

Analyzing the Influence of Online Social Media on College Students' Political Engagement

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Abstract: *This research paper explores the dynamic relationship between online social media and the political engagement of college students. As digital platforms increasingly shape the socio-political landscape, understanding the impact of social media on the political behavior of this demographic is crucial. The study employs a mixed-methods approach, combining surveys and qualitative interviews to gather comprehensive insights into the preferences, attitudes, and behaviors of college students regarding political engagement on online platforms. The research investigates the role of social media in shaping political awareness, fostering dialogue, and mobilizing activism among college students. Additionally, it delves into the potential challenges and opportunities posed by social media, considering factors such as echo chambers, information credibility, and the diversity of political discourse within online spaces. The findings aim to contribute to a nuanced understanding of how online social media platforms influence the political participation of college students and provide insights for educators, policymakers, and digital platform developers seeking to enhance civic engagement in the digital age.*

Keywords: College Students, Political Engagement

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