

BINDURA UNIVERSITY OF SCIENCE EDUCATION
FACULTY OF SOCIAL SCIENCES AND HUMANITIES



The Effects of Social Media on Youth Politics.

A Case Study of Bindura Zimbabwe

By

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Abstract

This study examines the effects of social media on youth politics in Bindura, Zimbabwe. The aim of the study was to investigate the impact of social media on youth political participation, engagement and activism. The objectives of the study were to explore the role of social media in shaping youth political attitudes and behaviours, to examine the ways in which social media influences youth political participation and to investigate the challenges and opportunities of using social media for youth political engagement. A mixed-methods approach was employed, combining both qualitative and quantitative data collection and analysis methods. A sample size of 50 participants was selected for data collection and analysis. Unstructured interviews and questionnaires were used to extract data from the participants. Participants were selected using purposive and snowball sampling techniques. The study revealed that social media has a significant impact on youth political participation, engagement and activism in Bindura. The findings suggest that social media provides a platform for youth to express their political opinions, engage with politicians and mobilize for political action. However, the study also highlights the challenges of using social media for youth political engagement, including the spread of misinformation and the risk of online harassment. The study concludes that social media has the potential to enhance youth political participation and engagement, but requires careful management and regulation to ensure its effective use. The study recommends that policymakers and stakeholders prioritize the development of social media literacy programs and online safety protocols to support youth political engagement.

Key Words: Youth, Political Participation, Activism, Social Media

Declaration

I declare that this dissertation is my original work and has not been submitted for any degree or examination at any other university. I acknowledge that I have obtained the necessary permissions and approvals to conduct this research, and that I have adhered to the principles of academic integrity and ethics throughout the research process.



Student's Signature.....

Date.....29/10/2025.....

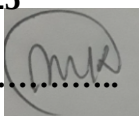
Supervisor's Signature.....

Date



23/10/25

Chairperson's Signature.....



Date.....

Dedication

This dissertation is dedicated to my family, friends and colleagues who have supported me throughout my academic journey.

Acknowledgements

I would like to express my sincere gratitude to my supervisor, for their guidance and support throughout this research project. I would also like to thank the participants of this study, who shared their valuable insights and experiences with me.

List of Abbreviations and Acronyms

MDC: Movement for Democratic Change

PA: Political Activism

PE: Political Engagement

SM: Social Media

YM: Youth Mobilization

ZANU-PF: Zimbabwe African National Union-Patriotic Front

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CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

The social media era has profoundly shifted the global communication landscape, revolutionizing the manner in which individuals interact, share information, and engage with various issues, including political discourse (Klinger & Svensson, 2015). Platforms like Facebook, Twitter, Instagram, and WhatsApp have become essential tools for connectivity and self-expression, allowing users to overcome geographical limitations and engage in virtual communities (Papacharissi, 2007).

For numerous young individuals, social media is viewed as the key source of information on political ideologies and events. Consequently, social media has significantly transformed the manner in which youth interact with politics and affect political outcomes (Boulianne, 2015; Loader et al., 2014).

Through these platforms, young people are exposed to a variety of viewpoints, enabling them to develop their political beliefs and participate in public discourse, occasionally impacting political results. In the political arena, social media has emerged as a powerful instrument for mobilization, advocacy, and activism on a worldwide scale, as demonstrated by the Arab Spring movements (Lotan et al., 2011) and the #BlackLivesMatter movement in the United States (Freelon et al., 2016).

The worldwide reach of social media has allowed citizens to engage with political matters in real-time, nurturing a sense of global citizenship and collective action (Bennett & Segerberg, 2013). Furthermore, social media platforms have democratized the distribution of information,

enabling individuals to circumvent traditional media outlets and access a variety of perspectives on global occurrences (Castells, 2015). Nevertheless, the part played by social media on international politics is not without its difficulties, as issues related to misinformation, censorship, and online harassment continue to be prevalent (Gillespie, 2018).

At the regional level, social media's influence extends to Africa, where the continent has witnessed a rapid adoption of using social media. Clearly this has reshaped how citizens interact with information, express their opinions and participate in political processes (Mwale et al., 2015). In Africa, social media has played a greater part in mobilizing citizens and fostering activism, as seen in the 2011 Arab Spring protests (Howard et al., 2011) and the #EndSARS protests in Nigeria in 2020 (Ogola, 2020). In West Africa, social media paved way for citizens to hold governments accountable and gives room for transparency, as exemplified by the #BringBackOurGirls campaign in Nigeria (Akomolafe, 2015). Similarly, in Southern Africa, social media has facilitated cross-border solidarity and mobilization, as seen in the #FeesMustFall movement in South Africa (Moyo, 2018). These regional dynamics highlight the importance of social media in influencing African politics and civic participation.

Moreover, social media has revolutionized the landscape of political communication across Africa. Platforms such as Twitter and Facebook have allowed politicians to interact directly with the populace, circumventing traditional media outlets (Moyo, 2017). This shift has opened up new avenues for political involvement and engagement, especially for underrepresented groups. Nonetheless, the influence of social media on African politics is also characterized by various challenges. The proliferation of misinformation and disinformation has emerged as a major issue, particularly during electoral periods (Ogola, 2020). Furthermore, online harassment and censorship are widespread, with numerous governments employing social media to monitor and suppress dissenting opinions (Tendi, 2017).

At the national level, social media has profoundly influenced political dynamics in Zimbabwe. Platforms like Facebook, Twitter, and WhatsApp have become essential instruments for citizens to participate in political discussions, mobilize movements, and advocate for reform (Moyo, 2017).

The #ThisFlag movement, led by Pastor Evan Mawarire in 2016, gained traction on social media, demonstrating the power of online platforms in galvanizing social movements (Tendi, 2017). Zimbabwe's experience with social media highlights the complexities of online activism in authoritarian contexts. Social media has enabled citizens to circumvent traditional media censorship and engage in online dissent (Moyo, 2017). However, the government's response to online activism has been marked by repression, including arrests and internet shutdowns (Tendi, 2017).

This research seeks to enhance the comprehension of the ways on how social media affects political behaviors and youth activism among the youth in Zimbabwe, set against the wider African backdrop. By investigating the effects of social media on the political mobilization, participation, and youth activism of young individuals in Bindura Town, Zimbabwe, significant insights can be obtained regarding the changing dynamics of youth involvement in politics in the era of digital technology.

1.2 Statement of the Problem

The growing rate of social media platforms among the youth in Zimbabwe, especially in Bindura Town, poses a complex challenge regarding their participation in political processes. This matter is not only relevant to the youth themselves but also significant for policymakers, researchers, and civil society organizations that seek to comprehend the changing dynamics of political engagement in the digital era. The fundamental issue revolves around the potential alteration of youth political involvement through the use of social media, which raises questions about how these online environments shape their political perceptions, affect their levels of participation, and stimulate their activism in Bindura Town. The existing research gap in this area highlights the necessity for a detailed understanding of the specific ways in which social media platforms influence youth political behavior in a localized context such as Bindura Town. By exploring this gap, the present study intends to reveal the complexities of how social media usage affects the political attitudes and actions of youth within a semi-urban Zimbabwean setting, thereby providing effective views into the intricate relationship between social media and youth political engagement.

1.3 Aim of the Study

The aim of this study is to examine the effects of social media on youth political mobilization, participation and activism in Bindura Town, Zimbabwe.

1.4 Research Objectives

1. To analyze how youth political mobilization is affected by social media.
2. To analyze how youth activism is affected by social media.
3. To analyze how youth political participation is affected by social media.

1.5 Research Questions

1. How youth political mobilization is affected by social media?
2. How youth activism is affected by social media?
3. How youth political participation is impacted by social media?

1.6 Assumptions of the Study

1. The research is assumed that social media platforms, namely Facebook, X and WhatsApp, exert a substantial influence on youth political mobilization, participation, and activism in Bindura Town, Zimbabwe.
2. It also assumes that social tools serve as key channels through which young individuals access political information, discuss, and engage for various causes within the local political landscape.

1.7 Significance of the Study

This research is significant for various stakeholders, especially policymakers, researchers, educators, and advocates for youth, as it provides essential views into the influence of social media on the politics among the young people in Bindura Town, Zimbabwe.

Zimbabwe Youth Council

Policymakers, such as those within the Ministry of Primary and Secondary Education, are likely to derive substantial benefits from this research. By acquiring a more profound understanding of how social media platforms influence the political behaviors of youth, these policymakers can design civic education programs that resonate more effectively with younger demographics. The findings from this study can guide the formulation of specific policies and initiatives aimed at increasing youth involvement in democratic processes, nurturing civic responsibility, and encouraging informed political participation.

Bindura University of Science Education

Researchers in the fields of political science, peace and governance, communication studies and youth development can leverage the findings of this study to further explore the nuanced interactions between social media use and youth political mobilization. By building upon the insights generated from this research, scholars can advance theoretical frameworks, conduct comparative analyses and delve into specific aspects of digital activism and civic engagement among youth populations, contributing to a richer understanding of contemporary political dynamics.

Ministry of Higher and Tertiary Education

Educators and youth advocates can utilize the outcomes of this study to enhance educational curricula and outreach programs focused on promoting digital literacy, critical thinking and civic awareness among young people. By integrating insights on the part played by social media in youth political engagement, educators can empower students to navigate online spaces responsibly, engage in constructive dialogues and participate meaningfully in civic activities, fostering a generation of informed and active citizens.

1.8 Delimitations of the Study

This study focused on investigating the engagement of youth population in Bindura Town located 87 kilometers away from Harare the capital city of Zimbabwe. Bindura is classified as a medium-sized town, with a population of around 60,000 to 70,000 residents, although the

population has fluctuated over time due to various factors like migration, economic challenges and rural-urban shifts. Bindura has been known as a politically significant area, particularly because of its historical association with the Zimbabwe African National Union (ZANU) during the liberation struggle. The town has been home to various political leaders and its political dynamics can influence the broader Mashonaland region. The geographical scope of the study is limited to Bindura Town, ensuring a localized examination of how these digital tools influence youth political behavior within this specific semi-urban setting during the specified period. Bindura, a town nestled in Mashonaland Central Province in northern Zimbabwe, embodies a unique blend of urban and rural characteristics, with a bustling economy fueled by mining ventures particularly nickel and gold and vibrant agricultural activities. Home to the reputable Bindura University of Science Education (BUSE), it serves as a hub for educational advancement in science and teaching programs. The town's different population, included different ethnic groups, adds to its rich cultural diversity, while its basic infrastructure, including schools, hospitals and markets, caters to the needs of its residents. Known for its traditional customs and practices, Bindura offers a captivating backdrop for exploring the intersection of social media and youth political engagement within this semi-urban setting, providing a localized lens into the dynamics shaping digital activism and mobilization from 2018 to 2024.

1.9 Limitations of the Study

One potential limitation of the research could involve challenges related to participant reluctance in sharing information about their social media usage for political purposes. Some individuals may be hesitant to disclose their online activities, particularly those related to political engagement, due to privacy concerns, fear of repercussions, or trust issues. To address this challenge, the research will prioritize building rapport with participants, ensuring confidentiality and emphasizing the voluntary nature of participation. Employing transparent and ethical data collection practices, along with providing clear information on data handling and anonymity, can help mitigate concerns and encourage candid responses from participants, thereby enhancing the reliability and validity of the study findings.

1.10 Definition of Key Terms

Political Mobilization

Political mobilization involves "the process of motivating and encouraging individuals to take action in support of a political cause, candidate, or movement" (Tarrow, 1994).

Political Participation

Political participation refers to the inclusion of individuals in formal or informal political activities within a society (Verba & Nie, 1972).

1.11 Chapter Outline

Chapter 1: Introduction

This chapter shows how the study will provide focus on the research topic, outlining the context, significance, aims, objectives and research questions. The introduction sets the stage for the study, introducing the reader to the key themes, motivations and scope of the research, as well as providing a rationale for why the topic is important and deserving of investigation.

Chapter 2: Literature Review

This chapter will critically analyze existing research, theories and scholarly works relevant to the study's focus on social media's effects on youth political engagement in Bindura Town. This section aims to synthesize and evaluate the current status in the field, identify loopholes in the literature and provide a theoretical framework for understanding the dynamics between social media use and youth political behavior.

Chapter 3: Methodology

The methodology chapter will elaborate on the research design, data collection techniques, sampling methods, and analytical strategies utilized in the study. This section will clarify how the research objectives will be met, explaining the reasoning behind the selected methodologies and offering a comprehensive guide on how data will be collected, analyzed, and interpreted.

Chapter 4: Data Analysis and Findings

In this chapter, the study will showcase and evaluate the data obtained from the research process. The findings will be interpreted concerning the research objectives, illuminating the connections between social media usage and youth political mobilization, participation, and activism in Bindura Town. The techniques for data analysis and the results will be examined, providing insights into the implications of the study's findings.

Chapter 5: Conclusion and Recommendations

The concluding chapter will synthesize conclusions drawn from the study's findings, summarizing essential insights, implications, and contributions to the field. The final chapter will draw conclusions based on the study's findings, summarizing key insights, implications and contributions to the field. Recommendations for policymakers, educators, researchers and other stakeholders will be offered based on the study's outcomes, highlighting potential strategies for enhancing youth political engagement through social media platforms and suggesting avenues for future research and action in this area demotion. Rowman & Littlefield.

CHAPTER TWO

2.0 LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.1 Introduction

In this chapter, the focus is on exploring the effects of social media on youth politics, specifically examining how social media impacts youth political mobilization, activism, and participation.

2.2 Theoretical Framework

The Networked Individualism Theory guided the study. The Networked Individualism Theory posits that in the digital age, individuals are increasingly embedded within personal networks facilitated by technology, rather than being solely defined by their membership in traditional social groups or institutions (Wellman, 2002). This theory aligns well with the context of this study, as it gives a platform to know how social media, as a network-enabled digital technology, shapes the political engagement and mobilization of youth. The main assumption of the Networked Individualism Theory is that people are no longer constrained by geographic proximity or rigid group boundaries, but can instead build flexible, specialized social networks that transcend physical and organizational barriers (Rainie & Wellman, 2012). This shift towards

networked individualism has significant implications for political participation, as it enables youth to connect, organize and mobilize around shared interests and causes in novel ways on social media.

One of the notable strengths of the Networked Individualism Theory is its ability to capture the fluid, dynamic and personalized nature of social connections in the digital times, which is significant to understanding effects of social media on politics among the youths. To young people, social media is an integral part of their daily lives, influencing their social interactions, political awareness, and engagement (Loader et al., 2014). The Networked Individualism Theory helps explain how youth, often more tech-savvy and open to digital engagement, utilize social media to access political information, join online movements, and even participate in digital forms of activism. Through these platforms, youth create their own networks, often coined around specific political causes, organizations, or influencers, which fosters a sense of personal agency and political identity (Graham et al., 2017).

Furthermore, social media enables youth to access political content on their own terms when, how, and where they choose allowing them to personalize their political experiences. Gil de Zúñiga et al. (2012) suggest that youth's selective engagement with political content on social media can lead to deeper political knowledge and higher levels of political participation. However, the theory also highlights the risks of echo chambers and filter bubbles, as young individuals may be exposed predominantly to content that aligns with their existing beliefs, which can deepen political polarization and limit the diversity of opinions (Pariser, 2011). The theory also highlights how the affordances of digital technologies, such as the ability to rapidly share information and coordinate collective action, can empower individuals and reshape traditional power structures (Castells, 2015). However, a potential weakness of the Networked Individualism Theory is its tendency to focus primarily on the individual-level dynamics, potentially overlooking the broader structural and institutional factors that still shape political participation and mobilization. Additionally, some scholars have critiqued the theory for overstating the liberating potential of digital networks, arguing that they can also reinforce existing inequalities and power imbalances (van Dijk, 2020).

2.3 Social Media's Impact on Youth Political Mobilization

Within the realm of youth political mobilization, the influence of social media stands as a pivotal factor reshaping the landscape of political engagement among young individuals. Social media platforms have emerged as powerful tools that facilitate communication, organization, and mobilization, thereby altering traditional modes of political participation. Scholars such as Castells (2012) have highlighted the transformative potential of social media in enabling youth to connect, share ideas, and coordinate collective action on a scale previously unimaginable. This shift towards digital activism has redefined the ways in which young people express political agency and mobilize around social and political causes.

However, while extant literature acknowledges the instrumental role of social media in youth political mobilization, there exist notable gaps that warrant further exploration. One significant gap pertains to the nuanced understanding of how the affordances of differing social media platforms shape the mobilization strategies and outcomes of youth-led movements. While some studies have underscored the role of platforms like Twitter and Facebook in amplifying youth voices and fostering online mobilization (Bennett & Segerberg, 2012), there remains a need to delve deeper into the distinct features of various platforms and their differential impacts on youth political engagement. Moreover, the existing literature often emphasizes the positive aspects of social media in mobilizing youth for political action, yet there is a scarcity of research that critically examines the potential drawbacks and limitations of digital mobilization. Studies by Tufekci (2017) have raised different concerns caused by social media, which may reinforce polarization and hinder constructive dialogue among young activists. Addressing these gaps in the literature is crucial for developing a comprehensive understanding of the multifaceted dynamics of youth political mobilization in the digital age.

Furthermore, while a number of studies have focused on the role of social media in mobilizing youth for specific events or campaigns, there is a need for longitudinal research that investigates the sustained impact of digital mobilization on youth political participation and activism over time. Longitudinal studies can provide valuable insights into the durability and efficacy of online mobilization efforts, shedding light on the lasting impacts of social media engagement on youth political behavior and attitudes. While literature highlights the transformative potential of social media political mobilization among the youth, notable gaps that necessitate further exploration.

Nevertheless, although current literature recognizes the crucial function of social media in facilitating political mobilization among youth, there are significant gaps that require additional investigation. A prominent gap relates to the intricate understanding of how the unique features of various social media platforms influence the mobilization strategies and outcomes of youth-led initiatives. While certain studies have highlighted the contributions of platforms such as Twitter and Facebook in amplifying the voices of young individuals and promoting online mobilization (Bennett & Segerberg, 2012), there is still a pressing need to explore the specific characteristics of different platforms and their varying effects on youth political engagement. Furthermore, the existing body of literature frequently focuses on the beneficial aspects of social media in encouraging youth political action, yet there is a lack of research that critically assesses the potential downsides and limitations associated with digital mobilization. Research conducted by Tufekci (2017) has raised alarms regarding the echo chambers and filter bubbles fostered by social media, which may exacerbate polarization and obstruct constructive dialogue among young activists. Addressing these deficiencies in the literature is essential for cultivating a thorough understanding of the complex dynamics surrounding youth political mobilization in the digital era.

In addition, while numerous studies have concentrated on the role of social media in mobilizing youth for particular events or campaigns, there is a pressing need for longitudinal research that examines the enduring impact of digital mobilization on youth political participation and activism over time. Longitudinal studies can yield valuable insights into the sustainability and effectiveness of online mobilization efforts, illuminating the long-term effects of social media engagement on the political behaviors and attitudes of young individuals. Although the current literature underscores social media's ability in youth political mobilization, there are significant gaps that call for further investigation. Future research should strive to contribute to this area by examining the differential impacts of various social media platforms, critically evaluating the limitations of digital mobilization, and conducting long studies to assess the sustained effects of online activism on youth political engagement. By bridging these gaps, scholars can advance our understanding of how social media shapes the mobilization strategies and outcomes of young individuals in the game of politics.

2.4 Impact of Social Media on Youth Activism

The exploration of the effects social media has on youth activism unveils a dynamic landscape where digital platforms play a pivotal role in empowering young individuals to advocate for social and political change. Within this realm, social media serves as a catalyst for amplifying youth voices, connecting like-minded activists, and mobilizing collective action towards addressing pressing societal issues. Scholars such as Castells (2015) have underscored the transformative potential of digital activism in enabling youth to transcend geographical boundaries, mobilize rapidly, and engage in advocacy efforts that resonate across diverse online communities. Despite the growing body of literature that recognizes the positive contributions of social media to youth activism, there exist notable gaps that warrant further investigation. One significant gap lies in the nuanced understanding of how different forms of digital activism, ranging from online petitions to hashtag campaigns, shape the strategies and outcomes of youth-led movements. While studies by Bennett and Segerberg (2013) have shown the part of social media in amplifying activist messages and fostering solidarity among young advocates, there remains a need to delve deeper into the effectiveness of various digital tactics in achieving tangible social change.

Furthermore, while many researches have prioritized the immediate outcomes of youth activism on social media, there is a need for research that explores the long-term effects of digital advocacy on policy change and social movements. Studies can provide valuable overviews into the sustainability and impact of online activism efforts over time, shedding light on the enduring influence of youth-led campaigns on shaping public discourse and policy decisions.

2.4.2 Online Campaigns and Advocacy Efforts

The domain of online campaigns and advocacy initiatives constitutes a vibrant landscape where social media platforms act as potent instruments for youth activists to garner support, enhance awareness, and champion social and political transformation. In the contemporary digital era, online campaigns have surfaced as essential conduits for amplifying activist narratives, engaging a variety of audiences, and stimulating collective action on a worldwide scale. Researchers such as Bennett and Segerberg (2013) have underscored the relevance of social media in facilitating the swift spread of information, nurturing online solidarity, and rallying youth around common causes. Despite the acknowledgment of social media's crucial role in supporting online campaigns and advocacy initiatives, there are notable gaps in the existing literature that warrant further investigation. A significant gap relates to the assessment of the effectiveness and impact of

various forms of online campaigns in achieving measurable results and influencing policy modifications. While research has documented the reach and engagement statistics of digital advocacy efforts (Ganz, 2012), there is a pressing need for studies that explore in greater depth the processes through which online campaigns convert digital activism into tangible social change.

Moreover, the existing literature often focuses on the success stories of viral campaigns and online movements, yet there is a dearth of research that critically examines the limitations and pitfalls of digital advocacy strategies. Studies by Tufekci (2017) have cautioned against the pitfalls of "clicktivism" and symbolic online activism that may yield superficial engagement without fostering sustained commitment to social causes. Exploring these gaps can provide insights into the complexities of online advocacy efforts and inform strategies for enhancing the efficacy and impact of youth-led campaigns on social media platforms. Furthermore, while literature has highlighted the impact of social media in amplifying youth voices and mobilizing support for online campaigns, there is a need for research that investigates the intersectionality of digital activism with offline mobilization efforts. Understanding how online campaigns complement and intersect with traditional forms of activism can shed light on the synergies between virtual and physical spaces for youth advocacy. Longitudinal studies that track the trajectory of online campaigns from digital mobilization to real-world impact can offer knowledge into the holistic nature of contemporary youth activism.

2.4.3 Challenges and Opportunities in Digital Activism

The realm of digital activism encompasses a wide array of challenges and opportunities for young advocates who utilize online platforms to drive social and political change. As these youthful activists leverage social media to enhance their voices and rally support, they face a multifaceted landscape influenced by technological, social, and political factors. Researchers like Tarrow (2011) have pointed out the dual aspects of digital activism, which provides remarkable chances for connection and visibility, yet also introduces difficulties such as information overload, algorithmic biases, and censorship by platforms. Although there is an expanding collection of research that delves into the challenges and opportunities within digital activism, there remain gaps that require further exploration. A notable gap involves the investigation of the ethical considerations and dilemmas that youth activists encounter while navigating online environments for advocacy purposes. While studies have discussed the ethical implications of data privacy and

digital surveillance in activist movements (Milan, 2015), there is a need for research that delves into the ethical dimensions of youth engagement with social media platforms and the implications for digital advocacy strategies.

Moreover, the existing literature often emphasizes the democratizing potential of social media in enabling marginalized voices to be heard, yet there is research that critically assesses the inclusivity and diversity of online activist spaces. Studies by Poell and Borra (2011) have raised concerns about the digital divide and exclusionary practices within online movements that may restrict the participation of marginalized youth. Addressing these gaps is crucial for promoting inclusive and equitable digital activism that amplifies the voices of diverse youth populations and fosters collective action across social boundaries. Furthermore, while many studies have highlighted the role of social media in facilitating rapid mobilization and global solidarity among youth activists, there is a need for research that examines the sustainability and resilience of digital advocacy efforts in the face of platform dynamics and external pressures. Understanding how youth activists navigate challenges such as content moderation, algorithmic changes, and online harassment can inform strategies for building resilient online movements that withstand external disruptions and continue to advocate for social change effectively.

2.4.4 Influence of Social Media on Protest Movements

The effects of social media on protest movements has transformed the realm of activism, offering new pathways for mobilization, coordination, and communication among various groups advocating for social and political reform. In this framework, social media platforms serve as essential instruments for enhancing protest narratives, organizing collective efforts, and attracting support for numerous causes. Researchers like Tufekci (2017) have emphasized the revolutionary effect of social media on protest movements, illustrating how digital platforms facilitate the swift spread of information, real-time coordination of events, and worldwide visibility for grassroots initiatives. Although there is a body of research analyzing the effect of social media on protest movements, significant gaps remain that require further investigation. One major gap pertains to the intricate understanding of how social media algorithms and platform design influence the visibility and dissemination of protest content. While research has highlighted the impact of algorithmic biases on the spread of activist messages (Noble, 2018), there is a pressing need for

studies that explore the mechanisms by which social media algorithms either promote or hinder protest-related content, thereby affecting the dynamics of online mobilization and advocacy.

Furthermore, the current body of research frequently emphasizes the function of social media in enhancing protest events and fostering virtual solidarity among activists. However, there is a notable lack of studies that critically assess the influence of digital activism on the results and longevity of protest movements. Research conducted by Earl and Kimport (2011) has posed inquiries regarding the enduring impacts of online mobilization on offline protest activities and policy alterations, indicating a necessity for longitudinal studies that monitor the progression of protest movements within digital environments over time. Additionally, while numerous studies have underscored the democratizing potential of social media in amplifying a variety of voices within protest movements, there remains a demand for research that investigates the intersectionality of online and offline activism in shaping the paths of social movements. Gaining insight into how digital tools enhance traditional methods of protest organization, such as rallies and marches, can illuminate the synergies between virtual and physical realms of collective action. Investigating these loopholes can yield valuable perspectives on the intricate relationship between social media, protest movements, and broader processes of social change.

Case studies of successful youth-led activism campaigns provide valuable insights into the strategies, tactics, and impact of digital advocacy efforts orchestrated by young activists on social media platforms. These case studies illuminate how youth advocates harness the power of online tools to amplify their voices, mobilize support, and effect meaningful change in various social and political contexts. Examining successful campaigns such as the "#BlackLivesMatter" movement shows light on the ways in which youth activists make use of social media to raise awareness about systemic racism, mobilize protests, and advocate for police reform (Garza et al., 2014). Despite the proliferation of case studies on successful youth-led activism campaigns, there remain gaps in the literature that demand further exploration. One notable gap pertains to the sustainability and long-term impact of digital advocacy initiatives initiated by young activists. While case studies often highlight the immediate successes and visibility of youth-led campaigns, there is a lack of research that traces the trajectories of these movements beyond their initial stages, examining their enduring influence on policy change, public discourse, and social movements.

Moreover, existing case studies frequently emphasize the role played by social media in amplifying youth voices and mobilizing support for advocacy causes, yet there is a scarcity of in-depth analyses that interrogate the intersectionality of online activism with offline organizing efforts. Case studies often focus on the digital strategies employed by youth activists without fully exploring how these online initiatives complement or intersect with traditional forms of protest and advocacy. Investigating these gaps can provide a holistic understanding of the synergies between virtual and physical spaces in youth-led activism campaigns. (Seith,2020) Furthermore, while many case studies showcase the success stories of youth-led campaigns that have garnered widespread attention and support on social media platforms, there is a need for research that examines the challenges, setbacks, and lessons learned from less visible or unsuccessful digital advocacy initiatives. By delving into case studies that explore the complexities and nuances of youth activism in online spaces, scholars can uncover valuable insights into the factors that contribute to the efficacy or limitations of digital advocacy efforts and inform strategies for enhancing the impact of youth-led campaigns in the future.

2.5 Social Media's Impact on Youth Political Participation

2.5.1 Online Political Discourse and Engagement

The era of social media has revolutionized a path for political discourse and engagement, particularly among youth demographics. Platforms like Twitter, Facebook, and Instagram serve as digital arenas where young individuals engage in discussions, debates, and information sharing on a wide array of political issues. Studies by Bennett and Segerberg (2012) notes the transformative impact of social media on communication politically, highlighting how these platforms enable dynamic interactions, facilitate the dissemination of diverse viewpoints, and foster participatory engagement among youth users. Despite the burgeoning literature on online political discourse and engagement, there exist notable gaps that warrant further exploration. One significant gap pertains to the quality and depth of political discussions taking place on social media platforms, with studies often focusing on the quantity of interactions rather than the substantive nature of political discourse. Research that delves into the types of political content shared, the level of critical analysis exhibited by youth participants, and the extent to which online discussions translate into offline political action can provide valuable insights into the efficacy of using social media for enhancing political engagement among young individuals.

Moreover, existing studies predominantly emphasize the positive aspects of social media in fostering political engagement, yet there is a dearth of research that critically examines the challenges and limitations posed by online platforms in facilitating meaningful civic participation among youth. Issues such as filter bubbles, echo chambers, misinformation, and algorithmic biases can hinder the diversity of perspectives encountered by young users, potentially reinforcing existing biases and polarizing political discourse (Stein, 2020). Exploring these gaps can shed light on the complexities of online political engagement and inform strategies for promoting informed and inclusive political discussions among youth on social media. Furthermore, while many studies highlight the potential of social media to mobilize youth around political causes and amplify marginalized voices, there is a need for research that investigates the long-term impact of online political engagement on youth's attitudes, behaviors, and civic participation beyond the digital realm. Understanding how social media interactions shape political identities, influence voting behavior, and foster sustained civic engagement among young individuals is essential for comprehensively assessing the transformative potential of digital platforms in shaping youth political participation.

2.5.2 Effects on Voter Turnout and Civic Engagement

The role played by social media on the participation of young voters and their civic involvement constitutes a significant field of inquiry in political science and communication studies. Social media platforms can affect electoral engagement and civic actions among young people through multiple channels, such as the spread of information, efforts to mobilize, and the creation of community. Grasping the ways in which social media impacts voter turnout and civic participation is crucial for understanding the changing landscape of political engagement in the digital era and evaluating the effectiveness of digital resources in promoting democratic involvement among youth demographics.

Recent studies have underscored the complex effects of social media on voter participation and civic involvement. Research conducted by Enjolras and Karlsen (2014) indicates that social media can act as a driving force for political mobilization, allowing young individuals to access political information, engage in discussions, and partake in collective actions more easily than through conventional means. The interactive characteristics of social media platforms facilitate immediate engagement with political content, fostering dialogue between young voters and

political candidates, while also encouraging voter registration and turnout initiatives. Despite the expanding body of research concerning the influence of social media on voter turnout and civic engagement, there remain significant gaps that require further exploration. A critical gap pertains to the nuanced understanding of the varying effects of social media on different segments amongst the youth demographic. Much of the research tends to categorize young individuals as a uniform group, neglecting factors such as socioeconomic status, educational attainment, and political beliefs that may affect their interaction with social media and their propensity to engage in electoral processes and civic activities. Investigating these nuances could yield a more comprehensive understanding of how social media shapes political behaviors among diverse youth populations.

Furthermore, current research often emphasizes the short-term effects of social media campaigns on voter turnout and civic engagement; however, there is a notable lack of studies that investigate the long-term consequences of digital engagement on sustained political participation among young people. Examining the persistence of social media's influence on voting behaviors, volunteerism, and community involvement beyond individual election cycles can provide valuable insights into the enduring effects of digital platforms on the development of civic identities and the promotion of a culture of political engagement among youth.

Additionally, while numerous studies highlight the beneficial aspects of social media in mobilizing young individuals around political issues and promoting civic participation, there remains a pressing need for research that explores the potential drawbacks and challenges linked to digital engagement. Concerns such as misinformation, polarization, and algorithmic manipulation on social media can erode trust in democratic institutions, distort public discourse, and impede meaningful civic engagement among younger users. Investigating these issues can illuminate the complexities surrounding social media's influence on voter turnout and civic engagement, as well as guide the development of strategies aimed at mitigating adverse effects while leveraging the positive capabilities of digital tools to enhance democratic participation.

2.6 Chapter Summary

The investigation into social media's impact on youth politics reveals a profound influence on political participation, online discourse, voter turnout, and civic engagement among young

individuals. While digital platforms empower youth voices, mobilize support for causes, and enhance participatory engagement, challenges such as information quality, polarization, and misinformation threaten to impede inclusive civic participation. Recognizing the need for further research on nuanced impacts, differential effects on diverse youth cohorts, and strategies to mitigate negative consequences while maximizing digital tools' democratic potential, the findings underscore the complex interplay between technology and political behaviors, setting the stage for deeper exploration and recommendations to enhance youth democratic engagement in the digital age.

CHAPTER THREE

3.0 RESEARCH METHODOLOGY AND DESIGN

3.1 Introduction

This chapter focused on the research methodology used to examine the influence of social media on youth political engagement. It provides a comprehensive outline of the approach that will be taken to understand the effects of social media on youth politics. The chapter details the

techniques that will be employed to collect and analyze data, aiming to elucidate how social media affects the political involvement of young individuals. By presenting this research methodology, the chapter establishes a foundation for an in-depth analysis of the ramifications of social media on the political behavior of youth in a clear and transparent fashion.

3.2 Research Approach

The research methodology includes a systematic framework used for the investigation and analysis of research inquiries, directing the gathering, interpretation, and presentation of data. In this particular study, a Mixed Methodology approach was adopted, involving both qualitative and quantitative research methods to produce a thorough understanding of the influence of social media on youth politics. As supported by Creswell and Plano Clark (2011), this choice of methodology facilitated the amalgamation of varied data sources, which in turn enabled a more comprehensive analysis of the research subject.

3.2.1 Qualitative

The qualitative aspect of the research facilitated a comprehensive investigation into the personal experiences and perceptions associated with political involvement on social media platforms. Utilizing qualitative techniques such as interviews and thematic analysis, the research examined the complex subtleties of young people's interactions with social media in the political sphere. By gathering detailed narratives and personal reflections, the qualitative component offered a more profound comprehension of the lived experiences and subjective perspectives of participants, illuminating the intricacies and subtleties of online political engagement among the youth.

3.2.2 Quantitative

In contrast, the quantitative aspect of the research offered statistical insights and broader trends within the sampled population. Utilizing quantitative methods such as surveys and statistical analysis, this component provided numerical data on participants' demographics, social media usage patterns, and political attitudes. By quantifying responses and analyzing trends, the quantitative component allowed for highlighting of the patterns and generalizable trends within the study population. This statistical approach complemented the qualitative findings by providing

a broader perspective and quantifiable data that could be used to generalize findings beyond the specific sample.

3.3 Research Design

Research design pertains to the comprehensive framework that delineates the structure and methodology of a study, directing the inquiry into research questions and the gathering of data (Yin, 2014). It specifies the essential elements of the study, such as the sample, methods of data collection, techniques for data analysis, and ethical considerations (Baran, 2022). Kazdin (2021) posits that it can also be characterized as a strategy for the collection, analysis, and interpretation of data. Furthermore, Kazdin (2021) emphasizes that the benefit of choosing an appropriate research design is that it enables the researcher to determine the most effective strategies for executing the research. In this investigation, a case study research design was employed, adhering to the recommendations of Yin (2014), which entails a thorough examination of a single unit of analysis within its real-world context to comprehend complex phenomena. The case study design was selected to deeply investigate the nuanced dynamics of how social media affects the political behaviors of young individuals participating in online political discourse. By concentrating on a specific context, the study sought to reveal intricate insights and patterns that might not be visible in more generalized research methodologies, thereby facilitating a rich and contextualized understanding of the influence of social media on youth political engagement. This design enabled a thorough analysis of the topic by offering an in-depth exploration of the experiences and interactions of participants within the particular context of online political discussions, providing a distinctive viewpoint on the nexus between the use of social media and youth political participation.

3.4 Target Population

The target population of the research study denotes a selected group of individuals that the research is to explore, comprehend, or derive conclusions about (Cresswell, 2016). This group is generally defined according to the research objectives, and its attributes must correspond with the study's aims to guarantee that the findings are valid and relevant to the intended population (Trochim, 2006). In this investigation centered on the impact of social media on youth politics, the target population consists of youth individuals aged 18-30 who are actively participating in

political discussions on social media platforms. This demographic constitutes a notable portion of the population engaging with political content online, providing important views into the convergence of social media and youth politics. The choice of this target population was deliberate, as it sought to capture the viewpoints, behaviors, and attitudes of a specific age group recognized for their vigorous involvement in online political discourse. By concentrating on this demographic, the study aimed to reveal how social media affects the political engagement of young individuals, illuminating their motivations, preferences, and experiences within the digital landscape. Through a focused analysis of this population, the research aspired to offer detailed and views into social media's influence in shaping the political behaviors and perceptions of youth, thereby contributing to a more profound understanding of the dynamics of political engagement in the digital era.

3.5 Sample Size

Sample size refers to the quantity of participants or observations used in a research study to effectively represent a larger population and derive significant conclusions. In this investigation centered on the influence of social media on youth politics, a sample size comprising 50 participants was chosen for the purposes of data collection and analysis. The selection of this sample size was intentional and grounded in considerations of feasibility, available resources, and the targeted level of statistical power. By incorporating 50 participants into the study, the researchers aimed to achieve a balance between gathering adequate data to formulate reliable conclusions and addressing practical constraints such as time and budget limitations. This sample size of 50 participants was considered sufficient to offer a diverse array of perspectives and insights regarding how young individuals interact with politics on social media platforms, thereby facilitating a comprehensive examination of their experiences, attitudes, and behaviors. Through a meticulously chosen sample size, the study endeavored to ensure that the findings are robust, representative, and indicative of the wider population of young individuals engaged in online political discussions, while also preserving a manageable scope for data collection, analysis, and interpretation.

3.6 Sampling Techniques

As stated by Bryman (2016), sampling techniques refer to the approaches used to choose a group or subset from a larger population to collect data that accurately reflects the characteristics

of that population. These techniques are categorized into probability and non-probability methods, each possessing distinct advantages and disadvantages based on the specific research design and goals.

3.6.1 Purposive Sampling

Purposive sampling, as articulated by Palinkas et al. (2015), refers to a non-random sampling method in which the researcher deliberately choose participants based on particular characteristics or criteria that are important to the research aims. In the context of this investigation into the influence of social media on youth politics, purposive sampling was employed to focus on individuals who are actively participating in political discussions across social media platforms. This approach ensured that the sample comprised participants with direct knowledge and experiences relevant to the research topic. By utilizing purposive sampling, the study sought to collect comprehensive and pertinent data from individuals who are directly engaged in online political discourse, facilitating a detailed examination of their viewpoints, behaviors, and interactions within the digital political environment. This sampling strategy was selected to enhance the richness and depth of the data gathered, allowing researchers to obtain significant insights into the intricate ways in which social media influences the political involvement of young people.

3.6.2 Snowball Sampling

Snowball sampling, as articulated by Biernacki and Waldorf (1981), represents a non-probability sampling technique wherein initial subjects are chosen based on defined criteria and subsequently invited to recommend additional potential subjects who fulfill the study's criteria. In this investigation concerning social media and youth politics, snowball sampling was utilized to broaden the participant base beyond the original contacts and to engage individuals who might not be readily identifiable through conventional sampling techniques. By employing snowball sampling, the research was able to connect with a more extensive network of individuals participating in online political dialogues on social media platforms, thereby accessing a variety of perspectives and experiences within this community. This sampling approach was selected to aid in the recruitment of participants who may belong to niche or hard-to-reach groups within the target demographic, thereby enhancing the inclusivity and scope of the study's outcomes by

capturing a more thorough array of viewpoints and insights regarding the intersection of social media and youth politics.

3.7 Data Collection and Procedures

As stated by Creswell (2014), data collection refers to the systematic process of gathering information, measurements, or observations aimed at addressing research questions, testing hypotheses, or assessing outcomes. This process necessitates the careful selection of suitable methods and tools to guarantee that the data collected is accurate, reliable, and pertinent to the goals of the research.

3.7.1 Questionnaire

A questionnaire serves as a tool for data collection, consisting of a series of predetermined questions designed to systematically gather information from respondents. As noted by Dillman et al. (2014), questionnaires are frequently utilized in research to efficiently and systematically collect data from a substantial number of participants. In the context of this study examining the impact of social media on youth politics, a questionnaire was employed to collect quantitative data regarding participants' demographics, their patterns of social media usage, and their political attitudes. This instrument enabled the acquisition of structured data suitable for quantitative analysis, thereby offering insights into the prevalence of specific behaviors and opinions within the target demographic. By implementing a questionnaire, researchers sought to achieve a comprehensive understanding of the characteristics and viewpoints of participants in a consistent and replicable fashion, which in turn facilitated the comparison of responses among various individuals and groups within the sample.

3.7.2 Interviews

Interviews serve as a method for data collection that involves direct dialogues between researchers and participants, aimed at obtaining detailed insights, opinions, and experiences regarding a specific subject. According to Rubin and Rubin (2012), interviews provide a valuable source of qualitative data by enabling participants to articulate their thoughts and feelings in their own language. In-depth interviews facilitate the collection of data within a naturalistic environment, allowing participants to share contextual and background information that may be

pertinent to the research inquiry (Thompson et al., 2019). In the context of this research on social media and youth politics, interviews were conducted to thoroughly investigate participants' personal experiences, motivations, and perceptions concerning their political engagement on social media platforms. Through these in-depth interviews, researchers were able to examine the intricate dimensions of participants' interactions with social media in the political sphere, revealing underlying beliefs, values, and behaviors that might not be captured through quantitative approaches alone. The incorporation of interviews in this study was crucial in delivering a holistic understanding of the complex and multifaceted ways in which social media impacts the political involvement of young individuals, providing rich qualitative data that enhanced the quantitative insights gathered through alternative data collection techniques.

3.8 Data Presentation and Analysis

3.8.1 Data Presentation

This consist of presentation of the data derived from the study examining the influence of social media on youth politics, a careful methodology was employed to guarantee clarity and coherence. The quantitative results obtained from the questionnaire responses were illustrated through charts, graphs, and tables, showcasing essential demographic details, patterns of social media usage, and political attitudes among the participants. In addition, qualitative data gathered from the interviews were conveyed through narrative excerpts and thematic summaries, offering profound insights into the intricate experiences and viewpoints of young individuals participating in online political discussions. By merging visual representations with narrative accounts, the data presentation sought to provide a thorough and engaging portrayal of how social media affects youth involvement in political activities, thereby enhancing the understanding of the complex dynamics that influence modern youth politics.

3.8.2 Data Analysis

3.10 Validity and Reliability

Data analysis and presentation involve systematic processes that examine and interpret collected data to extract meaningful insights and conclusions that fulfill the research objectives. As noted by Miles and Huberman (1994), data analysis includes organizing, categorizing, and

synthesizing data to uncover patterns, relationships, and themes that arise from the research findings. In this investigation into the influence of social media on youth politics, a mixed-methods approach was made use of for data analysis, by using both quantitative analysis of questionnaire responses and qualitative analysis of interview transcripts. The quantitative data obtained from the questionnaires were analyzed using descriptive statistics to identify trends and patterns in participants' demographics, social media usage, and political attitudes. Meanwhile, the qualitative data from the interviews underwent thematic analysis to reveal recurring themes, narratives, and insights into the experiences and perceptions of young individuals regarding online political engagement. The decision to utilize a mixed-methods approach in data analysis was made to triangulate findings, enhance the depth and validity of the results, and provide understanding of how social media influences the political behaviors of youth. By using both quantitative and qualitative analysis techniques, the study sought to deliver a well-rounded interpretation of the data, offering a holistic perspective on the nexus between social media and youth politics in a structured and insightful manner for presentation and discussion.

3.10.1 Validity

According to Trochim and Donnelly (2008), validity refers to the degree to which a research study accurately accumulates its intended constructs, whereas reliability relates to the consistency and stability of research findings over time and under varying conditions. In the framework of this investigation into the influence of social media on youth politics, validity was assured through the meticulous design of research instruments, including questionnaires and interview protocols, aimed at accurately capturing pertinent data regarding participants' social media behaviors and their political engagement. The incorporation of established scales and validated measures contributed to the enhancement of the study's content validity, ensuring that the data gathered was in alignment with the research objectives. Reliability was upheld through uniform data collection procedures, thorough documentation of research processes, and the application of standardized data analysis techniques to reduce errors and biases in the interpretation of results. By emphasizing validity and reliability in both the design and execution of the research, the study sought to yield robust and credible findings that accurately represented the relationships and phenomena being examined, thereby improving the overall quality and rigor of the research outcomes.

3.10.2 Reliability

To ensure reliability throughout the research process, the study followed established procedures and protocols, thereby guaranteeing the consistency and dependability of the findings. As noted by DeVellis (2016), reliability in research pertains to the degree to which results can be replicated or consistently achieved under similar circumstances. By utilizing data collection methods, data analysis techniques and systematic documentation of research procedures, the research sought to reduce potential sources of error and bias, thus enhancing the reliability of the research outcomes (Smith, 2018). The systematic methodology for data collection and analysis, along with the careful recording of research activities, was designed to foster the reproducibility of results and bolster the overall reliability of the study's findings, thereby contributing to the credibility and robustness of the outcomes.

3.12 Ethical Considerations

Ethical considerations in research involve the principles and guidelines that safeguard the rights, well-being, and confidentiality of participants throughout the research process. As stated by the American Psychological Association (2017), these considerations include respecting participants' autonomy, ensuring beneficence, and adhering to principles of justice and integrity in the conduct of research. In this investigation into the impact of social media on youth politics, ethical considerations were of utmost importance during the recruitment, data collection, and dissemination of results. Informed consent was secured from all participants, detailing the study's objectives, methodologies, and potential risks, while also ensuring confidentiality and anonymity in data management to protect participants' privacy. Furthermore, steps were taken to reduce any possible harm or discomfort to participants during interviews or while completing questionnaires. Ethical approval was obtained from the appropriate institutional review board to guarantee adherence to ethical standards and guidelines. By emphasizing ethical considerations throughout the research process, the study sought to uphold the rights and welfare of participants, preserve the integrity of the research findings, and enhance the ethical conduct of research within the domain of social media and youth politics.

3.13 Chapter Summary

Chapter 3 explores the research methodology used to examine the influence of social media on youth political engagement. Adopting an interpretivist research philosophy to comprehend subjective experiences, the research made use of mixed-methods approach that consist both qualitative and quantitative techniques. A case study design was centered on young individuals aged 18-30 who are actively involved in political discussions on social media, with a sample of 50 participants chosen through purposive and snowball sampling methods. Data collection was carried out using questionnaires and interviews, while thematic analysis of the data revealed significant patterns and themes. To ensure validity and reliability, ethical considerations were of utmost importance, with strict adherence to guidelines regarding participant consent and confidentiality. By maintaining ethical standards and implementing rigorous research practices, the study sought to deliver a thorough analysis of the ways in which social media affects youth political participation.

CHAPTER FOUR

4.0 DATA PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS

4.1 Introduction

This chapter outlines the results of the research, which aimed to examine the influence of social media on youth political activities in Bindura Town, Zimbabwe. The objective of the study was to note how social media has affected the political involvement, participation, and activism of youths in Bindura Town. This chapter offers a summary of the study's findings, derived from data gathered through a mixed-methods approach that uses both quantitative and qualitative data collection and analysis techniques. It commences with an overview of the participant response rate, which serves as an indicator of the sample's representativeness. Following this, the chapter presents the details of the respondents, which included their age, gender, educational background, and occupation. Grasping the demographic attributes of the respondents is crucial, as it contextualizes the findings and aids in identifying any potential biases within the sample. The demographic analysis is succeeded by an examination of the quantitative data, which is insightful on the effects of social media on youth politics in Bindura Town. This analysis incorporates descriptive statistics, including frequencies and percentages, alongside inferential statistics such as chi-square tests and correlation assessments. The quantitative analysis offers understanding of the link between social media usage and youth political engagement, participation, and activism. This quantitative analysis is further enriched by a presentation of the qualitative data, which provides deeper insights into the influence of social media on youth politics in Bindura Town. The qualitative analysis encompasses themes and sub-themes that emerged from the data, along with direct quotes from the respondents.

4.2 Bio Data

This section shows the characteristics of the respondents, including their sex, age, level of education, and marital status.

4.2.1 Sex

Table 4.1: Sex

Response	Frequency	Percentage
Male	30	60%
Female	20	40%
Total	50	100%

Table 4.1 shows that the majority of the respondents were male, making up 30 (60%) of the sample whereas the females were 20 (40%). This suggests that males are more likely to participate in social media and politics in Bindura Town. The data in Table 4.1 indicates a significant gender imbalance in participation on social media and politics in Bindura. This disparity is of the view that males are most likely to engage in social media and politics, potentially due to various social, cultural and economic factors. One possible explanation for this imbalance is the traditional gender roles and expectations that may prevail in Bindura Town. Males may be more encouraged to participate in public life, including politics and social media, while females may be expected to focus on domestic and family responsibilities. Another factor could be the digital divide, where males may have greater access to digital technologies, such as smartphones and computers, which are essential for social media participation. This disparity in access could be due to various reasons, including economic constraints, lack of digital literacy, or cultural barriers.

4.2.2 Age

Table 4.2 Participants Age

Response	Frequency	Percentage
18-25 years	10	20%
26-35 years	20	40%
41 years and above	20	40%

Total	50	100%
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Table 4.2 shows that quite a number of the respondents were between the ages of 26-35 and 4, who were 20 (40). In addition, 10 (20%) participants belonged to 18-25 age group. This notes that this age group is more likely to participate in social media and politics in Bindura Town. This demographic breakdown suggests that young adults are more inclined to engage with social media and politics in Bindura Town. This finding aligns with global trends, where younger generations, particularly Millennials and Gen Z, are increasingly active on social media platforms and more likely to participate in informal political activities, such as protesting and demonstrating.

4.2.3 Level of Education

Table 4.3 Level of Education

Response	Frequency	Percentage
Primary	5	10%
Secondary	15	30%
Tertiary	25	50%
No formal Education	5	10%
Total	50	100%

Table 4.3 shows that majority of the respondents, 25 (50%), had a tertiary level of education. This is followed by 15 (30%) who had a secondary level of education, 5 (10%) who had a primary level of education, and 5 (10%) who had no formal education. This significant correlation between education level and participation in social media and politics in Bindura Town suggests that higher education plays a substantial role in encouraging political engagement. This finding aligns with existing research, which suggests that educated people engage mostly in politics due to increased interest, engagement, and social networks.

4.2.4 Marital Status

Response	Frequency	Percentage
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Single	30	60
Married	15	30
Divorced	3	6
Widowed	2	4

Table 4.4 reveals that a significant majority of respondents, 30 (60%), were single, followed by 15 (30%) who were married, 3 (6%) divorced, and 2 (4%) widowed. This demographic breakdown suggests that single individuals are more likely to participate in social media and politics in Bindura Town. Several factors could contribute to this trend. For instance, single individuals may have more time and flexibility to engage in online activities, including social media and politics. Additionally, being single may also mean having more autonomy to make choices about political participation without considering the opinions or needs of a partner or family.

4.3 To analyze how youth political mobilization is affected by social media.

The research aimed to explore the connection between social media engagement and the political mobilization of youth in Bindura Town, Zimbabwe. In particular, the study intended to showcase the results regarding social media usage among young individuals, encompassing the frequency of use, the platforms utilized, and the reasons for their use. A significant number of participants concurred that social media has a crucial impact on the political mobilization of youth. They indicated that social media platforms are often employed for political objectives, such as keeping informed about current affairs, engaging in political discussions with peers, and taking part in online campaigns.

Table 4.5: Frequency of Social Media Use for Political Purposes

Platform	Frequency	Percentage
Facebook	30	60
What's App	10	20
Twitter	5	10
Instagram	5	10

Total	50	100
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Table 4.5 provides valuable insights into the frequency of social media use for political purposes among participants in Bindura Town. A significant majority, 25 (50%), use social media daily, while 15 (30%) use it weekly, and only 5 (10%) use it monthly.

This indicates that social media plays a crucial role in the everyday lives of numerous young individuals in Bindura Town, especially regarding their involvement in political matters. The high rate of daily engagement suggests that social media platforms are extensively used for political discourse, mobilization efforts, and the spread of information. Various factors may contribute to this phenomenon. As noted by Bennett and Segerberg (2013), social media platforms provide a readily accessible and convenient means for young individuals to engage with political issues, articulate their views, and connect with others who share similar perspectives. Furthermore, social media can foster a sense of community and belonging, which is particularly attractive to young people seeking to amplify their voices within the political arena (Gerbaudo, 2012).

The results also align with prior research concerning social media usage and political involvement. Investigations have demonstrated that social media can significantly facilitate the mobilization of young individuals to engage in political activities, especially in situations where conventional methods of political participation may be restricted (Loader, Vromen, & Xenos, 2014).

The qualitative data further corroborates the quantitative results. For instance, Participant 1, a youth leader, remarked:

Social media has become a powerful tool for youth political mobilization. We use it to stay updated on current events, discuss politics with others, and participate in online campaigns." (Participant 1)

Another participant, P5, a university student, observed:

I use social media to stay informed about what's happening in the country. It's also a great way to connect with other young people who share similar interests and passions." (Participant 5)

The findings of this study are supported by the literature review, which highlights that social media has become a critical tool for youth political mobilization. The study's findings also support the notion that social media can facilitate the rapid organization of movements that challenge the status quo, leading to significant social and political changes (Deis, 2020). The study's findings proves that social media plays a significant role in youth political mobilization in Bindura Town, Zimbabwe. The majority of participants reported using social media frequently for political purposes, and the qualitative data supports the notion that social media is a powerful weapon for youth political mobilization.

4.4 To analyze how youth political participation is affected by social media.

The study sought to investigate the part played by social media in shaping youth political awareness and knowledge in Bindura Town, Zimbabwe. Specifically, the study aimed to present the findings on how social media has contributed to youth political awareness and knowledge, and discuss the ways in which social media has influenced youth political views and opinions. The majority of participants were of the viwe that social media has played a pivotal role in shaping their political awareness and knowledge. They reported that social media has provided them with access to a wide range of information and resources, which has helped them to stay informed about current events and issues.

Table 4.6: The Role of Social Media in Shaping Youth Political Awareness and Knowledge

Response	Frequency	Percentage
Provides access to information	25	50
Helps to stay informed about current events	10	20
Influences political views and opinions	10	20
Provides a platform for discussion and debate	5	10
Total	50	100

Table 4.6 shows that the majority of participants 25 (50%) reported that social media provides them with access to information, while 10 (20%) reported that it helps them to stay informed about current events. Additionally, 20% of participants reported that social media influences their political views and opinions

The qualitative data also supports the quantitative findings. For example, Participant 3, a university student, noted:

Social media has been a game-changer for me in terms of staying informed about current events. I can access news and information from all over the world, and engage with others who share similar interests and passions. (Participant 3)

Another participant, Participant 10, a youth leader, observed:

Social media has helped me to develop my own opinions and views on politics. I can access a wide range of information and resources, and engage with others who challenge my thinking and help me to grow. (Participant 10)

The findings of this study are in line with the literature review, which is of the view that social media has become a critical tool for youth political engagement and mobilization. The study's findings also support the notion opined by Kusse (2024) that social media can facilitate the development of youth political awareness and knowledge, and influence their views and opinions. Thus the study's findings suggest that social media plays an important part in shaping youth political awareness and knowledge in Bindura Town, Zimbabwe. The majority of participants reported that social media provides them with access to information, helps them to stay informed about current events, and influences their political views and opinions.

4.4.1 Youth Participation in Political Campaigns and Movements through Social Media

The study sought to investigate the role of social media in youth participation in political campaigns and movements. The majority of participants agreed that social media has played a significant role in facilitating their participation in political campaigns and movements.

Table 4.7: Youth Participation in Political Campaigns and Movements through Social Media

Level of participation	Frequency	Percentage
High	25	50
Medium	15	30
Low	10	20
Total	50	100

Table 4.7 shows that 50% of the participants reported a high level of participation in political campaigns and movements through social media, while 30% reported a medium level of participation.

The qualitative data also supports the quantitative findings. For example, Participant 5, a university student, noted:

Social media has made it easier for me to participate in political campaigns and movements. I can share information, join online discussions, and connect with like-minded individuals from all over the country. (Participant 5)

Another participant, Participant 20, a youth leader, observed:

Social media has been instrumental in mobilizing young people to participate in political campaigns and movements. It provides a platform for us to raise awareness, mobilize support, and take action on issues that affect us. (Participant 10)

The findings of this study are consistent with the literature review, which suggests that social media has become a critical tool for youth participation in political campaigns and movements. The study's findings also support the notion that social media can facilitate the development of youth political awareness and knowledge, and influence their views and opinions. In terms of the factors that influence youth participation in political campaigns and movements through social media, the study found that education, gender, socioeconomic status, and political attitudes play a significant role. For example, participants with higher levels of education were more likely to participate in political campaigns and movements through social media. Similarly, male participants were more likely to participate than female participants were.

The study's findings also suggest that socioeconomic status plays a significant role in youth participation in political campaigns and movements through social media. Participants from higher socioeconomic backgrounds were more likely to participate than those from lower socioeconomic backgrounds.

4.4.2 The Effectiveness of Social Media in Mobilizing Youth for Political Causes

The research aimed to explore how effective social media is in engaging young people for political initiatives in Bindura Town, Zimbabwe. In particular, the study intended to present findings regarding the efficacy of social media in rallying youth for political causes, as well as to examine the advantages and drawbacks of social media as a means of mobilizing young individuals for political purposes. Most participants concurred that social media serves as an effective instrument for mobilizing youth for political causes. They indicated that social media offers a venue for young people to voice their views, disseminate information, and garner support for political initiatives.

Table 4.8: Effectiveness of Social Media in Mobilizing Youth for Political Causes

Effectiveness of Social media	Frequency	Percentage
Very Effective	50	50%
Somewhat effective	15	30
Not effective	10	20

Table 4.8 shows that the majority of participants (50%) reported that social media is very effective in mobilizing youth for political causes, while 30% reported that it is somewhat effective. This suggests that social media is a powerful tool for mobilizing youth for political causes in Bindura Town.

The qualitative data also supports the quantitative findings. For example, Participant 5youth leader, noted:

Social media has been of importance in mobilizing youth for political causes. It provides a platform for us to express our opinions, share information, and mobilize support for our causes. (Participant 5)

Another participant, P10, a university student, observed:

Social media has helped me to connect with other young people who share my interests and passions. We can mobilize support for our causes and make our voices heard." Participant 10)

The results of this research align with the literature review, indicating that social media has emerged as an essential instrument for engaging youth in political movements (Keiss, 2020). Additionally, the study's outcomes reinforce the idea that social media serves as a venue for young individuals to articulate their views, disseminate information, and rally support for political initiatives. Nevertheless, the findings also underscore certain drawbacks of social media in the context of youth mobilization for political purposes. For instance, some participants noted that social media can facilitate the dissemination of misinformation and propaganda, potentially diminishing the efficacy of mobilization efforts.

The results indicate that social media is a potent tool for mobilizing youth for political causes in Bindura Town, Zimbabwe. However, the findings also reveal some limitations associated with social media as a mobilization tool, suggesting that young people must critically evaluate the information they encounter on these platforms.

4.5 To Analyze How Youth Activism is Affected by Social Media

This research aimed to understand the effects posed by social media on youth activism. Most participants concurred that social media has profoundly affected youth activism, offering a venue for young individuals to voice their perspectives, rally support, and enhance awareness regarding social and political matters. As stated by Participant 1, a youth activist,

Social media has been instrumental in mobilizing young people around various causes. It provides a platform for us to express our opinions and raise awareness about issues that affect us." (Participant 1, Youth Activist)

Participant 5, a social media influencer, noted,

"Social media has enabled me to reach a wider audience and mobilize support for causes I care about. It's a powerful tool for youth activism." (P5, Social Media Influencer)

However, some participants also highlighted the challenges associated with social media, including the spread of misinformation and the potential for manipulation.

As Participant 10, an academic, noted,

While social media has provided a platform for youth activism, it also poses challenges, such as the spread of misinformation and the potential for manipulation. Young people need to be critical of the information they consume online. (Participant 10, Academic)

This research examined the influence of social media on youth activism. The results indicate that social media has significantly affected youth activism by offering a platform for young individuals to voice their opinions, garner support, and increase awareness regarding social and political matters. Nonetheless, the results also underscore the challenges linked to social media, such as the dissemination of misinformation and the risk of manipulation.

The results of this research align with the literature review, which posits that social media has altered the dynamics of youth activism, creating new avenues for mobilization and engagement (Bennett & Segerberg, 2013; Gerbaudo, 2012). However, the results also emphasize the challenges associated with social media, including the spread of misinformation and the potential for manipulation (Gladwell, 2010; Morozov, 2011). The findings suggest that social media has empowered young individuals to rally around various causes, offering them a platform to articulate their views and raise awareness about issues that impact them. Nevertheless, the findings also stress the importance of young people critically evaluating the information they encounter online and utilizing social media in a responsible manner.

The implications of this research for our comprehension of social media's impact on youth activism are significant. The study indicates that social media has the capacity to empower young individuals, providing them with a platform to express their views and mobilize support. However, it also highlights the necessity for young people to recognize the challenges associated with social media, including the spread of misinformation and the potential for manipulation. The findings of the study are in agreement with the literature review, which suggests that social media has reshaped the landscape of youth activism, offering new opportunities for mobilization and engagement (Bennett & Segerberg, 2013; Gerbaudo, 2012). Nonetheless, the findings of the study also point to the need for further exploration of these issues. of social media on youth activism, particularly in the context of the challenges associated with social media.

4.7 Chapter summary

This chapter detailed the results of the research, which examined the influence of social media on youth political engagement in Bindura Town, Zimbabwe. The results indicated that social media significantly contributes to the development of political awareness and knowledge among the youth, serving as an effective mechanism for mobilizing them for political initiatives. Additionally, the research discovered that social media offers a venue for young individuals to articulate their views, disseminate information, and rally support for political endeavors. Nonetheless, the findings also pointed out certain drawbacks of social media as a mobilization tool, such as the proliferation of misinformation and propaganda. In summary, the findings yield important insights into the effects of social media on youth politics in Bindura Town and underscore the necessity for young people to critically evaluate the information they encounter on social media.

CHAPTER FIVE

5.0 SUMMARY, CONCLUSIONS, RECOMMENDATIONS AND AREA FOR FURTHER STUDY

5.1 Introduction

Chapter five examines the results of the research, delves into their significance, and presents suggestions for policymakers, practitioners, and researchers. It commences with a summary of the entire study and the principal findings, followed by an exploration of their implications for youth politics in Bindura Town, Zimbabwe. Additionally, it provides several conclusions derived from the findings and concludes with recommendations and areas for future research.

5.2 Summary

5.3 Summary of the Findings

To analyse how youth political mobilization is affected by social media.

The research indicated that social media has profoundly influenced the political mobilization of youth in Bindura Town, Zimbabwe. Social media platforms have facilitated the organization of young individuals around a variety of causes, encompassing both political and social matters. This phenomenon has been enabled by the establishment of online communities and movements that cross geographical limits. For example, platforms like Facebook, Twitter, and WhatsApp have been utilized to rally young people around critical issues such as climate change, corruption, and human rights.

The research demonstrated that social media has afforded young individuals a venue to articulate their views, disseminate information, and garner support for diverse causes. This capability has empowered them to enhance awareness regarding social and political matters, contest established power dynamics, and promote citizen-led political transformation. A notable instance of this was the role of social media in mobilizing youth during the 2017 coup in Zimbabwe, which resulted in the removal of former President Robert Mugabe. Additionally, the research uncovered that social media has allowed young people to engage with peers who share similar ideologies, exchange experiences, and learn collaboratively. This interaction has fostered a sense of community and solidarity among the youth, enabling them to unite in pursuit of shared objectives. For instance, social media platforms have served to connect young individuals from various regions of Zimbabwe, allowing them to share experiences, deliberate on common challenges, and devise collective solutions.

To analyze how youth activism is affected by social media.

The research indicated that social media has empowered youth to participate in activism, offering them a platform to voice their opinions, garner support, and increase awareness regarding social and political matters. Social media has allowed young individuals to confront established power dynamics, promote citizen-led political transformation, and foster democratic development. For example, social media played a crucial role in rallying young people during the 2019 protests in

Zimbabwe, which witnessed thousands taking to the streets to advocate for economic and political reforms.

The research also highlighted that social media has granted young individuals a venue to articulate their thoughts, share personal experiences, and mobilize support for various initiatives. This has facilitated their ability to raise awareness about social and political concerns, contest prevailing narratives, and advocate for alternative viewpoints. For instance, social media has been utilized to highlight issues such as gender-based violence, corruption, and human rights violations in Zimbabwe. Additionally, the study uncovered that social media has allowed young people to connect with fellow activists, exchange experiences, and learn from one another. This has fostered a sense of community and solidarity among young activists, enabling collaborative efforts towards shared objectives. For instance, social media platforms have been instrumental in linking young activists from various regions of Zimbabwe, allowing them to share experiences, address common challenges, and devise collective solutions.

To analyze how youth political participation is affected by social media.

The research indicated that social media has significantly enhanced political engagement among the youth in Bindura Town, Zimbabwe. A substantial number of participants indicated that they utilize social media platforms to obtain political information, interact with politicians, and engage in online political discourse. This access has allowed them to remain updated on current affairs, connect with political figures, and take part in democratic activities. The findings of the study highlighted that social media has afforded young individuals a venue to engage with political matters, voice their perspectives, and partake in democratic processes. Social media has facilitated the ability of young people to gather information regarding political issues, interact with political representatives, and engage in online discussions about politics. For example, social media platforms have been instrumental in providing young individuals with insights into voting processes, political parties, and election outcomes.

Moreover, the research discovered that social media has empowered young people to establish connections with fellow citizens, exchange experiences, and learn collaboratively. This phenomenon has fostered a sense of community and unity among the youth, enabling them to collaborate towards shared objectives. For instance, social media platforms have been utilized to link young individuals from various regions of Zimbabwe, allowing them to share their experiences, deliberate on common challenges, and formulate collective solutions.

5.4 Conclusions

The findings of the study indicate that social media has significantly altered the dynamics of youth politics in Bindura Town, Zimbabwe. It has afforded young individuals a platform to engage in political discourse, articulate their views, and take part in democratic activities. This access has allowed them to remain updated on current affairs, interact with political figures, and engage in online political dialogues. Additionally, social media has facilitated the mobilization of youth around various causes, encompassing both political and social matters, and has served as a medium for them to voice their opinions and raise awareness regarding social and political concerns. This phenomenon is particularly noteworthy in Zimbabwe, where conventional media channels have frequently faced restrictions, thus making social media an essential avenue for youth to articulate their thoughts and engage politically.

The study's findings further assert that social media has empowered youth activism in Bindura Town, Zimbabwe. It has granted young people a platform to voice their thoughts, share their narratives, and rally support for diverse causes. This empowerment has enabled them to heighten awareness of social and political issues, contest prevailing narratives, and advocate for alternative viewpoints. Moreover, social media has allowed young individuals to connect with fellow activists, exchange experiences, and learn collaboratively. This has fostered a sense of community and solidarity among young activists, enabling collective efforts towards shared objectives. The findings of the study imply that social media has played a crucial role in advancing youth activism in Zimbabwe, offering a space for young people to express themselves and engage in political matters.

The findings of the study underscore the difficulties linked to social media, especially regarding youth politics in Zimbabwe. It was determined that social media presents numerous challenges,

such as the dissemination of misinformation, instances of online harassment, and the risk of manipulation by outside entities. These issues can diminish the efficacy of social media as a means for youth political engagement and may even threaten the safety and well-being of young individuals. Consequently, it is crucial for youth to critically evaluate the information they encounter online and to engage with social media in a responsible manner. This necessitates a variety of competencies, including critical thinking, media literacy, and digital literacy. The results of the study indicate a pressing need for policymakers, practitioners, and researchers to offer training and support to young people on the effective and responsible use of social media.

Thus, the study's conclusions imply that social media has significantly influenced youth politics in Bindura Town, Zimbabwe. It has afforded young individuals a platform to engage in political discourse, articulate their views, and take part in democratic processes. Nevertheless, the findings also bring to light the challenges that accompany social media, particularly within the realm of youth politics in Zimbabwe. Therefore, it is imperative for policymakers, practitioners, and researchers to facilitate training and support for young people on the effective and responsible utilization of social media, as well as to formulate policies and programs that encourage the safe and responsible engagement with social media.

5.5 Recommendations

The following recommendations are made:

- One of the objective of the study was to analyze how youth political mobilization is affected by social media. Policymakers should develop policies and programs that support the use of social media in promoting youth politics, including providing training and support to young people on how to use social media effectively and responsibly. This aligns with SDG 16 (Peace, Justice, and Strong Institutions).
- The research also sought to analyze how youth activism is affected by social media. Practitioners, including youth organizations and community groups, should provide training and support to young people on how to use social media effectively and responsibly, including providing guidance on how to evaluate online sources and avoid online harassment. This aligns with SDG 4 (Quality Education).

- Furthermore, the research sought to analyze how youth political participation is affected by social media. Youth organizations and community groups should use social media to promote youth political engagement and participation, including providing information about voting procedures, political parties, and election results. This aligns with SDG 16 (Peace, Justice, and Strong Institutions).
- Additionally, the research recommends that policymakers should develop regulations to prevent the spread of misinformation on social media, including laws that hold social media companies accountable for the content they host. This aligns with SDG 16 (Peace, Justice, and Strong Institutions).
- Social media companies should take steps to prevent online harassment and promote digital literacy, including providing tools and resources to help users evaluate online sources and avoid online harassment. This aligns with SDG 4 (Quality Education).
- Finally, the government should provide funding and support for initiatives that promote youth political engagement and participation, including providing funding for youth organizations and community groups that use social media to promote youth politics. This aligns with SDG 16 (Peace, Justice, and Strong Institutions).

5.6 Area for Further Study

This research has yielded significant insights regarding the influence of social media on youth political engagement in Bindura Town, Zimbabwe. Nevertheless, there are numerous aspects that warrant additional investigation. One possible avenue for future research is to understand the effects of social media on youth politics in other regions of Zimbabwe, especially in rural areas where social media access may be restricted. Moreover, further studies could investigate how social media can be leveraged to enhance youth political involvement and participation, including the creation of social media campaigns and initiatives aimed at young individuals. Additionally, the findings of this study underscore the necessity for more research into the challenges posed by social media, particularly concerning youth politics in Zimbabwe. This may involve examining how social media companies can mitigate the dissemination of misinformation and online harassment, as well as the formulation of policies and regulations that encourage the safe and responsible utilization of social media.

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ANEXTURES

Dear Sir/Madam

Questionnaire Guide

My name is Shepherd Bakasa and my registration number is B210737B. I am conducting a research study as part of my dissertation at Bindura University of Science Education focusing on “The Effects of Social Media on Youth Political Mobilization, Participation, and Activism in Bindura Town, Zimbabwe.” I kindly ask you to participate in the interview questions that are relevant to my study as part of the fieldwork as it is important to hear you air out your views and information acquired is strictly used for academic and research purposes. Therefore, confidentiality and anonymity is guaranteed hence your participation and cooperation is greatly appreciated. Your valuable input will greatly contribute to this study

INSTRUCTIONS:

- **Place a tick where appropriate.**

SECTION A: DEMOGRAPHIC DATA

1. Age group

Below 18 -25years	26-35years	36-40years	41years and above

2. Marital status

Single	Married	Divorce	Widowed

3. Level of education

Primary [----] ZJC [----] O` level [----]      A` level [----] Tertiary [---]

Other (State).....

4. Occupation

Employed [---]

self-employed [---]

unemployed [---]

SECTION B: SOCIAL MEDIA USAGE

- **Please Tick where applicable**

	Daily	Weakly	Monthly	Rarely
5. How frequently do you use social media platforms for political purposes?				

- **Select all that apply**

	Facebook	Twitter	Instagram	What's App
6. Which social media platforms do you primarily use for political engagement?				

SECTION C: YOUTH POLITICAL MOBILIZATION

- **Please Tick below**

A=Agree SA=Strongly Agree D= Disagree SD=Strongly Disagree

	A	SA	D	SD
7. Do you feel that social media has played a role in increasing youth political awareness in Bindura Town?				
8. Youths are participating in any political campaigns or movements organized through social media platforms?				
9. Has social media influenced your decision to participate in local political events or discussions?				

SECTION D: YOUTH ACTIVISM AND PARTICIPATION

- **Please Tick Yes or No**

	Yes	No
10. In your opinion, how effective is social media in mobilizing youth for activism in Bindura Town?		
11. Have you personally engaged in any political activism promoted through social media?		
12. Do you believe that social media platforms provide an inclusive space for youth to voice their political opinions in Bindura Town?		

Your responses are vital to understanding how social media impacts youth political engagement in Bindura Town, Zimbabwe. Thank you for your participation.

ANNEXURES

Dear Sir/Madam

Interview Guide

My name is Shepherd Bakasa and my registration number is B210737B. I am conducting a research study as part of my dissertation at Bindura University of Science Education focusing on “The Effects of Social Media on Youth Political Mobilization, Participation and Activism in Bindura Town, Zimbabwe.” I kindly ask you to participate in the interview questions that are relevant to my study as part of the fieldwork as it is important to hear you air out your views and information acquired is strictly used for academic and research purposes. Therefore, confidentiality and anonymity is guaranteed hence your participation and cooperation is greatly appreciated. Your valuable input will greatly contribute to this study.

SECTION A

1. How frequently do you use social media platforms for political purposes?

2. Which social media platforms do you find most influential in shaping your political views?

3. In what ways has social media contributed to your political awareness and knowledge?

SECTION B

4. Have you ever participated in political campaigns or movements organized through social media?

5. How do you perceive the role of social media in mobilizing youth for political causes in Bindura Town?

6. Can you share any personal experiences of engaging in political activism through social media?

SECTION C

7. How effective do you believe social media is in promoting youth activism in Bindura Town?

8. In what ways has social media influenced your decision to participate in local political events or discussions?

9. Do you think social media platforms provide an inclusive space for youth to express their political opinions in Bindura Town?

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DEPARTMENT OF PEACE AND GOVERNANCE

28 November 2024

TO WHOM IT MAY CONCERN

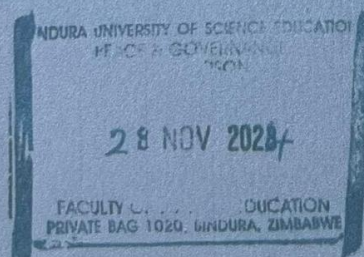
RE: REQUEST TO UNDERTAKE RESEARCH IN YOUR ORGANISATION

This serves to introduce the bearer, [REDACTED], Student
Registration Number 82107376, who is a HBSC PEACE AND GOVERNANCE
student at Bindura University of Science Education and is carrying out a research project in your
area/institution.

May you please assist the student to access data relevant to the study, and where possible, conduct
interviews as part of a data collection process.

Yours respectfully

J. KUREBWA (DR)
Acting Chairperson



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