

The Role of Social Media in Catalyzing Political Mobilization and Activism

Vankanavath Makatlal¹ and Dr. Deepak Kumar²

¹Research Scholar, Department of Political Science

²Assistant Professor, Department of Political Science

NILM University, Kaithal, Haryana, India

makatmanju@gmail.com

Abstract: *Social media platforms have emerged as powerful tools for political mobilization and activism in the contemporary digital age. This review paper examines the multifaceted role of social media in driving political engagement, catalyzing social movements, and shaping public discourse. Through a comprehensive analysis of existing literature, this paper explores how social media influences political participation, facilitates the spread of information, enhances collective action, and contributes to the democratization of societies. The paper also delves into the challenges and ethical considerations associated with the use of social media for political purposes. Overall, this review highlights the complex interplay between technology, society, and politics in the digital era.*

Keywords: Social media, political mobilization, activism, digital activism, social movements, information dissemination, online participation, agenda setting, democratization, ethical considerations.

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