Twitter to further their civic participation, boost their contact with political organizations, and create campaigns, thus amplifying their political voice and educating and organizing online and offline protests. On the other hand, students exposed to activism before their social media engagement often do not convert digital participation into offline action; therefore, social media reinforces rather than generates activism. The study also notes the occurrence of 'slacktivism,' where the person encounters things such as sharing a post, signing a petition, and doing nothing more offline.

Nevertheless, the study offers some insight into the reinforcement role of social media in activism, though it does not completely address when online political activity translates into real-world political action. Furthermore, little work has been done on how selecting platform features—such as algorithmic content curation or engagement tools, influences whether activism will be sustained. The gaps this study intends to address are: 1) the factors that determine whether social media-driven activism leads to long-term political engagement, and 2) how different platforms shape youth mobilization strategies.

Ahmad, Hassan, Ahmad, and Iman (2024) examine how digital platforms transform Pakistan's youth's political consciousness in this work. The study also highlighted that young people have easy access to important political information through social media, keeping themselves updated with the state of affairs, government policies, etc, and also discussing political debates. Platforms such as Facebook, Twitter, and YouTube are found to be the major sources of political news for youth, acting as one of the main sources of political news and replacing traditional media such as newspapers and television. Through social

media, youth now discuss, express political opinions, and engage in online activism, thereby making society more politically aware. The findings suggest that exposure to different views on social media leads to the growth of critical thinking skills among the youth and increases their interest in participating in civic engagement.

However, the study links social media use with political awareness, but not precisely to the extent to which this awareness translates to concrete actions, such as voting behavior, policy advocacy, or grassroots mobilization. This paper contributes to filling this gap by explaining whether digital political awareness has a long-term effect on offline political participation and civic engagement.

Shahzad and Omar (2021) examine digital social networks' role in political engagement among young Pakistanis. It looks into whether or not online social capital (the size and range of someone's digital network) encourages or inhibits political participation. Contrary to conventional expectations, the study accepts that a bigger online social network does not necessarily mean more activism. It argues that too many digital connections might cause people to give up online political work, such as paying attention to politics, in favor of personal contact or entertainment. Additionally, social capital is presented as having meaningful properties for establishing relationships, but not automatically being an incentive for political expression or mobilization. It goes against the idea that digital connectivity by itself is conducive to civic engagement as it usually is. One gap identified in the research is the paradox between network size and political activity, i.e., larger communities result in less political participation. This raises an important question about the quality vs quantity of digital interactions. The present study looks into the role of the nature of online interactions, whether deep, issues-focused or shallow, more superficial interactions, on youth's political awareness and engagement.

Smith, Lee, and Carter (2022) examine how involvement on these platforms (i.e., Twitter, Instagram, Facebook and TikTok) shapes teenagers' political interests and behaviour. Along with society, their study reveals that active engagement in these platforms will lead to more political interests and a higher probability of the teens taking part in civic doings, which means that social media works as a gateway to being more involved in political processes. However, the research also shows that online political participation is not equally beneficial for all teens, as referred to by socioeconomic status and digital resource availability. While this study gives some understanding of the role social media plays in shaping teenage political engagement, it does not look into whether this teenage political engagement leads to the subsequent political participation of young people in adulthood. The present study fills this research gap by looking at whether social media-driven political awareness of the students at a university leads to long-term civic involvement.

Williams (2023) relates the rise of social media usage amongst younger people and its relation with their social-political involvement. In the study, the author argues that platforms such as Facebook, Twitter, and Instagram have become essential for communicating with national politics and global affairs tools. In recognizing the problem of misinformation and warped realities, the research asserts that social media remains key to youth participation in political discourse and the effect of change. Despite this, this study does not delve as deeply into how students separate credible political information from misinformation in social media. In this study, the present work will fill this gap by studying whether university students evaluate the reliability of political content on social media and how it affects their choice of candidates.

Material and Methods

This basic research employed a quantitative method to explore how social media spread political awareness and involvement among university students. The descriptive

study examined students' political behaviors, the credibility of political content, and engagement in digital activism. It was a field survey research that emerged from both primary and secondary sources, which were the main drivers of the results.

Population and Sample Size

Since most social media users are youth, they are the best demographic for this study. This study's target population was BS and MS/M students. Phil in the Faculties of Social and Natural Sciences enrolled in the public sector universities of Sialkot during the session of 2025-2026, aged between 18 and 24+.

Sample Size

The sample size is determined using Cochran's formula, ensuring a 95% confidence level. The estimated sample is 384 respondents from at least two universities.

Sampling technique

A random and convenience sampling method is used to ensure a diverse representation of students from different backgrounds.

Instrument of study

A questionnaire comprising 25 statements on a point Likert type was developed for students to collect the data. Keeping in view the nature of the questionnaire, the Likert Scale was selected as SA=Strongly Agree=5, A=Agree=4, N=Neutral=3, DA=Disagree=2, SDA=Strongly Disagree=1

Results and Discussion

Table 1
Using social media for Political Content Sharing on Social Media Account

Item no	Statement	Level	F	%
1	I use social media daily to stay updated on political events.	Strongly Agree	84	20.6
		Agree	109	26.8
		Neutral	137	34.7
		Disagree	49	12
		Strongly Disagree	28	6.9

Table 1 shows that 20.6% of respondents strongly agreed, 26.8% agreed, 34.7% were neutral, 12% disagreed, and 6.9% strongly disagreed with the statement.

Table 2
Incidental Exposure to Political Content on Social Media

Item no	Statement	Level	F	%
2	I see political content on social media even when I'm not looking for it.	Strongly Agree	79	19.5
		Agree	160	39.4
		Neutral	104	25.6
		Disagree	43	10.6
		Strongly Disagree	20	4.9

Table 2 shows that 19.5% of respondents strongly agreed, 39.5% agreed, 25.6% were neutral, 10.6% disagreed, and 4.9% strongly disagreed with the statement.

Table 3
Following Political Accounts on Social Media

Item no	Statement	Level	F	%
3	I follow political accounts or pages on social media platforms.	Strongly Agree	74	18.2
		Agree	89	21.9
		Neutral	75	18.5

	Disagree	85	20.9
	Strongly Disagree	83	20.4

Table 3 shows that 18.2% of respondents strongly agreed, 21.9% agreed, 18.5% were neutral, 20.9% disagreed, and 20.4% strongly disagreed with the statement.

Table 4
Searching for Political Information on Social Media

Item no	Statement	Level	F	%
4	I actively search for political information on social media.	Strongly Agree	48	11.9
		Agree	91	22.5
		Neutral	109	26.9
		Disagree	91	22.5
		Strongly Disagree	66	16.3

Table 4 shows that 11.9% of respondents strongly agreed, 22.5% agreed, 26.9% were neutral, 22.5% disagreed, and 16.3% strongly disagreed with the statement.

Table 5
Spending Time on Consuming Political Content

Item no	Statement	Level	F	%
5	I spend a significant amount of my time consuming political content.	Strongly Agree	36	8.9
		Agree	63	15.5
		Neutral	106	26.1
		Disagree	103	25.4
		Strongly Disagree	98	24.1

Table 5 shows that 8.9% of respondents strongly agreed, 15.5% agreed, 26.1% were neutral, 25.4% disagreed, and 24.1% strongly disagreed with the statement.

Table 6
Understanding of Political Issues through Social Media

Item no	Statement	Level	F	%
6	Social media has improved my understanding of political issues.	Strongly Agree	82	20.2
		Agree	166	41
		Neutral	107	26.4
		Disagree	32	7.9
		Strongly Disagree	18	4.4

Table 6 shows that 20.2% of respondents strongly agreed, 41% agreed, 26.4% were neutral, 7.9% disagreed, and 4.4% strongly disagreed with the statement.

Table 7
Increase in Political Awareness through social media

Item no	Statement	Level	F	%
7	Social media has significantly increased my political awareness.	Strongly Agree	80	19.8
		Agree	184	45.4
		Neutral	99	24.4
		Disagree	24	6.9
		Strongly Disagree	14	4.5

Table 7 shows that 19.8% of respondents strongly agreed, 45.4% agreed, 24.4% were neutral, 6.9% disagreed, and 4.5% strongly disagreed with the statement.

Table 8
Relying on Social media over traditional media for political news

Item no	Statement	Level	F	%
8	I rely primarily on social media rather than traditional media (TV, newspaper) for political news and updates.	Strongly Agree	101	24.9
		Agree	153	37.8
		Neutral	91	22.5
		Disagree	39.9	9.6
		Strongly Disagree	21	5.2

Table 8 shows that 24.9% of respondents strongly agreed, 37.8% agreed, 22.5% were neutral, 9.6% disagreed, and 5.2% strongly disagreed with the statement.

Table 9
Understanding Political institutions and democratic processes

Item no	Statement	Level	F	%
9	Social media has helped me understand political institutions and democratic processes.	Strongly Agree	79	19.5
		Agree	166	41
		Neutral	106	26.2
		Disagree	38	9.4
		Strongly Disagree	16	4

Table 9 shows that 19.5% of respondents strongly agreed, 41% agreed, 26.2% were neutral, 9.4% disagreed, and 4% strongly disagreed with the statement.

Table 10
Different Political Opinions on Social Media

Item no	Statement	Level	F	%
10	I come across various political opinions on social media	Strongly Agree	70	17.3
		Agree	162	40
		Neutral	110	27.2
		Disagree	36	8.9
		Strongly Disagree	27	6.7

Table 10 shows that 17.3% of respondents strongly agreed, 40% agreed, 27.2% were neutral, 8.9% disagreed, and 6.7% strongly disagreed with the statement.

Table 11
Verifying Political Information before sharing

Item no	Statement	Level	F	%
11	I verify political information before sharing it on social media	Strongly Agree	93	23
		Agree	149	36.9
		Neutral	104	25.7
		Disagree	42	10.4
		Strongly Disagree	16	4

Table 11 shows that 23% of respondents strongly agreed, 36.9% agreed, 25.7% were neutral, 10.4% disagreed, and 4% strongly disagreed with the statement.

Table 12
Differentiation between Trustworthy and Untrustworthy Political Content

Item no	Statement	Level	F	%
12	I can tell the difference between trustworthy and untrustworthy political content online.	Strongly Agree	68	16.8
		Agree	140	34.7
		Neutral	132	32.7
		Disagree	42	10.4
		Strongly Disagree	22	5.4

Table 12 shows that 16.8% of respondents strongly agreed, 34.7% agreed, 32.7% were neutral, 10.4% disagreed, and 5.4% strongly disagreed with the statement.

Table 13
Fake Political News

Item no	Statement	Level	F	%
13	I often see fake or misleading political news on social media.	Strongly Agree	128	31.8
		Agree	154	38.2
		Neutral	77	19.1
		Disagree	25	6.2
		Strongly Disagree	19	4.7

Table 13 shows that 31.8% of respondents strongly agreed, 38.2% agreed, 19.1% were neutral, 6.2% disagreed, and 4.7% strongly disagreed with the statement.

Table 14
Controlling Political Content

Item no	Statement	Level	F	%
14	Social media platforms should control political content to stop spread of misinformation.	Strongly Agree	143	35.6
		Agree	150	37.3
		Neutral	65	16.2
		Disagree	26	6.5
		Strongly Disagree	18	4.5

Table 14 shows that 35.6% of respondents strongly agreed, 37.3% agreed, 16.2% were neutral, 6.5% disagreed, and 4.5% strongly disagreed with the statement

Table 15
Sharing False Information

Item no	Statement	Level	F	%
15	I have shared political information on social media that turned out to be false.	Strongly Agree	25	6.3
		Agree	64	16
		Neutral	89	22.3
		Disagree	101	25.3
		Strongly Disagree	121	30.3

Table 15 shows that 6.3% of respondents strongly agreed, 16% agreed, 22.3% were neutral, 25.3% disagreed, and 30.3 % strongly disagreed with the statement.

Table 16
From Political Engagement on Social Media to Real-Life Actions

Item no	Statement	Level	F	%
16	My political engagement on social media has encouraged me to take real-life political action.	Strongly Agree	43	10.8
		Agree	109	27.3
		Neutral	127	31.8
		Disagree	75	18.8
		Strongly Disagree	45	11.3

Table 16 shows that 10.8% of respondents strongly agreed, 27.3% agreed, 31.8% were neutral, 18.8% disagreed, and 11.3% strongly disagreed with the statement.

Table 17
Participation in Offline Political Events

Item no	Statement	Level	F	%
17	After engaging with them online, I have participated in offline political events (e.g., protests, rallies)	Strongly Agree	34	8.5
		Agree	49	12.3
		Neutral	94	24.5
		Disagree	121	30.3
		Strongly Disagree	102	25.5

Table 17 shows that 8.5% of respondents strongly agreed, 12.3% agreed, 24.5% were neutral, 30.3% disagreed, and 25.5% strongly disagreed with the statement.

Table 18
Voting after Seeing Election-Related Content

Item no	Statement	Level	F	%
18	I have voted or plan to vote after seeing election-related content on social media.	Strongly Agree	74	18.5
		Agree	137	34.2
		Neutral	98	24.4
		Disagree	45	11.2
		Strongly Disagree	47	11.7

Table 18 shows that 18.5% of respondents strongly agreed, 34.2% agreed, 24.4% were neutral, 11.2% disagreed, and 11.7% strongly disagreed with the statement.

Table 19
Contacting Political Representatives

Item no	Statement	Level	F	%
19		Strongly Agree	25	6.3
		Agree	72	18.1

I have contacted political representatives or signed petitions because of the content I saw online.	Neutral	118	29.7
	Disagree	107	27
	Strongly Disagree	75	18.9

Table 19 shows that 6.3% of respondents strongly agreed, 18.1% agreed, 29.7% were neutral, 27% disagreed, and 18.9% strongly disagreed with the statement.

Table 20
Digital Engagement to Real-World Political Change

Item no	Statement	Level	F	%
20	I believe digital engagement can lead to real-world political change.	Strongly Agree	76	19
		Agree	161	40.3
		Neutral	109	27.3
		Disagree	30	7.5
		Strongly Disagree	24	6

Table 20 shows that 19% of respondents strongly agreed, 40.3% agreed, 27.3% were neutral, 7.5% disagreed, and 6% strongly disagreed with the statement.

Table 21
Sharing Political Posts to Express Political Views

Item no	Statement	Level	F	%
	Sharing political posts online feels like a good way to express my political views.	Strongly Agree	65	16.4
		Agree	162	40.8
		Neutral	104	26.2
		Disagree	43	10.8
		Strongly Disagree	23	5.8

Table 21 shows that 16.4% of respondents strongly agreed, 40.8% agreed, 26.2% were neutral, 10.8% disagreed, and 5.8% strongly disagreed with the statement.

Table 22
Online actions alone are not enough for political change

Item no	Statement	Level	F	%
22	Online actions alone are not enough to create political change.	Strongly Agree	103	25.8
		Agree	167	41.9
		Neutral	79	19.8
		Disagree	35	8.8
		Strongly Disagree	15	4.8

Table 22 shows that 25.8% of respondents strongly agreed, 41.9% agreed, 19.8% were neutral, 8.8% disagreed, and 4.8% strongly disagreed with the statement.

Table 23
Supporting the cause online, no real action

Item no	Statement	Level	F	%
23	Many young people support the cause online but don't take action in real life.	Strongly Agree	141	35.3
		Agree	160	40.1
		Neutral	66	16.5
		Disagree	18	4.5
		Strongly Disagree	14	4.5

Table 23 shows that 35.3% of respondents strongly agreed, 40.1% agreed, 16.5% were neutral, 4.5% disagreed, and 4.5% strongly disagreed with the statement.

Table 24
Feel of being Politically Involved

Item no	Statement	Level	F	%
24	I feel more politically involved when I take part in events or activities in person.	Strongly Agree	62	15.5
		Agree	143	35.8
		Neutral	130	32.6
		Disagree	47	11.8
		Strongly Disagree	17	4.3

Table 24 shows that 15.5% of respondents strongly agreed, 35.8% agreed, 32.6% were neutral, 11.8% disagreed, and 4.3% strongly disagreed with the statement.

Table25
Social Media as First Step to Political Involvement

Item no	Statement	Level	F	%
25	Social media is a first step that can lead to deeper, long-term political involvement.	Strongly Agree	84	21.2
		Agree	174	44.9
		Neutral	94	24.7
		Disagree	24	6.1
		Strongly Disagree	20	5.1

Table 25 shows that 21.2% of respondents strongly agreed, 44.9% agreed, 24.7% were neutral, 6.1% disagreed, and 5.1% strongly disagreed with the statement.

Table 26

Statement Wise Mean Score

Statement No.	Mean Score
22	4.82
25	4.71
7	4.68
6	4.64
24	4.62
9	4.61
20	4.58
23	4.58
14	4.53
21	4.51
13	4.47
10	4.32
2	4.27
8	4.27
11	4.24
12	4.07
1	3.42
18	3.37
16	3.09
3	2.97
4	2.86
19	2.66
5	2.60
17	2.48
15	2.43

The mean scores indicate that students generally believe social media increases their political awareness (Mean = 4.68) and serves as a first step toward deeper involvement (Mean = 4.71). However, low mean scores for items like offline participation (Mean = 2.48) and consuming political content regularly (Mean = 2.60) suggest a gap between online interest and real-world action. This highlights that while awareness is high, actual political engagement beyond the digital space remains limited.

Conclusion

To conclude it can be said that a significant number of students gain political awareness from social media, but usually this awareness remains superficial. While students generally like, share, or watch political posts, only a small number follow up with significant or offline political engagement, such as protests or contacts with officials. It shows the gap between online and offline political engagement among students. Moreover, the study underscored problems related to verifying political information on social media. Where social media provides a platform for expressing political opinions, it also has problems like misinformation, online criticism, and slacktivism.

Recommendations

In light of the conclusion and above-mentioned discussion it is recommended that promoting digital literacy programs in universities can make it easier for students to judge whether the information they find about politics is correct or not. The government and policymakers should use social media more efficiently to keep young individuals up-to-date and involve them directly in politics. Social media companies should take steps to control political misinformation, such as adding fact-checking tools or warning labels on doubtful political posts. Universities should provide a forum where students can express their political views openly. Student-led campaigns should be highlighted, since this helps motivate peers to become involved in politics. Workshops and seminars on political participation through social media can be held regularly to encourage more students to get involved and share their opinions confidently. Instead of getting into heated disagreements online, political parties should take up matters that are important to younger generations. Parents and teachers ought to talk to students about politics, giving them a balanced sense besides what they get from social media. Additional studies should take place that involve students from places other than Sialkot to gain a better understanding of how social media is affecting political awareness.

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