

Political Socialization Through Social Media in Pakistan: Study On Facebook and Twitter

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Abstract

In the last decade, so much research has been done regarding social media consequences for genuine political investment. It has been widely acknowledged that political events, both online and off, are affected by the prevalence of social media. Most individuals in Pakistan using Facebook, as well as Twitter is the place where all political personalities are accessible, thus this study was undertaken to understand the impact of these two platforms on Pakistani demographics. Using an online survey, we gathered data from (N = 200) young male and female students located in various regions of Karachi who are also regular users of social networking sites like Facebook and Twitter. The findings of this study stated that university students in Karachi are using Facebook and Twitter as their primary sources for getting information regarding politics and give them a platform to share their opinion, but most students use these platforms as passive user.

Keywords: Political, Socialization, Facebook, Twitter, Youth.

Introduction

Studies have discovered that legislative issues and media have a key relationship on which analysts have focused for many years, and scholars in both the media as well as political theory sectors place equal emphasis. Researchers have portrayed the media as 'connective tissue,' arguing that it plays a crucial role in fostering democratic political discourse (Gunther & Mughan, 2000). Researchers in the field of political theory also believe that the media displays the social and political construction of a given place or society, and that this is done by virtue of the media's reliance on linked social frameworks (Engesser & Franzetti, 2011). Experts generally agree that the media's dependence on political as well as other social frameworks should be taken into account while analyzing the media's framework. Hallin but also Mancini (2004) agree with this view, arguing that it is impossible to make sense of the news media without also considering the political structure of the state. The media's ability to inform the public is widely recognized as crucial. As a result of globalization, more information is now available to people all over the world through widespread communications, and this information includes the medical care, sociability, entertainment, employment, traveling, and training opportunities available to them (Castells, 2011). Over the past half-century, the media's influence on social structures has grown alongside technological advances. Before magazines, television, radio, and the internet, persons and large groups of people could only communicate through the mail and telegraph (Vickery, 2005). It has been said that political communication is "referenced to the data contact (counting findings, realities, convictions, etc.), trade, transmission engaged with both the course of collaboration with the practices of institution legislative issues" (McQuail, 1992). Political socialization refers to the process through which individuals become well-versed in the characteristics and convictions related to governmental issues through interaction (Bardes, Shelly, & Schmidt, 2014). Indirectly affecting one another, changes in political knowledge or political collaboration can have a moderate effect on the other (Carpini & Keeter 1996). Political appropriateness tends to favor the believability of social and political reforms, and citizens can have a role in ushering in transformation (Kenski & Stroud, 2006). The word was defined by Cox et al. (1998) in the context of political communication as the interaction of a diverse group of individuals with separate habits in the public in order to transform them into a group that actively participates in pursuit of common legislative goals. Another expression of political activation is the mobilization of the public to present an individual as a political entertainer capable of influencing policy (Bealy, 1999).

There have been prior efforts to identify the influential experts in political socialization. Professionals in the areas of family, ideology, peer groups, the educational system, and mass communication are only some examples; others include NGOs, religious institutions, and even the government (Iyengar, 1979). The role of family in informing on legislative matters is crucial, and guardians in particular can do much to boost their ward's political and social standing (Cicognani, Zani, Fournier, Gavray, & Born, 2012). Schools provide one of the most formative environments for learning because they encourage students to interact with others outside of their immediate social circle. An analyst has concluded that young people's abnormal behavior, such as voting for a fringe political party or expressing support for other forms of political extremism, is learned from their peer groups (Kuhn, 2004). According to Graber (2006),

the media plays a pivotal role in the political socialization of the public. The general elections of 2008 and 2013 in Pakistan are the best examples of the impact of television news on politics on Pakistani society at large (Javaid & Elahi, 2014).

Recent surveys have shown that the average American teen spends eight hours a day consuming media, thus it's clear that the media has a sizable impact on both political development and individual life (Strasburger, Wilson, & Jordan, 2009). Web-based media in several nations are enlisting the support of locals during various election cycles (Bertot, 2010). With the help of permeation of online media and web, new social relational structures are being created and made (Webster, 2014). Most countries across the world guarantee some kind of democracy since it is widely regarded as the most effective and widespread system of political cooperation (Sides, Shaw, Grossmann, & Lipsitz, 2012). Media is the most important and usual manner just in the case of accessibility, but party loyalty, individual affiliations, and essentially of "Biradari" all play vital roles as well (Shawar, Durre & Asim, 2012).

Research Gap

In this cutting-edge time, most of the lawmakers and ideological groups have begun to utilize long range informal communication media for their missions, advancement of philosophy and to get the help of masses. Then again most of the interpersonal interaction media clients are likewise utilizing this road for governmental issues. Subsequently the primary explanation of the examination is to discover the job of interpersonal interaction of media in political socialization of youth of Pakistan.

Background of Study

The historical backdrop of web-based media and Web use in Pakistan is thickly rich although it is anything but a somewhat new online culture. The Web has just been accessible in Pakistan since 1992, and since its initiation the Web in Pakistan has fostered a few million dedicate supporters. Today, in the Nation Positions of 2014 Pakistan was recorded as among the best 20 nations with Web clients at 20,431,000, and as the 57th country for Web has with just 365,813. Although, Facebook is adding new clients in Pakistan at a pace of one in every twelve seconds, and 28% of online media clients utilize at least 2 stages, recommending a lot of potential for development in web-based media use in the country during 2013." (Kemp, 2015). The article additionally expresses the planned development of other online media locales, like Twitter. "Twitter clients drift around the 2 million imprints, albeit a few assessments put Pakistan's Twitter populace more like 3 million. Google additionally seems to have a specific prevalence in Pakistan, albeit precise client numbers are more earnestly to drop by. (Kemp, 2015).

Objectives of Research Study

- To find out what effect Facebook and Twitter have on Political Socialization of Youth
- To examine the effect of using Facebook and Twitter on Political Awareness of Youth

Research Questions

What is the effect of using Facebook and Twitter on political socialization of youth?

What is the effect of using Facebook and Twitter on political awareness of youth?

Literature Review

Richey (2008) looks into how interpersonal organization affects political information and how people vote in the 2000 American election for public officials. He used the auto-regressive theory and NES data from 2000 respondents to study the sway. He presumes that the long-range interpersonal communication locales incredibly affected citizens on the grounds that impact of one organization part was exceptionally subject to the individuals from another network. Conversations on long range interpersonal communication destinations improved the opportunity of support in decisions and vote likeness among the client of informal communication destinations. He affirms the autoregressive impact of long-range informal communication locales on political information and on casting a ballot conduct.

Ancu and Cozma (2009) do the study and say that places where people can talk to each other, such as Facebook, YouTube, and MySpace, became a political tool for campaigns in November 2006, when U.S. congressional elections were held. At this point in time, these sites have become an important part of any advanced ideological mission. They also say that people like MySpace, Facebook, as well as other social networking sites because they are easy to use that they permit the clients to speak with companions and the companions of their companions and this is the main element of the long-range informal communication locales.

Diana et al. (2015) look into how web-based media work with new types of investment and how that changes the types of political commitment that can be built up. In 2008, when Americans made a political decision, social organizing

places were a big part of why Obama was chosen as president. This official American mission was the one that started the development of web-based media, which has continued to grow and will continue to do so because of the nature and level of commitment of residents.

Teresi (2012) conducts an exploration on PC intervened informal communities. She has embraced exploratory plan and demonstrates that through PC intervened interpersonal organization, political data can effectively be moved. The discoveries affirm that social organizing destinations empower clients to impact the political information on their interpersonal organization clients without genuinely captivating every part in direct correspondence. She also looks at what it means that people use informal communication sites more than traditional media, and she finds that people go to their social sites more than twice as often as they watch a local news show or talk about political issues with their families.

Owen (2008) says that the growth of the Internet and electronic communication is a major cause of unrest in youth-focused media. This is because the Internet makes it easier to spread information and reuse old content that used to interest young people. Long-distance social media sites have made it clear to kids that there are legal issues with technology. The most important tools for communicating and getting information are online videos, websites, webcasts, online video conferencing, and online chat rooms.

During efforts, these ways for kids to talk to each other give them power and get them going. Facebook is a very flexible place to talk about politics because you can share photos and videos and write comments on walls. Using shared information has made it easy for campaigns to draw in and get people involved. Hamilton (2011) says that the way people think about old media has changed because of web-based media. Now, Facebook, Twitter, as well as online journals are used as sources of information by our social orders. The way people talk to each other through media has an effect on the political goals of the world. In the US, when there was a political race going on, politicians used the Internet more to bring people together. Researchers did a study to find out how web-based media affects the political behavior of people aged 18 to 65.

The results showed that web-based media has a big impact on young people, and the researcher also suggests that using web-based media by young people is not always a good way to reach young people. Papić and Noonan (2011) say that social media has become an important way to bring people together, and it is clear that online media plays a role in upsets and fights. Media that let people talk to each other have made things harder for dictators and systems that don't change. Informal forms of communication like Twitter and Facebook help people in Egypt and Tunisia find each other, share information, and start public disobedience. In 2009, YouTube and Twitter let people in the West keep up with Iran's "green uprising." Moldova's win in 2009 is sometimes called the Twitter upset.

Theoretical Framework

Media job in supporting political socialization is named media substance's attributes which decide practically the whole creation which bring about buyers of the media. Unique consideration is paid to political battling, media and political socialization, political interest, and general assessment other than connections among media and related associations, for example, political substances and vested parties. Scientists are looking into considers regarding media utilizes in races crusades just as in cycles of political promoting in government and media pretend in neighborhood and different types of administration.

This observational study is based on "Social Learning Theory, Agenda Setting Theory, Social Responsibility Theory, Users as well as Gratification Theory" The goal of this study was to find out why media as well as its different kinds of content are so popular by asking people what they thought, felt, and agreed with based on how they used media in their own voting.

Social Learning Theory

Maisto (1999) said that people learn by watching how others act, what they think, and what happens as a result. Most of what we do is learned by watching others. When we see how new things are done, we build a mental picture of how they are done, which we can then use as a guide for our own actions. This theory is related to the study as people learn from the platforms of facebook and twitter. There are many studies which show that the young generation is taking interest in political activities due to their involvement in social media.

Social Responsibility Theory

Social Responsibility Theory stresses on the fact that people should do what is right for their community and that each person's actions should be good for society as a whole. So, there should be a balance between economic growth and government help for society and the environment. If this balance is kept, a sense of social duty grows.

Uses and Gratification Theory

This Theory shows that people use media to satisfy their wants and needs. This theory is not like many media theories that see media users as passive. Instead, it sees media users as active experts who have control over how they use media.

Research Methodology

This study is descriptive in nature in which quantitative method was used. The survey method was used to find out the results. There were 14 close ended questions in the survey. The survey was done in Karachi, Pakistan, where data was collected through convenience sampling method from 200 participants (N = 200) which were all students.

Data Analysis

93.9% respondents were between the ages of 16 and 30, 4.1% were over the age of 30, and 2% did not answer this question. 57% respondents were male and 43% respondents were women. 64% respondents were undergraduates, 18% were graduate students, 11% respondents were Intermediate students, 6.5% respondents were postgraduate students, and 0.5% respondents were Matric students.

Figure 1. has shown that 93.9% of respondents were among the ages of 16 and 30, while 4.1% were over the age of 30, and 2% didn't answer this question.

Figure 1.

Age

196 responses

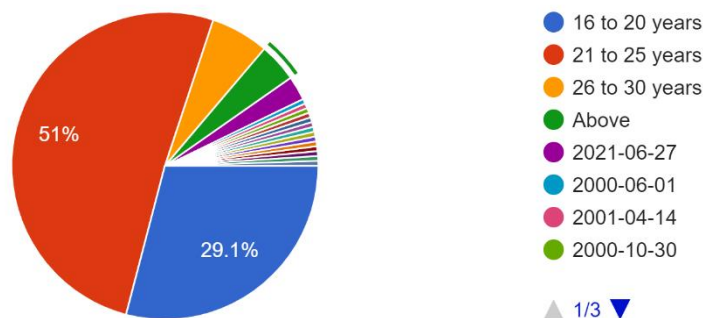


Figure 2. shows that 57% are male respondents whereas 43% are female.

Figure 2.

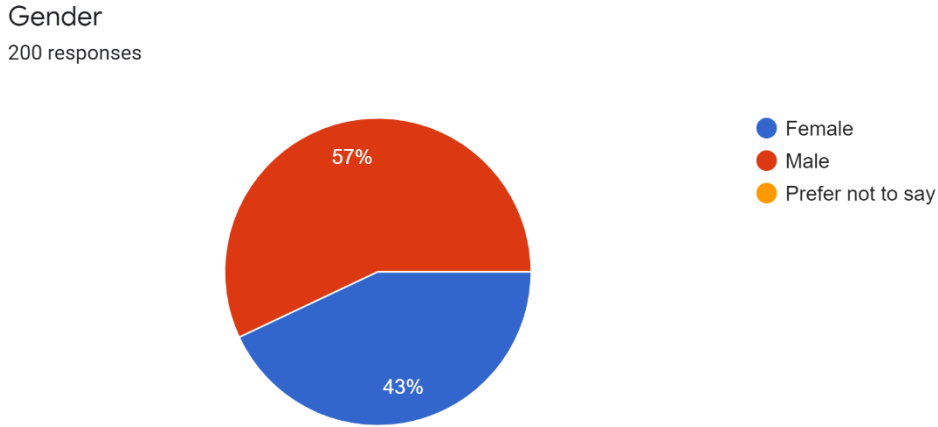


Figure 3. shows that 64% of respondents are undergraduate students, 18% are graduate, 11% are Intermediate, 6.5% are post graduate and 0.5% are from Matric students.

Figure 3.

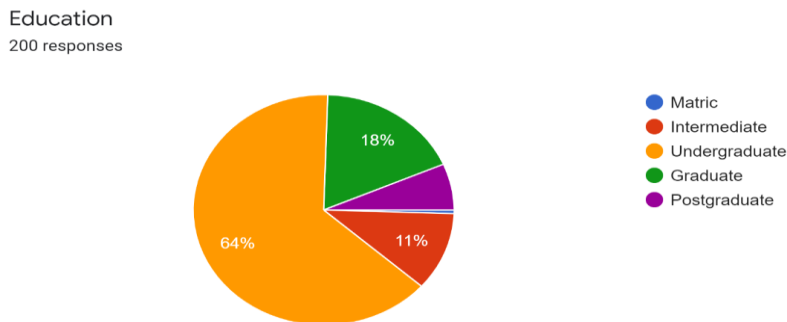


Figure 4. shows that the level of monthly household income of respondents where 40% people were having monthly income less than 50 thousand ruppies, 35.5% people were having monthly income less than 1 Lakh ruppies, 13% people were having monthly income other than that and 11.5% people were having monthly income less than 1 Lakh 50 thousand.

Figure 4.

Indicate the level of your house income.
200 responses

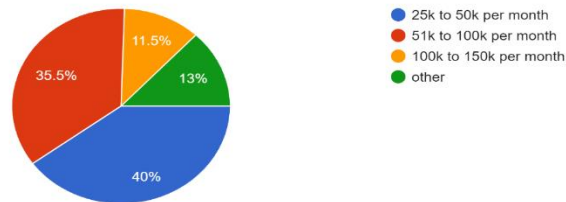


Figure 5. indicate that 50% of university students are having account on Facebook and Twitter, whereas 47.5% only have account Facebook, 2% do not have account on any of these sides and 0.5% only have account on Twitter.

Figure 5.

Do you have account on Twitter and Facebook?
200 responses

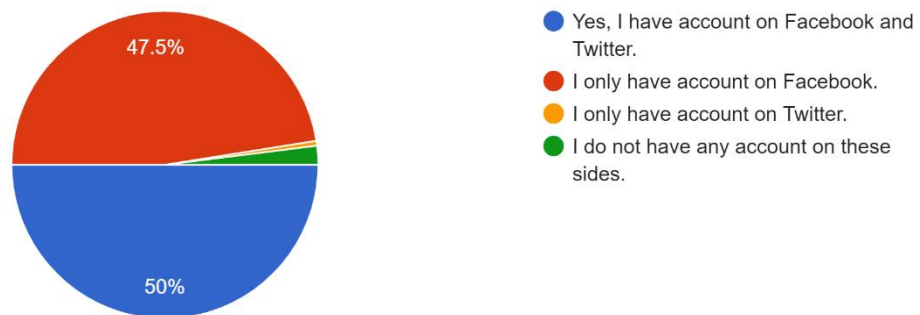


Figure 6. shows that 39% of respondents agree to be an active Facebook and Twitter user, 21% have strongly agree to be an active Facebook and Twitter user, 18% Neutral stays neutral in this question, 12% disagree to be an active Facebook and Twitter user and 10% strongly disagree to be an active Facebook and Twitter user.

Figure 6.

I am an active Facebook/Twitter user (use Facebook/Twitter regularly)
200 responses

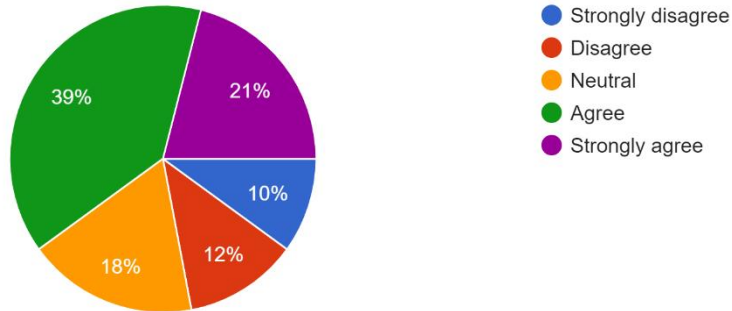


Figure 7. shows that 33.5% spent less than an hour on Facebook and Twitter, 32.5% spent less than 3 hours on Facebook and Twitter, 18.5% spent less than 5 hours on Facebook and Twitter and 15.5% spent other than that on Facebook and Twitter in last 24 hours.

Figure 7.

Time spent on Facebook/Twitter in Last 24 hours.
200 responses

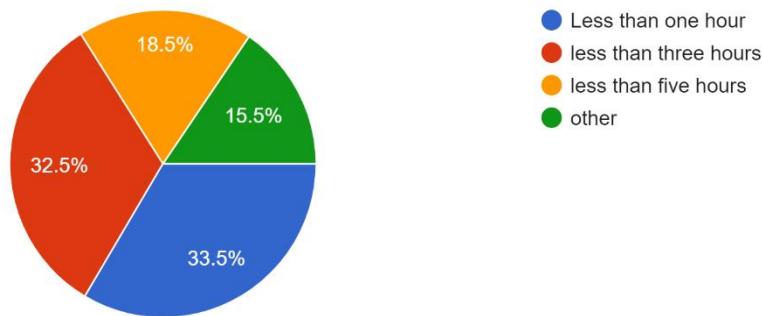


Figure 8. shows that 65% of respondents usually get news and information regarding recent issues and politics from social media, whereas 20% rarely get any news and information regarding recent issues and politics on social media, 7.5% responded that they did not get any news and information regarding recent issues and politics from social media, and 7% responded click for other sources.

Figure 8.

Do you get news and information regarding recent issues and political scenarios from Facebook or Twitter?

200 responses

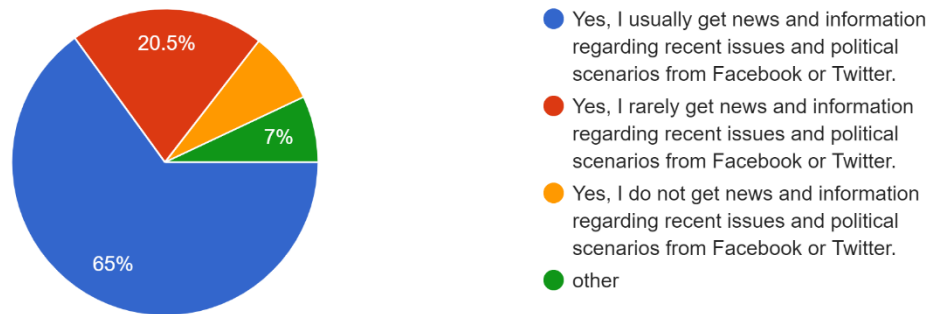


Figure 9. findings show that 29% of respondents occasionally see political article on Facebook and Twitter, 28% of respondents always see political post on Twitter and Facebook, 27% of respondents often see political article on Facebook and Twitter, 10.5% of respondents rarely see political post on Twitter and Facebook, and 5.5% of respondents never see political post on Twitter and Facebook.

Figure 9.

How often do you see political posts on social media?

200 responses

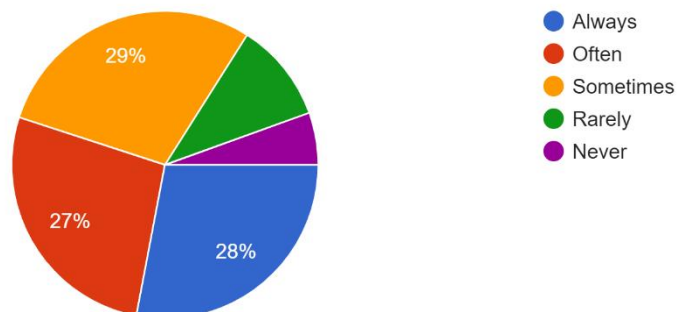


Figure 10. shows that 47% respondents believe that to some extent Facebook/Twitter is giving awareness to youth regarding politics, 35% respondents believe that yes Facebook/Twitter is giving awareness to youth regarding politics and 18% respondents believe that Facebook/Twitter is not giving awareness to youth regarding politics.

Figure 10.

Do you believe that Facebook/Twitter is giving awareness to youth regarding politics?
200 responses

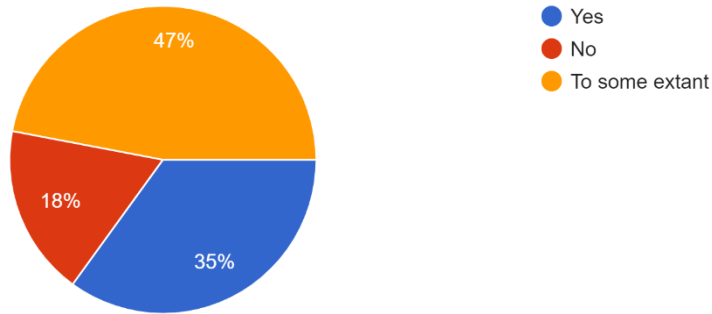


Figure 11. shows that 52% respondents never become a part of any argument related to politics on Facebook/Twitter, 22.5% respondents rarely become a part of any argument related to politics on Facebook/Twitter, 21.5% respondents usually become a part of any argument related to politics on Facebook/Twitter and 4% respondents for other.

Figure 11.

Have you ever become a part of any argument related to politics on Facebook or twitter?
200 responses



Figure 12. shows that 38% of respondents rarely discuss about the political issues with their friend after seeing a political post on Facebook and Twitter, 37% of respondents usually discuss about the political issues with their friend after seeing a political post on Facebook and Twitter, 20% of respondent never discuss about the political issues with their friend after seeing a political post on Facebook and Twitter and 5% of respondents for other.

Figure 12.

How often do you discussed about the political issues with your friend after seeing a political post on Facebook and Twitter?

200 responses

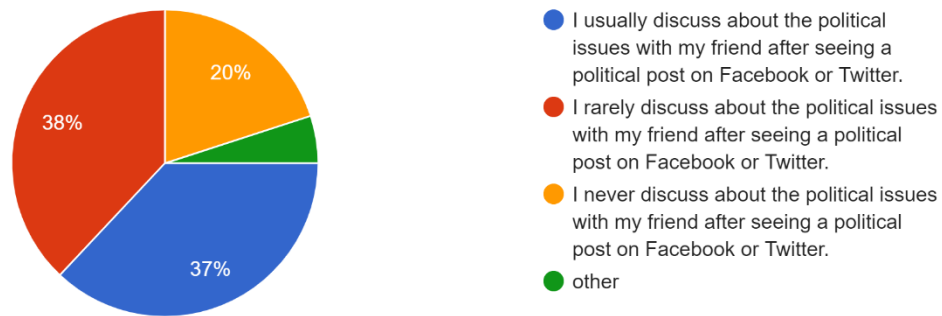
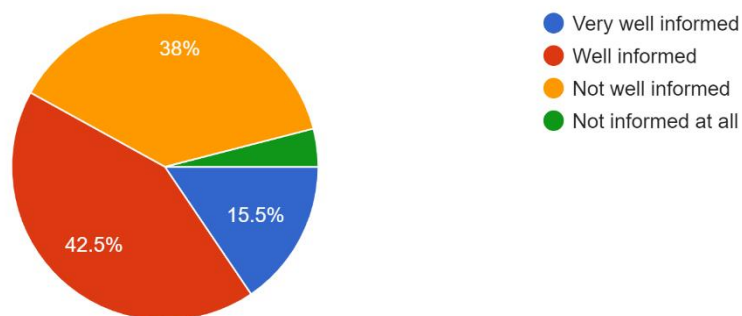


Figure 13. shows that 42.5% of respondents think to be well informed about political scenarios of Pakistan, 38% of respondents think to be not well informed about political scenarios of Pakistan, 15.5% of respondents think to be very well informed about political scenarios of Pakistan and 4% of respondents think to be not informed at all about political scenarios of Pakistan.

Figure 13.

How much well informed you are from political scenarios of Pakistan?

200 responses



Results/Findings

In this study, the sample size is (N = 200), 93.9% of respondents are between the ages of 16 and 30, 4.1% are over the age of 30, and 2% did not answer this question. 57% of respondents are men and 43% are women, 64% are undergraduate students and 18% are graduate students, 11% are Intermediate, 6.5% are post graduate and 0.5% are from Matric students and to examine their financial condition e have asked them about their monthly income were the level of monthly household income of respondents where 40% people were having monthly income less then 50 thousand ruppies, 35.5% people were having monthly income less then 1 Lakh ruppies, 13% people were having monthly income other than that and 11.5% people were having monthly income less then 1 Lakh 50 thousand.

we must know that the university students are having accounts on Facebook and Twitter and we came to the point that 50% of university students are having account on Facebook and Twitter, whereas 47.5% only have account Facebook, 2% do not have account on any of these sides and 0.5% only have account on Twitter (Graph:1.5), then we tried to find out that they are actively using their accounts where 39% of respondents agree to be an active Facebook and Twitter user, 21% have strongly agree to be an active Facebook and Twitter user, 18% Neutral stays neutral in this question, 12% disagree to be an active Facebook and Twitter user and 10% strongly disagree to be an active Facebook and Twitter user (Graph:1.6), then we have asked them about the time they have spent on Facebook and Twitter where 33.5% responded that they spent less than one hour on Facebook and Twitter, 32.5% spent less than 3 hours on Facebook and Twitter, 18.5% spent less than 5 hours on Facebook and Twitter and 15.5% spent other than that on Facebook and Twitter in last 24 hours (Graph:1.7), and in last we tried to find out that does they really get the news and information from Facebook and Twitter, where we got the answer that 65% of respondents usually get news and information regarding recent issues and politics from social media, whereas 20% rarely get any news and information regarding recent issues and politics on social media, 7.5% responded that they did not get any news and information regarding recent issues and politics from social media, and 7% responded click for other sources (Graph:1.8).

we asked our respondents three questions: How often do you see political posts on social media? Do you think Facebook and Twitter are making young people more aware of politics? Have you ever gotten into a political argument on Facebook or Twitter? We found that 29% of respondents sometimes see political posts on Facebook and Twitter, 28% always see political posts on Facebook and Twitter, and 27% of respondents never see political posts on Facebook and Twitter. 47% respondents believe that to some extent Facebook/Twitter is giving awareness to youth regarding politics, 35% respondents believe that yes Facebook/Twitter is giving awareness to youth regarding politics and 18% respondents believe that Facebook/Twitter is not giving awareness to youth regarding politics (Graph:1.10). 52% respondents never become a part of any argument related to politics on Facebook/Twitter, 22.5% respondents rarely become a part of any argument related to politics on Facebook/Twitter, 21.5% respondents usually become a part of any argument related to politics on Facebook/Twitter and 4% respondents for other (Graph:1.11).

We have asked our respondents three questions respectively where two questions were objective and one was subjective, how often do you discuss about the political issues with your friend after seeing a political post on Facebook and Twitter, How much well informed you are from political scenarios of Pakistan, what was the last political post you saw on internet. 38% of respondents rarely discuss about the political issues with their friend after seeing a political post on Facebook and Twitter, 37% of respondents usually discuss about the political issues with their friend after seeing a political post on Facebook and Twitter, 20% of respondents never discuss about the political issues with their friend after seeing a political post on Facebook and Twitter and 5% of respondents for other (Graph:1.12). 42.5% of respondents think to be well informed about political scenarios of Pakistan, 38% of respondents think to be not well informed about political scenarios of Pakistan, 15.5% of respondents think to be very well informed about political scenarios of Pakistan and 4% of respondents think to be not informed at all about political scenarios of Pakistan (Graph:1.13). The last question was subjective where most of that respondent said that they have saw the post regarding Pakistani Prime Minister Imran Khan share his point of view on women dressing, they saw post on 2021 Budget in Pakistan, and many of them could not remember.

Conclusion

It is clear that political socialization is a dependent variable, while social media is an independent variable. This gave us the clear understanding that the more you use social media, the more you become politically socialized. We also learned from this research that men in Pakistan are more likely than women to take part in political discourse but because of the bombardment of the content users are facing problems in remembering the content, most of them forget what they see on Internet unless they see it regularly and majority of students are just running with the crowd they shape and reshape their opinion from social media trends and not go in to the details of any event.

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