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**Impact of Social Media for the Transformation of Social and Political Ideologies among Youth-
A Co-relational Study of Youth**

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Abstract:

Social networks have fundamentally changed the modern world or at least, the way ordinary people became recipients or active participants of the information circulation. Social media's quick global spread and continuing innovation have had a profound impact on how people connect on both the micro and macro level. Everyone has access to news, information, and knowledge that they can quickly and readily share with anyone, reaching a far greater number of recipients than any traditional media source (Hemphill et al., 2016). Social media has far more serious implications on the ideological development especially among children whose mental development is seriously impacted by the content posted on social media. There is no second thought in that the social media has revolutionized almost every walk of life but it is also inevitable that all the content being published is neither always true nor beneficial. It becomes crucial to understand the ways in which the social media turns damaging and how it alters the ideologies among youth. This study, therefore, tries to establish facts regarding the detrimental impacts of social media as the key shaper of ideologies among youngsters that promote radicalization, extremism, or polarization.

Purpose: *To comprehend new ideologies of societies, social media play an essential role today in sociopolitical and especially when youth are concerned, as the digital generation learns from the content present on social media platforms. Any society's youth are in the age when their political,*

social, and cultural beliefs are not set as they are still in the process of being built by different factors, including social media. The objective of this review paper is to know the way, social media shapes, unshapes and reshapes the social and political ideologies among youth. Moreover, this paper has reviewed the information regarding impact of influencers and online communities on youth ideologies.

Design/Methodology/ Approach: A systematic review approach has been used with the lens of PRISMA. Through Google scholar, using key words 70 articles were finalized for this paper. These articles are related to seven themes which were finalized at earlier. The said themes focus on the impact of social media in existing arena on social and political ideologies of youth.

Findings: Online social networks such as twitter, facebook, and Instagram have become the best source of youth information as it provides rapid information, news, and discussion in greater coverage. These have changed the way people share information in the society through leveling the playing ground for anyone to share information. Nonetheless, there is a flip side of it since social media makes information so easily accessible; mis-information and all forms of it are also easily spread. The issue is that these are algorithmic systems; in which emotionally charged or fake news receive more attention than accurate reporting.

Practical Implications: This review paper may guide and warn the public and research community regarding the uses and misuses of social media.

Originality/ Value: This systematic review is pretty unique because it exposes the positive and negative impacts of social media on social and political ideologies of youth.

Key words: social media, youth, political ideologies, social transformation, misinformation, political participation.

Paper type: Review paper

Introduction:

Social media networks have now become one of the main characteristics of the electronic era and are actively used by youth. Social sites such as facebook, twitter, Instagram, Tiktok have grown from being mere messaging services to influential means of cultural and political agitation. These places make them gather forums for discussion and sorting opinion, including the organization of causes. Social media gives its users continual accessibility to data on a range of topics. Social media, on the one hand, allows users to freely communicate ideas and access a variety of content, establishing a global perspective. However, social media may also readily influence people's behavior in a variety of circumstances, including work environments, which can result in the formation of polarized attitudes. One cannot ignore such an irony. It turns out to be a crucial societal phenomenon that requires more research (Vrontis et al., 2022).

In the last ten years, social networks have fundamentally changed the modern world or at least, the way ordinary people became recipients or active participants of the information circulation. Social media's quick global spread and continuing innovation have had a profound impact on how people connect on both the micro and macro level. Everyone has access to news, information, and knowledge that they can quickly and readily share with anyone, reaching a far

greater number of recipients than any traditional media source (Hemphill et al., 2016). Posts, blogs, vlogs, and articles are among the many forms of content that are constantly produced and disseminated round the clock, featuring a variety of viewpoints. It has rather become very important in determining the kind of ideologies people download in social and political fronts and this is evident more so especially among the youthful population that is most probably use social media most. Social media, with its large audience reach, conveys leaders' activities, forms proper behaviors, opinions, and mindsets, promotes ethics, raises awareness, and sets global trends (Abzianidze, 2020, Adebayo et al., 2014, Algaba and Bellido-Pérez, 2019, Sakka and Ahammad, 2020).

Social media significantly lowers the costs for users to create, replicate, and transmit knowledge throughout an entire system and beyond (Johnson and Kaye, 2013). Furthermore, it can be viewed as an effective technique of advancing democratization in a variety of contexts and areas of society. However, because information on social media is easily communicated to audiences, it may also have undesirable societal consequences, such as polarization (Johnson et al., 2017, Kim and Kim, 2019).

About 4.59 billion people use social media, with many teens using their accounts across a variety of applications and sites (Montag et al., 2024), nearly all teens (94%) in developed countries use social media platforms, such as Instagram, Snapchat, and Face book (Steinsbekk et al., 2021). Among these 4.59 billion people, majority is young social media users, and, therefore, most vulnerable to the impact of this platform on radicalization, activism and formation of social movements through hash tags, viral posts and influencers are clear examples of how social media directly shapes youths' ideologies.

When one uses the social networks and their algorithms, the platform themselves provide them with content selected based on his or her preferences and opinions, thus favoring specific angles of ideologies. Social media has transformed itself into an influential platform that hosts conversation and exchange of ideas and opinion as well as political activism and transformation of political and social belief system due to ease of associating with like-minded people, instant access to news from across the world.

Methodology:

In order to analyze the body of research on the influence of social media on ideologies of youth, a systematic approach was used in research methodology for this review. A systematic review is a methodical and thorough way to gather and examine information from many studies. It assists in identifying trends, inconsistencies, and knowledge gaps in the body of current information. This methodology is perfect for reviewing a wide range of studies that look at how youth's social and political ideas are shaped by social media, giving an extensive understanding of the topic. Only secondary sources—peer-reviewed journals, scholarly articles, reports, and case studies—have provided data for this review. These resources have been chosen on the basis of their applicability to the discussion of youths' social and political thoughts as influenced by social media.

Inclusion Criteria:

To preserve the review's relevance and caliber, the following set of inclusion criteria have been implemented:

Publication Timeframe:

Studies released between 2014 and 2024 will be the main subject of this review. Because social media platforms are evolving quickly and novel tools are becoming more and more prevalent, this timeline was chosen to make sure the analysis captures the most recent and pertinent trends in social media use.

Emphasis on youth:

This review will only contain research that specifically addresses young populations, which are typically defined as people in the 15–30 age range. This particular group is highly engaged on social media and is particularly at risk to the ideological shifts facilitated by digital platforms.

Thematic Relevance:

The research studies must explicitly cover topics including political mobilization, ideological shifts, influencers' roles, digital activism, and the effects of misinformation that are crucial to the objectives and subject matter of the paper.

Theoretical Framework:

According to Social Learning Theory developed by [Bandura \(1977\)](#), people learn behaviors attitude and ideologies through observation, modeling and practicing with and without guidance. Social Learning Theory (SLT) describes why and how people learn through observation, interaction, reflection, and self-regulation. It emphasizes the importance of cognitive, behavioral, and environmental variables in continuously and reciprocally developing and influencing new behaviors. To explain social learning and behavior development, SLT considers the learner, observed behaviors, and the environment all equally ([Ott, 2024](#)). Where social media is concerned, this theory assumes high significance since youth is bombarded with sets of information that inculcate their beliefs and practices. Social media also provides user with the opportunity to monitor the behavior and opinions of other individuals, stars and opinion-leaders and to accept or reproduce certain ideological positions based on such observations. For instance, political views, social justice causes, and cultural phenomenon are disseminated by memes, videos, or Posts that act as behavioral templates. Whenever the youth repeatedly notice these models, they are likely to embrace the same attitudes or behaviors and thus enrich these beliefs within their social circles. This learning through observing further cements social media as an effective mode of ideological impartation as it automatically places individuals into different frames of reference all at once in the real time.

Critic [Habermas \(1991\)](#) defined the Public Sphere Theory as the social setting people attend to deliberate and communicate the state of society and engage in politics([Calhoun, 1993](#)). The "public sphere" is commonly defined as the social arena in which different points of view are communicated, general issues are addressed, and solutions are produced communicatively. Thus, the public sphere is the primary forum for societal communication. Mass media, and more recently online network media, facilitate and sustain public-sector communication in large-scale societies([Wessler, 2018](#)).Hence, social media has optimized this concept by making politics,

culture, and social justice debate a massive, global online space. The social media such as Twitter, Facebook and Reddit are modern public spheres that help in development of exchange between various groups of people. Youth in this virtual environment engage with participation in discursive practices of forming and re-forming their political and social ideas as informed by the discourses they come across with. Currently social media avails a platform through which marginalized communities can participate in political discourses that were earlier dominated by the elite. However, the nature of the virtual public sphere provokes essential questions about the misrepresentation, the formation of the argument without deep, profound discussions, the existence of the signal that many loud voices belong to minorities.

Polarization Theory deals with the shift in social trends characterized by the increased division between liberals and conservatives, which is even more highlighted by the online context ([Sunstein, 2009](#)). In social media, by algorithms and user, people only select information that confirm their existing beliefs to form 'filter bubbles'. It results in polarization because the users are more willing to hold their opinions and fewer inclined to take the opposite opinion. Studies have found out that social media does cause the polarization of people since it only displays the content that the user is interested in and the interactions. That creates segregated bubbles online where opinions deviating from the selected media outlet's narrative are scarce, thus the echo chamber effect. Another important truth of the nature of the groups is the process of group polarization which occurs in discussion of issues by like-minded people leads to escalation of position in terms of extremism which has a profound impact on the political stability and social cohesion.

Social Media as a Tool for Political Mobilization

The use of social media platforms; Facebook, tweeter and Instagram have become productive in mobilizing the youths for political activism. Technological evolution especially in sharing information as well as the connectivity of large groups of people has altered traditional political participation in the following manners:

Facilitating Political Mobilization among Youth:

Research indicates that social media plays a huge role in political activism ([Ahmad et al., 2019](#)), primarily because it offers means through which the young people can have access to the political content and, therefore, communicate with like-minded people. Depending on the research masses are much more engaged in social networks and whether they sign a petition or attend a protest. These environments allow users to express themselves and gain the attention of others, make people informed of social and political concerns and create movements. Social media use among youngsters is widespread, both in developed as well as emerging nations. In Pakistan, political parties and individual politicians maintain active social media profiles to communicate information to social media users and voters ([Michaelsen, 2011](#)). New technology and social media have had an effect on political discourse in developed as well as developing nations, with developed countries experiencing a greater impact due to the popularity of the Internet ([Riaz, 2010](#)). Social networking platforms have a considerable impact on the social and political education of netizens, particularly young people. A recent study found that social

networking sites have significant political consequences on individuals in Pakistan. Students frequently employ new media to share thoughts and discuss political topics with their peers([Ahmad et al., 2019](#)).

Using of social media has the advantage of reducing the threshold to political events. While political participation might demand physical presence and or active membership in political structures, social media enables the youth to engage in activism hence becomes attainable. Social media enables political mobilization to the greatest extent, especially through the Arab Spring or Black Lives Matter (BLM)([Langrock and González-Bailón, 2022](#)).

Arab Spring (2010-2012):

This wave of protest throughout the Middle East was massively fueled by social networks such as Facebook and Twitter. People in Tunisia, Egypt, and other parts of the Arab world leveraged on social media to capture protests, report events and coordinate popular uprisings against dictatorship. These include extending opportunities to reach people other than through state-controlled media, and coordination of large- scale meetings which saw several regimes overthrown. The Arab spring is a good political change that has been ignited by the social media([Smidi and Shahin, 2017](#)).

Black Lives Matter (2013-present):

The Black Lives Matter movement, which began with the killing of Trayvon Martin and became viral with the hash tag BlackLivesMatter is yet another example of the efficiency of social networking sites for political organization. The movement continues to address the world to the cases of police brutality and racism in the U.S. and in other countries. These social networks are critical for the organization of assemblies, appeals, or the disclosure of information, solidarity actions around the world. Organizers of BLM used social media platforms to coordinate, provide real-time information, and mobilize youths like no other form of media([Bowman Williams et al., 2021](#)).

Research indicates that youth are most involved in political activism when conducting their activities on social media. The available evidence indicates that youth engages with politics on social media not only to voice opinions but also to engage with politics, petition, protest and rally([Neag et al., 2024](#)). For instance, the March for Our Lives – against gun violence and the Global Climate Strikes involving young activist Greta Thunberg have largely drawn their support from social media platforms([Solli and Mäkitalo, 2022](#)).

Therefore, it is not a stretch to say that social media plays a crucial role of political facilitation where youths can express and coordinate themselves politically in resistance to dominance from conventional political authorities. From the Arab Spring, ISIS recruitment, to Black Lives Matter social media gives young people the stage to be heard and be political.

Shifts in Ideological Perspectives

It is for this reason that social media has come out as the most popular market through which youth get interaction and exposure across a wide range of social, political and cultural diversity. Due to the instant and globalized setting of social media, young audience get to engage with ideas they may otherwise hardly meet in real life contexts([Rao and Kalyani, 2022](#)). On a positive

note, this phenomenon influences the formation of their ideologies and on a negative note as well.

Broad Access to Diverse Ideologies:

Social media allow for the easy access of a number of ideologies([Zhuravskaya et al., 2020](#)). It happens that youths are not limited to one or two ideologies presented in traditional mass media; instead, they might find themselves looking at Reddit, Twitter, or YouTube. Research has it that the access to this diverse view enables youths to challenge their past ideologies and get more accepting of other views thus altering their ideological framework and new ideologies which were once considered radical are now easily available, meaning youths may either transform or perpetuate positions depending on what they come across.

Echo Chambers and Polarization:

There is rising fear about the potential effect of social media on democracy and public discourse. While some theories predict that ICTs and social media will create a new independent public sphere and boost exposure to political difference, others fear that they would polarize society by forming echo chambers([Terren and Borge-Bravo, 2021](#)). Although the changes in beliefs are expected and may foster cross-system intolerance and inter-ideological distinctiveness, they also may create further echo chambers when people are only presented with information that is compatible with their prior views. These create an echo chamber where people get only what they believe in and hence contribute to ideological polarization. Especially vulnerable to this is youth as they use social media daily and the programs that are generated there support their opinions, so they do not accept different ones.

Shifts and Social Movements:

Other sources through which youth ideologies are determined include the globalization of social movement narratives. For instance, the MeToo movement that was started on the social media platform and the black lives matter movements are examples of social media that has shifted the youths' view on matters concerning gender and ethnicity.

The Role of Content Algorithms in Shaping Ideological Viewpoints

In the same manner, the formula used in filtering and recommendation of contents from the social media platforms are instrumental in influencing the ideologies of youths through revelation of information based on their past activity. Advertising and other self-enhancing content recommendation engines are developed to make sure that people see those post, articles or videos relevant to their search, thus perpetuating a cycle of news feed exposure.

Filter Bubbles:

The term 'filter bubbles' invented by Eli Pariser has to do with the impact of owning algorithms that do not let the user see a broad range of opinions and news but give him only what he wants to see([Coady, 2024](#)). This might cause individuals to become dogmatic, especially youths, meaning that they do not diversify on the ideas that they hold hence fortifying them. For example, a young person with a political views may have only those views being fed to him/her, conservative views are not allowed hence very little chances of the young person embracing a broader view.

Algorithmic Reinforcement of Political Polarization:

Downstream literature also reveals that algorithms, which ranks and presents content according to users, lead to polarization because such content feeds users more content that is ideologically aligned with their preferences. This has a big effect especially on the youth since a greater number of them source their news and political information through the social media rather than other media platforms. This selective exposure takes a long time to cultivate and make the individual more indoctrinated towards the preferred political end and ideas less changeable([Haider, 2024](#)).

Radicalization and Extremism:

Algorithms have also been cited on radicalization of ideologies among the youths([Harahap and Prayoga, 2024](#)). Other video sharing sites such as YouTube have been accused of guiding its users to the most extreme content possible by the use of recommenders. A new user, who starts following the relatively middle-of-the-road channel, could gradually be consumed by more rabid content because the algorithm is designed to pump out content that garners engagement not necessarily conversion. For this reason, this phenomenon is worrying in light of the social media in the recent political movements, and the emergence of radicalism among some youths.

Transformation of Social and Political Ideologies of Youth:

The youth in today's world can express their social and political identity through social networking sites and blogs. Social networking sites such as reddit, twitter and Facebook provide the youth with spaces where ideas, values, and belief are presented and discussed([Tiidenberg et al., 2024](#)). As compared to other forms of community who participate in similar tasks in community and are formed based on geographical location, online communities provide an opportunity to gain access to variable insights and opinions from different parts of the world. Youths, for instance, form new identities as they participate in such virtual spaces, which also disrupt traditional sociopolitical ideologies upon which youths are immersed continually.

People have to go through these communities for a long time and engage with them for long time periods in order to change for the better. The study by [Anderson and Jiang \(2018\)](#) pointed that youth who are active in social media platforms are likely to espouse values and political postures ant those of their online friends. It means that through such reinforcement over time, new ideologies that possibly could not have been adopted by young people through offline experiences may be adopted. Such a shift offers both potential to broaden one's perspectives but also a potential for the formation of "weaponized" echo chambers that strengthen one's own views rather than confronting them with different ones ([Sunstein, 2018](#)).

Access to Information and Misinformation

Online social networks such as twitter, facebook, and Instagram have become the best source of youth information as it provides rapid information, news, and discussion in greater coverage. These have changed the way people share information in the society through leveling the playing ground for anyone to share information. Nonetheless, there is a flip side of it since social media makes information so easily accessible; Mis-information and all forms of it are also easily spread.

The issue is that these are algorithmic systems; in which emotionally charged or fake news receive more attention than accurate reporting. As we can see this can result in fast and widespread distribution of fake news, often even faster than traditional mainstream media outlets. ([Vosoughi et al., 2018](#)), studied the rate of growth and distribution of fake news and real news and concluded that fake news spread faster than the real news, particularly when such news content was emotionally sensitive or politically charged. This becomes an issue when painting the young people especially in producing ideological trends, because many of them might not be able to discern between reliable and fake news.

Lack of verity can provoke rather severe ideological alterations in young people. Considering the increased circulation of deliberate falsehoods, often in political contexts including election interference, it becomes possible for youngsters to develop political opinions based on falsehood([Allcott and Gentzkow, 2017](#)). This can result in more extreme opinion because the purpose of fake news is to incite the audience and make them extremist.

Social media algorithms further worsen this by indexing social media feeds to promote confrontation, ignoring facts and reason, which makes users recurrently bathe in opinions that they already hold. This can ossify ideology and lower chances of surpassing ideological bubbles that youth exist within. For instance, [Guess et al. \(2018\)](#) observed through his study that fake news had an ability to shift political opinion due to youth being website savvy and accessing news alerts mainly through social media.

Impact of Misinformation on Ideological Shifts and Polarization among Youth:

The spread of fake news and disinformation can severely affect youth's knowledge of political and social processes. Youth are most vulnerable to such content since they are likely to forward such messages within their circles without confirming such content through cross-checking ([Marchi, 2012](#)).

Deepfake technology has emerged as a twist where AI manipulated videos and audio bring the uncertainty. These fake images can be employed to stage very lifelike yet fake accounts of political personalities or events making fake the media even more sophisticated. In the report by [Chesney and Citron \(2019\)](#), deepfakes were identified to be reliable in altering political narrative by challenging the validity of the content within media. For youth, this could mean that they will develop more of a cynical view towards more conventional forms of political organization or they will embrace such items as terrorist promotions based on the contents that they see on Social media.

Influence of Influencers and Digital Activism:

The social media influencers are now other influential personalities we have, who have more control over the youth than the media personalities and the politicians. Those content providers with active audiences on set sites, including Instagram, YouTube and TikTok have tens of millions of followers, making them important commentators on social and political life. Influencers usually gain followers with the help of perceived genuineness, so followers trust them regarding politics, justice, and purchasing ([Abidin, 2018](#)). For example, activists such as Greta Thunberg have taken it upon themselves to chase other youth to take up the fight against climate change

from the periphery of politics to the mainstage. This has attended with a more politically savvy youth who use social media not only as a recreational tool but also as a fighting tool.

Social activism that is performed through technology, with key opinion leaders at the helm, has influenced ideologies of youths in a rather big way. Beneath the promotional messages, influencers can mobilize people for social changes, for participation in campaigns, in collection of online or offline signatures, or even protests. Hashtags such as BlackLivesMatter, FridaysForFuture, MeToo suggest the qualitative shift that has happened to digital activism as a means for framing political issues to advocating for the paradigm change and legislative amendments ([Mendes et al., 2018](#)).

To many of the youth, these are their first steps towards activism and the shape the beliefs they hold dear around the movements their preferred influencers support. There is a great debate about this type of activism which some people call “slacktivism,” yet everyone can agree that this takes a large part of their generation shaping their outlook on justice, equality, and activism. While popular culture figures make audiences aware of the prominent societal concerns, ordinary activist bloggers concentrate on extra or local concerns that concern subgroups of people. Fans of celebrities can use their large audiences to spread a message, but often, ordinary activists are more familiar with specificities of the topics they care about and may better compel youth to actively participate. For example, a celebrity influencer may spread information on a global problem such as climate change, whereas ordinary people may work on local problems of environmental injustice and promote actions by young people in their communities ([Jackson et al., 2020](#)). While both types of pressure have their advantages, grassroots pressure seems to result in change that is more based on facts and able to last within the targeted population thanks to focused and locally driven perception of consequences and ideas.

Global Perspectives and Cross-Cultural Comparisons:

Youth ideologies depend largely on the use of Social media but this differs tremendously among the cultures and regions([Kahne et al., 2015](#)). In Western countries social networks like Facebook, tweeter and Instagram have become palaces of politics whereby youths are often found expressing their opinions, planning protests and campaigning for social change([Gennaro and Miller, 2021](#)). American and European studies argue that social media propels youth activism and consequently encourages political identity based on liberal or progressive principles such as gay rights, environment, and social justice activism. This is areas of the east, especially in highly conservative societies where more and more certain freedom of speech is bound to state regulation. For instance, WeChat in China or, broadly, social media platforms are closely watched while any form of dissenting politics is stifled in the country, and therefore, Chinese youths’ ideological orientation is constrained in some ways or the other([Guo, 2015](#)). Nevertheless, social media remains the only means by which youth in numerous Eastern societies can provide somewhat dissenting opinions, or else interact with worldviews.

[Bayat \(2021\)](#) have explained the crucial role of social media tires it played during the Arab Spring where youth used social media as a tool to avoid media censorship to call for mass protests. Social media was instrumental in a new form of political activism that linked different politics in

the region by a common cross-border political theme. It transmits media not only impacts and also has key roles in transmitting specific national ideologies around the world that involve youth. Currently, social sites like YouTube, TikTok or Instagram makes it relatively easy for the youths to connect to other people across the globe hence, other ideas and movements that may not be very rampant in their own respective countries.

The exposure to global ideologies produced a form of 'ideological hybridization' because youth merge the local and global ideologies. For instance, youth who are growing up in traditional cultures may access liberal political systems like, gender equity or democracy through social media in a way that produces conflict between cultural and global norms. This cross cultural interaction can lead to ideological assimilation, where youths operate from more cosmopolitan outlooks or to heightened politicization where communities become more isolated with their local outlook and despise everything foreign as is the scenario with radical Islam([Kassim, 2015](#)).

Gender and Social Media Engagement:

It is actually impossible for individuals to entirely totally cut themselves off coming from involvement along with social networking solutions whether male or female. The section focuses on the observed differences between males and females as to the frequency of social networks usage in the process of ideological socialization. According to previous research, men and women have different ways of using social media in formation of social and political viewpoints. Such research shows, for instance, women are most likely to be involved in activities related to relationship building on Instagram and Facebook, while men write mostly about politics and political discussions on Twitter ([Hargittai and Shaw, 2015](#)).

Such differences of usage patterns are likely to effect on the ideologies. For instance, while women primarily give voice to social causes on the internet with the use of Facebook or twitter, social justice, fighting for the rights of women, gay marriage, human rights, anti-fatty or body positivity or even mental illness, men are more likely to join political movements whether liberal or conservative on Facebook or twitter. Men and women are both able to participate in activities; concerns they have or issues they champion may vary with their experience in the social media and groups([Shaw, 2012](#)).

The internet particularly social media has played a highly critical role in the Feminist movements and the gender-related political activism. Campaigns such as #MeToo begun as a hashtag in 2017, yet in a very short span of time the campaign against sexual harassment and assault was formed. It not only assisted women to state or express themselves loud and clear and enabled different groups of people around the world to understand the importance of coming together([Sharoni, 2018](#)).

Conclusion:

It is an irrefutable fact that social media has huge impact on the mindsets, ideologies and attitudes of the people especially youth. Research has found that in the west people especially youth uses social media for political purposes along with social purposes. However, in the East youth is moving towards its serious use i.e they now have started discussing and highlighting the social and political issues on social media. It has started definitely impacting the political domain.

Social media considerably lowers the costs for users to construct, reproduce, and broadcast knowledge throughout an entire system and beyond. Furthermore, it can be viewed as an effective technique of advancing democratization in a variety of contexts and areas of society. However, because information on social media is easily communicated to audiences, it may also have undesirable societal consequences, such as polarization/ division.

About 4.59 billion people, majority is young social media users and therefore, most of them are at risk to the impact of this platform on radicalization, activism and formation of social movements through hash tags, viral posts. Furthermore, influencers are clear example of how social media directly shapes and unshapes youths' ideologies which definitely affects social, moral and political contexts of the society. We may have an example of Pakistani context in this regard. Such as, the popularity of Imran Khan in Pakistan is because of Social Media. It has created a wave which has inspired and motivated people to be attached with him and the people also show antipathy towards other politicians through their social media accounts i.e Facebook, Whatsapp, twitter and etc.

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