

1 **From Online Spaces to Urban Governance: Political Socialization** 2 **via Social-Media among University Students.**

3 4 **Abstract:**

5 Online venues, especially social media platforms, have become more important in the
6 modern digital age for political socialization, especially among young people. With an eye on
7 urban government, this study investigates the effects of political socialization on university
8 students' offline political engagement and perceptions of their own political efficacy through
9 social media. In this study, 375 undergraduate and graduate students had their survey data
10 analyzed using a quantitative research approach. This study looks at the connection between
11 being politically active online, being politically conscious, and actually getting involved in
12 politics. The results shows that college students rely heavily on social media to be informed
13 about politics and have a strong sense of political agency. An individual's belief in their own
14 political impact and their engagement in offline political processes as they pertain to city
15 administration are both positively correlated with their degree of political engagement on the
16 internet. It appears that social media plays a vital role in the modern process of political
17 socialization, since there is a strong relationship between political knowledge, online
18 involvement, and offline activity. Digital platforms are changing the way young people get
19 involved in politics, and this study highlights the social significance of these platforms and their
20 potential to improve participatory city planning.

21
22 **Key words:** Politics, Political Socialization, Political Engagement, Technology, Social-Media
23

24 **Introduction:**

25 The generation of millennials uses the Internet and social media the most frequently.
26 Young people are inspired to participate in political events by political-related online
27 activities(Quintelier & Vissers, 2008). Political participation, political knowledge, and internet
28 use are all related. Elections are being significantly influenced by this trend, particularly in
29 developing nations like Pakistan, India, and Bangladesh. Information about politics is
30 increasingly being spread via the internet and social media(McAllister, 2015). On the other hand,
31 it also poses threats to democracies, as shown by the 2016 US presidential election and some
32 European countries. Social media is one of the primary sources of information for the billions of
33 its users, but it also has a great deal of room for misinformation to sway public opinion. Political
34 dynamics can be assessed by looking at the effects of social media on political activism. The
35 Internet has a dual impact on political information and participation because it encourages
36 political engagement among its users and strengthens offline political participation(Nam, 2012).

37 Information and communication technologies significantly altered the world more than
38 ten years ago. For instance, social and political discourse, communication methods, and
39 interpersonal interaction have all changed because of new media and technology. Political
40 scientists, sociologists, media and communication specialists, and experts in international
41 relations have conducted many studies on the various facets of social media use (Golan et al.,
42 2018). The public is receiving a lot of information about political events thanks to the Internet,
43 which engages its users as well as encourages them to take part in offline political activities. The
44 Internet has become increasingly important for political participation and discourse. Through
45 their websites, political parties initially used the Internet as a one-way communication tool to
46 inform the public. However, two-way communication patterns have changed because of the use
47 of new media and technology (Emruli & Bača, 2011).

48 Social media use among millennials is widespread not only in developed nations but also
49 in underdeveloped ones. In Pakistan, political organizations and individual politicians use social
50 media extensively to inform voters and users of the platform (Michaelsen, 2011). When it comes
51 to political communication, both developed and developing nations are impacted by new
52 technology and social media, but developed nations are more impacted due to the widespread use
53 of the Internet (Riaz, 2010). Internet users' social and political education is significantly impacted
54 by social networking sites (SNS), particularly young people. (Khan & Shehbaz, 2015). SNS in
55 Pakistan have a significant political impact on people, according to a recent study (Karamat &
56 Farooq, 2016). New media is being used by students to learn about politics, share opinions, and
57 engage in political discourse with their neighbors (Ali & Ali, 2014).

58 In Pakistan, when compared to other social networks like Twitter, Facebook is the one
59 that young people use the most for political information. Pakistan has the second-highest youth
60 population in the world, after Yemen, and this has significantly influenced Pakistan's political
61 dynamics (Ittefaq & Iqbal, 2018). Pakistan's political parties have been actively utilizing social
62 media since 2008, which has altered Pakistani politics (Eijaz, 2013). Most survey respondents
63 used social media for political purposes, particularly Facebook. Comparatively speaking to other
64 Asian nations, Pakistan has very low Internet penetration, but usage is growing over time. Only
65 19% of Pakistanis have access to the Internet, according to the most recent statistics, however,
66 the widespread use of social and new media in several industries, including politics, health, and
67 education, is encouraging researchers to look into how these platforms are used (Ittefaq & Iqbal,
68 2018). To increase voter turnout, it encourages people to vote in national elections by giving
69 them the chance to discuss the numerous complex issues that Pakistani society is currently
70 grappling with (Ahmad & Sheikh, 2013). The amount of time college students spent engaging in
71 politics online was related to their offline activism and influenced it. The research demonstrates
72 that this platform has altered the political activities and views of students at Punjab
73 University (Zaheer, 2016).

74 This study fills a gap in the literature, focusing on Pakistan's marginalized and rural areas.
75 It also looks at topics covered on social media networking sites and how university students

76 participate in politics both offline and online. The study also investigates how the participants'
77 political participation in real life and online has an impact. Investigations have also been done
78 into the connection between this efficacy and political participation. Prior research has looked
79 into how new media are used in larger cities as well as other societal sectors like politics, health,
80 and education, but the majority of the studies have neglected to include marginalized
81 communities. But to examine how they use social media in the political spectrum, our study
82 concentrates on Pakistan's rural areas. The objective of this study is:

83 O1: Examine the patterns of social media use among university students in urban Pakistan.

84 O2: Examine the link between college students' use of social media and political engagement.

85 O3: Examine the variables that affect college students' use of social media for political
86 engagement.

87 O4: Analyze the impact of social media use on the political attitudes and behaviors of university
88 students in urban Pakistan.

89 **Literature Review:**

90 Online groups, pages, and accounts provide the young population with access to social
91 media and the Internet (Bimber & Copeland, 2011). Underlined importance of new media in
92 facilitating political participation and transforming its political efficacy. The study claimed that
93 people who use social media are involved in politics. The respondent's political effectiveness and
94 interests have increased thanks to the Internet, which have led to their participation in both online
95 and offline politics (Jiang, 2016) studied how online and offline political participation was
96 impacted by the Internet. He also considered the opinions of the populace of politics are shaped
97 by the Internet. Internet users become more politically engaged thanks to this strong relationship,
98 which increases their political efficacy and interest in elections. Internet use has become the main
99 channel for political effectiveness and participation, increasing voter and election awareness. The
100 use of new media has increased the proportion of users who vote. It develops a plan that makes it
101 simpler for individuals to contribute to political campaigns and cast ballots (Larson, 2004). Users'
102 efficacy helps them to better understand political affairs by acquiring political information from
103 new media. Young people now have a platform for information and communication with large
104 audiences as well to participate in political activities, according to studies into youth, new media,
105 and the rise of participatory politics. The studies mentioned above were carried out in developed
106 nations and came to similar conclusions. However, the research field has excluded and ignored
107 young people from underserved communities and rural areas. Our research focuses on how
108 politically engaged young people in rural areas use social media.

109 It is reasonable to claim that social media also has negative aspects. For instance, Calder
110 in his study claimed that "We must prevent political participation from this situation rather than
111 accepting it, according to a study, which argued that it is necessary to know the disadvantages of
112 new media for political communication" (Calder, 2013). Researcher focused on the political

113 activism of college students using online media. The study's findings show how offline and
114 online political participation are related; however, email has a much smaller impact on political
115 discourse than Facebook(Mahmud & Amin, 2017). Similarly after examining SNS and political
116 engagement, it was discovered that Facebook content reflects a favorable response to political
117 engagement(Schmiemann, 2015). Some studies examined how online platforms foster political
118 interaction and evaluated online social connections and political engagement. They also found
119 that social interaction online encourages participation offline, strengthening similar ties between
120 unrelated bridging networks(Gibson & McAllister, 2012). Following the general pattern in this
121 field of study,investigated political engagement and participation through various online and
122 offline channels, it was discovered that political participants can engage in politics and publicly
123 express their opinions thanks to new media and other online channels. Individual attitudes, as
124 well as their use of digital media and political engagement in real life, vary. Online users'
125 knowledge of politics is increased by using the Internet and other e-activities, which also
126 encourages political engagement and participation(Papagiannidis & Manika, 2016). Cantijoch
127 and his colleagues studied topics such as internet use, political participation, and the results of e-
128 discussion, e-information, and e-political campaigning. Their research shows that e-campaigning
129 connects and successfully engages Internet users both before and after elections(Cantijoch,
130 2012).(Marco et al., 2017) observed political engagement and attitudes were seen among Spanish
131 users of digital platforms. The study's findings show a clear separation between the cognitive and
132 practical aspects of attitude(Rainie et al., 2012) analyzed the relationship between social media
133 and political participation, one in eight adults used social media for civic and political purposes.
134 Social media was regularly used by 39% of American adults.

135 Due to the new political participation trends on social media, political communication
136 patterns have changed. After looking into how social and digital media are used in politics,
137 researchers concluded that these channels are primarily used to promote social interactions and
138 keep users updated on current events(Siluveru, 2015). Study examined how politicians
139 communicate on social media and discovered a close connection between them and those who
140 use social media. SNS has also significantly improved the relationship between voters and
141 politicians(Stefan et al., 2012). Study examined how social media in India affected voting
142 behavior, social media unites people within political parties(Biswas et al., 2014).Revealed that
143 activists used social media for group action(Storck, 2011).Study also found that when politicians
144 use social media to influence constituent perceptions, it was investigated whether voters reacted
145 more favorably to politicians' personal content than to their professional content(Hellweg, 2011).
146 Similarly,study discussed Facebook as a unique platform for communication between political
147 parties and voters, and it offers best practices for connecting with voters for political
148 engagement(Kalsnes, 2016). Study found that social media was a popular network for
149 communication between candidates and voters(Raof et al., 2013). By disseminating information
150 about politics and encouraging participation and mobilization, social media plays a crucial role in
151 both political education and the public's political mobilization(Doris, 2014).

152 According to the most recent statistics, there are 44.61 million Internet users in Pakistan.
153 37 million of these Internet users are regarded as active social media users. 36 million of them
154 use Facebook, 6.30 million Instagram, 1.26 million Twitter, 2.15 million Snapchat, and 5.10
155 million LinkedIn. In addition, 41% of users are between the ages of 18 and 24 and 36% are
156 between the ages of 25 and 34. These data show that young people in Pakistan make up the
157 majority of social media and Internet users(Social, 2019). Another digital marketing company
158 recently released a report titled Digital Statistical Indicators 2018 that asserts that 44.6 million
159 out of 198.9 million people, or 22% of the population, are Internet users. Only 35 million of
160 them or 18% of the total population are active social media users. Out of the total population,
161 there are 109.5 million mobile users, and of those, 32 million (or 16% of the total) use their
162 mobile devices to access the Internet and social media regularly. Both in rural and urban areas,
163 young people dominate the social media user base.

164 Facebook is crucial for political effectiveness(Adebisi, 2016). Political knowledge and
165 needs boosted young people's political involvement and trust, according to research on cognitive
166 engagement and online political participation among youth in Nigeria and Malaysia on Facebook
167 and Twitter. Abdu and his associates evaluated Facebook's influence on young people's use,
168 interaction, interest in politics, and access to high-quality information. Facebook use and
169 political interest positively correlate with online political participation, according to the study's
170 conclusion(Abdu et al., 2017). The coworkers of Conroy found a connection between offline
171 political participation and online political groups. The relationship between online political
172 groups and political knowledge is, however, constrained due to online group discourse, whereas
173 the relationship between online and offline participation is very strong(Conroy et al., 2012).
174 Effects of politicians' participatory Facebook posts on young people's political efficacy, they
175 found significant benefits for those with high external and collective efficacy traits and low
176 cynicism traits(Heiss, 2016).The use of social media by young people can facilitate greater
177 political and civic engagement, particularly for those who believe they have limited ability to
178 engage in and understand political affairs, according to an analysis of Facebook's use in political
179 activities(Chan & Guo, 2013).

180 Numerous studies on the impact of social media and the internet on both online and
181 offline political participation have been conducted over the past ten years. One of the main
182 places for online users to discuss politics and participate in offline political activity, for instance,
183 is Facebook(Njegomir, 2016). It was discovered that Facebook was used for political content and
184 could have a detrimental effect on official political participation in both developing and
185 developed nations, according to research that looked at how Twitter, YouTube, and Facebook
186 affected millennials' political behavior. Researcher made the connection between political
187 communication strategies and the expansion of the public sphere and found that Facebook was a
188 useful tool for encouraging political communication among the public(2007). Another
189 investigation discovered an important relationship between new media platforms and mass
190 movements(Marcheva, 2008). Facebook helped to better understand the various perceptions of

191 political participation, including discussions of contentious issues. To measure the effect of the
192 Internet on political and campaign messaging, researchers have created several scales. Due to the
193 homogeneous nature of social media, assessing its impact on internet users is difficult. Facebook
194 users actively engage in politics during elections learned that politicians communicate with voters
195 on Facebook and inform them of their political agenda(Sæbø & Rustad 2013). Study found that
196 posts endorsing the candidate increased political participation in people whose party affiliation is
197 congruent with the post(Borah, 2014). In a similar vein, it was observed that Facebook use and
198 political participation in the 2008 election increased they concluded that altering how political
199 candidates and organizations use social media could have negative effects(Vitak et al., 2009). It
200 also revealed that political cynicism is predicted negatively by social media use(Hanson et al.,
201 2010). Researcher accessed various party organization channels to learn more about their
202 political candidates, and found that voters prefer the online world(Medaglia & Andersen, 2009).
203 It was discovered that Obama's 2012 campaign utilized Facebook as a marketing tool; this online
204 effort highlighted Obama's personality as a tactic that inspired supporters to act rather than feel
205 empowered(Gerodimos & Justinussen, 2014). Based on the substantial amount of literature that
206 has been devoted to social media and political communication, we can argue that published
207 literature illustrates the opportunities and challenges of social media in politics in various
208 countries around the world.

209 H1: Political effectiveness and online political activity are significantly related

210 H2: Online political activities have a significant relationship with real-life participation.

211 H3: Political participation and political efficacy have a significant relationship with each
212 other.

213 **Research Problem:**

214 This study clarifies the connection between political activity and political social media awareness
215 and explains how using social media affects political activity or campaigns in urban Pakistan.

216 **Theoretical Framework:**

217 Uses and gratifications theory is used in this study. According to this theory, people
218 actively seek out and use media to satiate their unique needs and desires. In new media context's,
219 users may seek to gratify their social, informational, or entertainment needs. According to this
220 theory, people actively use media to gratify their needs. Users of social media may look to social,
221 informational, or entertainment needs to be satisfied. Therefore, a psychological communication
222 perspective is one of uses and satisfactions. It shifts the focus of the investigation from
223 examining the direct effects of media on receivers, which is what a mechanistic perspective is
224 interested in, to evaluate how media is being used by people: "that is, what purposes or functions
225 the media serve for a body of active receivers"(Aubrey, 1978). The psychological viewpoint
226 emphasizes personal use and decision-making. Researchers therefore aim to "explain media
227 effects in terms of the purposes, functions or uses (that is, uses and gratifications as controlled by
228 the choice patterns of receivers)"(Aubrey, 1978).

229 A functional approach is demonstrated in some early writings. Suggested, for example,
230 that specific activities environmental monitoring, correlation of various elements of that
231 environment, and dissemination of social heritage (Lasswell, 1948) media serves narcotic, status-
232 granting, and ethical purposes. Others claimed that the media perform a wide range of tasks for
233 people and societies (Lazarsfeld & Merton, 1948) later on it also found that watching television
234 makes people feel a para-social connection to media figures (Horton & Wohl, 2016) watching
235 television allows viewers to escape unpleasant life experiences (Pearlin, 1959). Study noted that
236 anxiety caused by media news is diminished by media entertainment (McCombs & Shaw, 1972).
237 Researcher observed how families watch television to examine the connections between
238 interpersonal and mediated communication. According to his theories, television could be used in
239 a variety of relational contexts to promote communication (e.g., as a conversational agenda),
240 affiliation or avoidance (e.g., conflict resolution), social learning (e.g., behavioral modeling),
241 competence or dominance (e.g., role reinforcement), or structurally as an environmental resource
242 (e.g., for companionship) (Lull, 2006).

243 The uses and gratification theory offers a useful framework for comprehending the
244 connection between social media use and political engagement among university students in
245 rural Pakistan. The study emphasizes how crucial it is to consider each person's unique needs and
246 motivations when analyzing how social media affects political behavior. This study used both
247 quantitative research methodology and surveys. The participants in the study were young
248 Pakistanis. It is believed that young people use social media the most frequently and actively.
249 Their political awareness and participation are significantly impacted by social networks. The
250 methodology used in this study is quantitative. In this study, statistical measurements are used to
251 quantify the research findings. the reliable and empirical approach to quantitative research
252 planning. By employing a quantitative strategy, the researcher hopes to open the door for others
253 to retest and enhance his findings.

254 **Method**

255 To gather information, a survey of the target population was conducted. Surveys are the
256 most effective method for gathering data from users of mass media. Because the Uses and
257 gratifications theory focuses on the user, whenever researchers use it as a theoretical framework,
258 they use survey methodology to collect data.

259 **Sample Frame**

260 The researcher polled 400 active users of electronic media as a sample. All current users
261 of social media and electronic devices make up the study's population. The researcher used the
262 following frame:

$$263 \quad S = N / 1 + (N) (0.5)^2$$

$$264 \quad S = 4000 / 1 + (4000) (0.0025)$$

265 S=363.66

266 Sampling Technique

267 Using practical and purposeful sampling techniques, the researcher selected a sample
268 from the target population. Non-probability sampling includes these two sampling techniques. It
269 is essential to employ a sampling technique to gather samples effectively. A suitable sample
270 directly affects the study's outcomes.

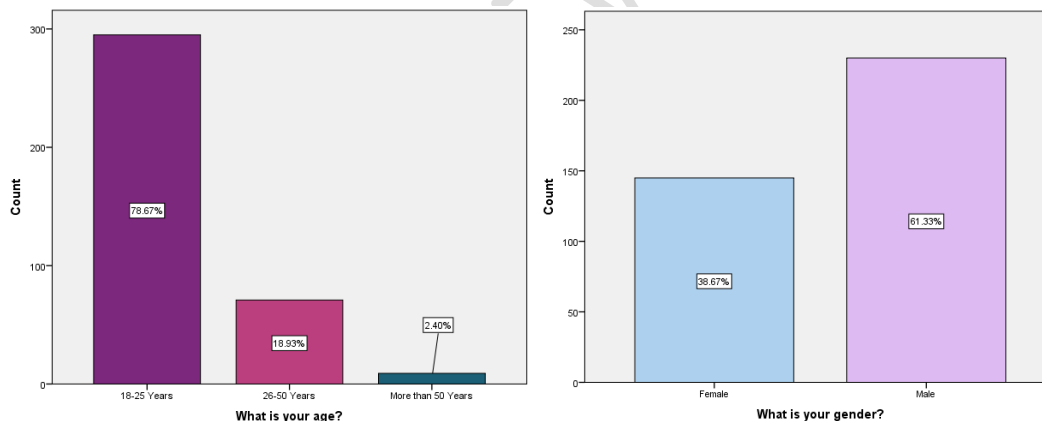
271 Instrument

272 Using an online survey questionnaire, the researcher gathered information from
273 respondents. This questionnaire consists of 14 questions. These inquiries cover a wide range of
274 subjects, such as usage trends and respondent demographics.

275 Data Analysis

276 The data was gathered and examined using SPSS. The researcher made use of descriptive
277 statistics to calculate frequencies and percentages. He also used correlation to demonstrate the
278 connections between different values.

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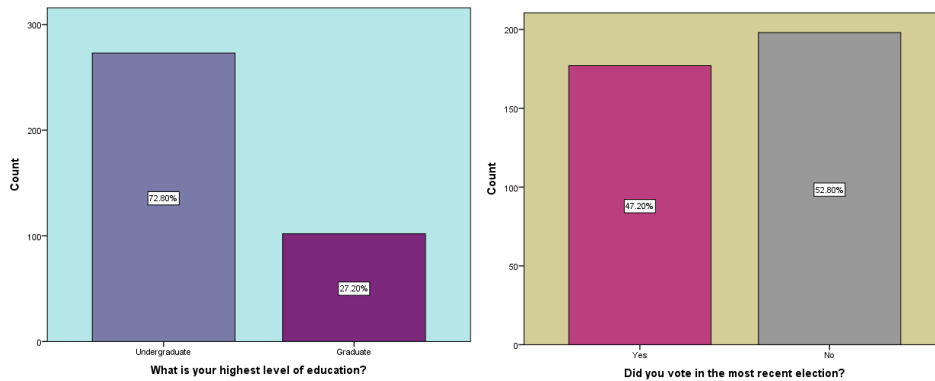


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282 The above graph shows that out of 375 respondents 78.67% are between 18 to 25 years
283 old, 18.83% are between 26 to 50 years old and 2.40% are more than 50 years old. 38.67% are
284 female and 61.33% are males.

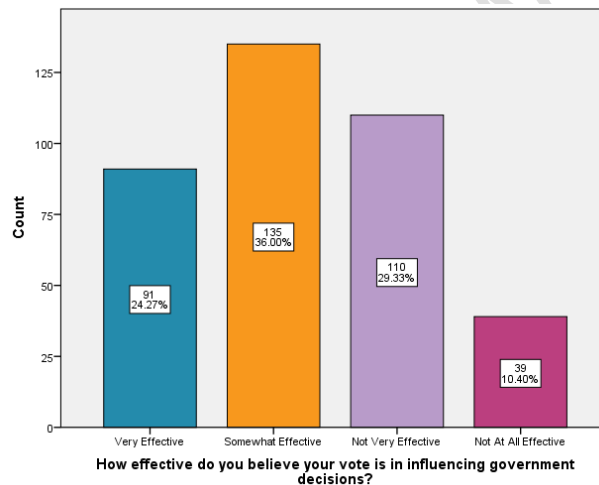
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The above graph shows that out of 375 respondents 72.80% are undergraduate and 27.20% are graduate. 47.20% voted in the most recent election and 52.80% didn't participated in the recent elections.

Political Efficacy:

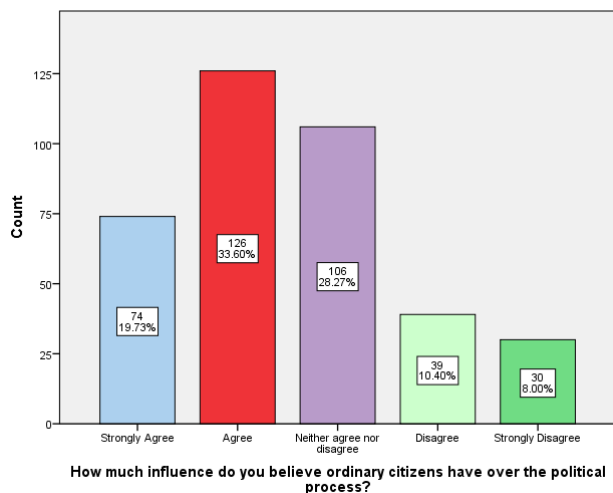


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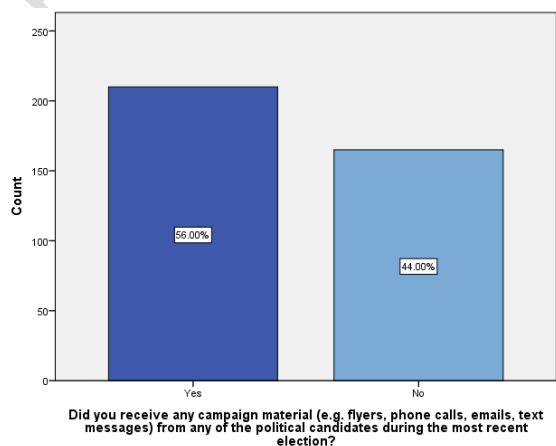
294 Perceptions of electoral influence on government decision-making among respondents
295 are divided, but moderately positive, according to the graph. Although 36% of voters believe
296 their votes have some impact on policy outcomes, they are wary of the magnitude of that
297 influence, indicating that they are aware of the link between voting and policy outcomes. Voting
298 is considered as important but not enough to guarantee responsiveness on its own, which
299 suggests a partial trust in democratic processes among this group. Concurrently, a sizeable
300 percentage of voters are not very confident in the impact of their ballots. Almost a third of voters
301 think their votes don't make much of a difference, which shows they are skeptical about how the
302 government responds to their concerns or how election results are turned into real policy
303 changes. A further 10.40% of voters feel their votes have no impact all, adding fuel to the fire of
304 disappointment and perhaps a sense of political isolation or marginalization.

305 A quarter of voters feel their votes make a difference, which shows that there is a sizable
306 populace that has faith in democratic procedures and holds institutions to account. For this

307 demographic, casting a ballot is perhaps the most direct route to influence over public policy and
 308 the direction of government. The distribution as a whole indicates that, while most people do
 309 believe that elections do have an impact, they do not have a lot of faith in voting as a powerful
 310 tool for government. More openness, accountability, and public participation are needed to
 311 increase public faith in democratic decision-making procedures, as indicated by the majority of
 312 "somewhat effective" and "not very effective" replies.
 313

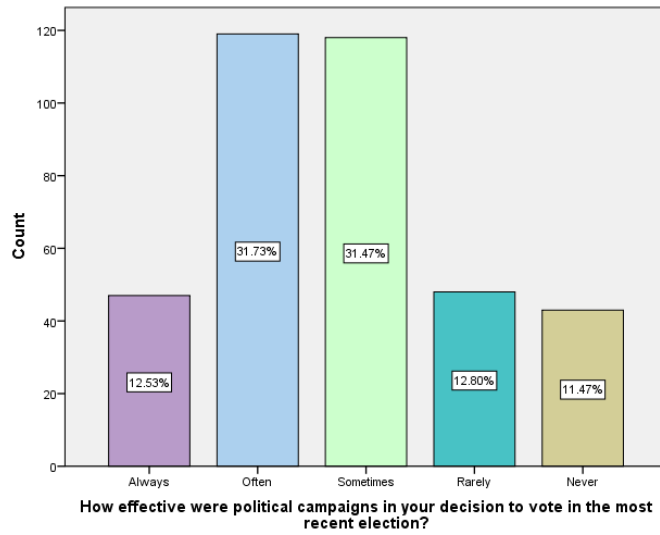


314 Above graph shows that 33.60% respondents agree that ordinary citizen has influence on
 315 political process, 28.27% respondents neither agree nor disagree that ordinary citizen has
 316 influence on political process, 19.73% respondents strongly agree that ordinary citizen has
 317 influence on political process, 10.40% respondents disagree that ordinary citizen has influence
 318 on political process and 8% respondents strongly disagree that ordinary citizen has influence on
 319 political process.
 320



323 According to the above graph 56% respondents received any campaign material and 44%
 324 respondents didn't received any campaign material.
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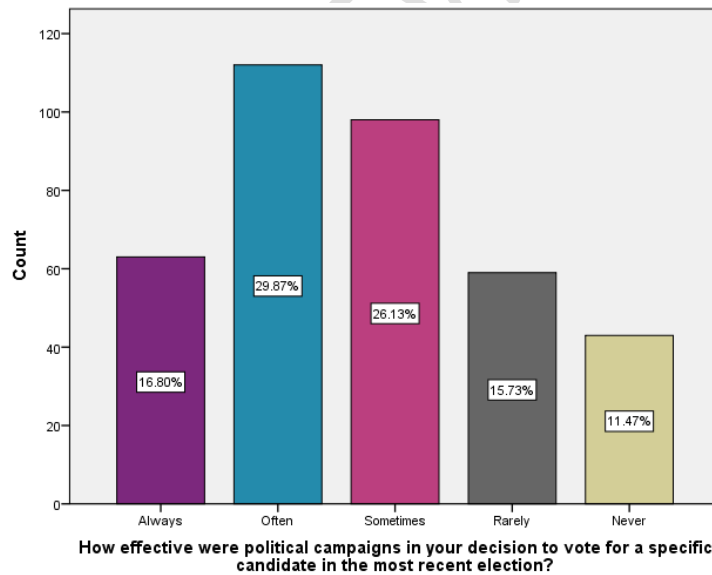
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330 According to the above graph the political campaigns 12.53% were always effective in
331 making decision to vote, 31.73% are often affected, sometimes 31.74% of the respondents are
332 affected whereas 12.80% are rarely affected and 11.47% are never affected.

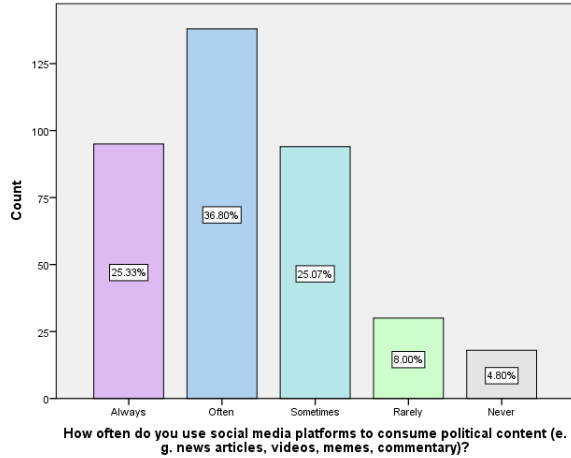
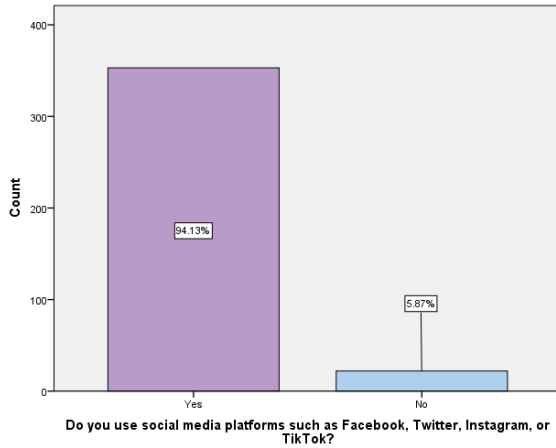
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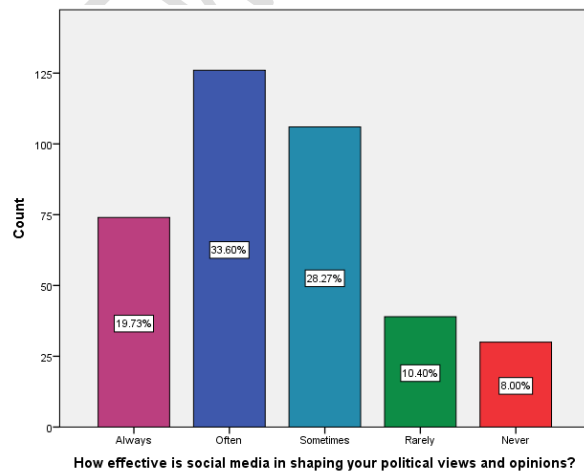
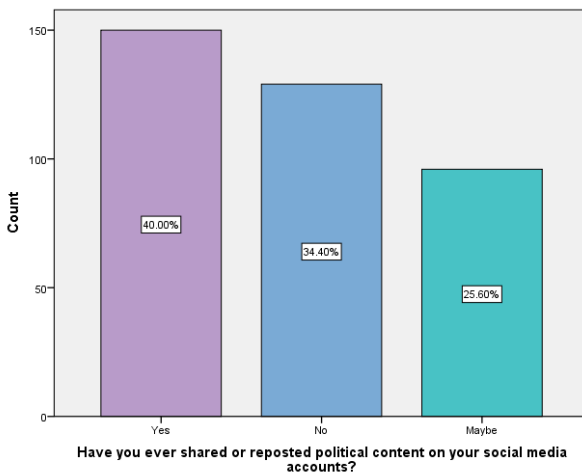
336 According to the above graph the political campaigns 16.80%% were always effective in
337 making decision to vote for a specific candidate, 29.87%% are often affected, sometimes 26.13%
338 of the respondents are affected whereas 15.73% are rarely affected and 11.47% are never
339 affected.

340



341 The above graph shows that 94.13% use social media platforms whereas 5.87% don't use
 342 social media. 25.33% respondents always use social media to consume political content, 36.80%
 343 often use, 25.07% use sometimes, 8% rarely use whereas 4.80% never use social media
 344 platforms to consume political content.
 345

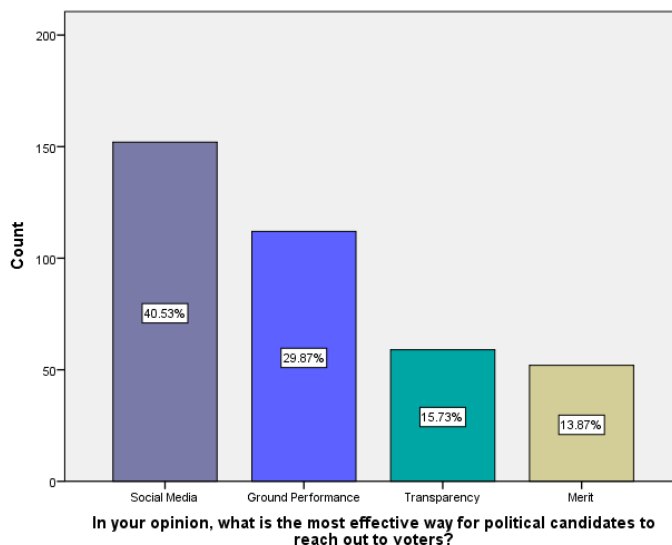
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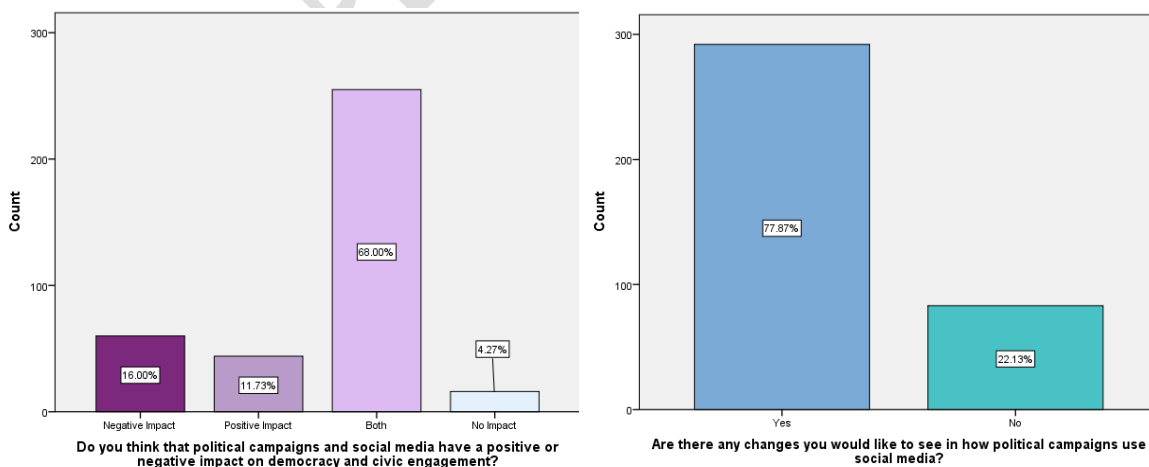
347 The data shows that people's participation with political content on social media varies
 348 and their views on its impact on politics are also different. Among those who took the survey,
 349 40% regularly share political content on social media, suggesting that many are politically active
 350 online. A significant digital divide hinders online political activity; more than one-third of
 351 respondents (34.40%) report not using social media at all. Furthermore, 25.60 percent of people
 352 still don't know if they have submitted political content or not, which could indicate either a lack
 353 of self-awareness or passive information consumption. Findings show moderate confidence rather
 354 than strong conviction on perceptions of social media's usefulness in changing political views
 355 and beliefs.
 356

357 While a greater percentage (33.60%) see social media as frequently beneficial in
 358 influencing political beliefs, only 19.73% think it is always effective. Taken as a whole, these
 359 numbers indicate that more than 50% of those surveyed see social media as a powerful political
 360 tool. However, 28.27% think it's only effective occasionally, suggesting that its effectiveness is

361 conditional or context-dependent. Less than 10% are pessimistic, with 8% thinking social media
 362 never works and 10.40% saying it rarely does. While social media does play a significant role in
 363 political discourse and the formation of opinions, the graph as a whole shows that this impact is
 364 neither ubiquitous nor consistently acknowledged. Given that a large percentage of respondents
 365 do not use social media and that opinions on its usefulness are divided, it is clear that online
 366 platforms should be seen as supplementary to more conventional means of obtaining political
 367 information and engaging with the political process.
 368



369 According to above graph, 40.53% respondents think that social media is the most
 370 effective way for political candidates to reach out to voters, ground performance (29.87%),
 371 transparency (15.73%) and 13.87% respondents say that reaching out the voters on merit is more
 372 effective.
 373
 374



375 The above graph shows that 16% respondents think the political campaigns and social
 376 media have a negative impact on democracy and civil engagement, positive impact (11.73%),
 377 68% respondents think that political campaigns and social media have both negative and positive
 378
 379

380 impact on democracy and civil engagement whereas 4.27% respondents think that there is no
 381 impact.77.87% respondent want to see the changes how political campaigns use social media
 382 whereas 22.13% don't want to see any changes.

383

384 H1: Political effectiveness and online political activity are significantly related

Table 1: Chi-Square Analysis for Political effectiveness and Online Political Activities

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.413 ^a	4	.003
Likelihood Ratio	17.048	4	.002
Linear-by-Linear Association	12.366	1	.000
N of Valid Cases	375		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 20.30.

385 Table 1 shows that Pearson chi-square value is 0.03, the H1 is that Political effectiveness
 386 and online political activity are significantly related. By doing analysis value of $p = 0.03 < 0.05$.
 387 Hence it is proved that H1 is accepted, those who participate in political activities through online
 388 medium get effected by their political opinions or political affiliations

389

390 H2: Online political activities have a significant relationship with real-life participation.

391

Table 2: Chi-Square Analysis for Participation in Online and Real-Life Political Activities

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	97.529 ^a	1	.000		
Continuity Correction ^b	95.398	1	.000		
Likelihood Ratio	100.265	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	97.269	1	.000		
N of Valid Cases	375				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 57.49.

b. Computed only for a 2x2 table

392

393 The Pearson chi-square test that looked at the correlation between political engagement
 394 online and offline is shown in Table 2. With a p-value ($p = 0.00$) below the conventional 0.05
 395 threshold, the analysis reveals a chi-square significance value of 0.00. This proves that the two

396 variables are significantly related to one another. Consequentially, H2 is accepted and the null
 397 hypothesis is rejected. These results provide credence to the idea that people's real-life political
 398 engagement is significantly related to their online political activity, such as following political
 399 pages and engaging with political content. Participation in online political venues is associated
 400 with a greater likelihood of respondents experiencing shifts in their offline political beliefs and
 401 affiliations. Based on these findings, it appears that political participation in the digital realm has
 402 real-world consequences. In sum, the data in the table show how internet platforms are
 403 increasingly influencing how people participate in and form opinions about politics in the
 404 modern day.

406 H3: Political participation and political efficacy have a significant relationship with each other.

407

Table 3: Chi-Square Analysis for Participation in Online and Real-Life Political Activities

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.268 ^a	12	.014
Likelihood Ratio	24.799	12	.016
Linear-by-Linear Association	9.036	1	.003
N of Valid Cases	375		

a. 8 cells (40.0%) have expected count less than 5. The minimum expected count is .34.

408

409 Table 3 shows that Pearson chi-square value is 0.014, the H3 is that Political participation
 410 and political efficacy have a significant relationship with each other. By doing analysis value of
 411 $p = 0.014 < 0.05$. Hence it is proved that H3 is accepted, those who believe that their decision
 412 influence the country's political decisions also effectively participate on social media campaign
 413 and vote for the best political party.

414 More and more evidence suggest that university students can effectively engage in
 415 political socialization about municipal government through online venues, especially social
 416 media. Research repeatedly demonstrates that social media plays a crucial role in political
 417 socialization by increasing political consciousness, knowledge of specific issues, and
 418 participation in civic life among young people, particularly students already immersed in digital
 419 environments (Loader, Vromen, & Xenos, 2014; Gil de Zúñiga, Jung, & Valenzuela, 2012).
 420 Students learn about local policymaking, become more politically active, and acquire opinions
 421 about the governance process through learning about urban concerns like transportation, housing,
 422 environmental governance, and local policymaking (Boulianne, 2015). The use of social media
 423 by university students is positively correlated with political awareness and online civic
 424 participation, according to research from Global South contexts like Pakistan (Ahmad et al.,

425 2023). This suggests that social media can play a role in shaping political orientations in areas
426 where traditional civic education may not be available. While online spaces do a great job of
427 getting people talking and thinking about politics, their influence on long-term offline activism is
428 still uneven and frequently limited by things like algorithmic filtering, echo chambers, and false
429 information (Bennett & Segerberg, 2012; Vaccari et al., 2016). The evidence reveals that
430 political socialization through social media works on cognitive and attitude levels, especially
431 when it comes to urban governance challenges. However, the effectiveness of this approach in
432 fostering democracy is contingent upon factors such as digital literacy, multiple exposure, and
433 supporting institutional environments.

434 **Conclusion**

435 The findings of this study draw the conclusion that political socialization through online
436 spaces has a significant influence in molding the political efficacy of university students as well
437 as their participation in real-life political activities. This finding has significant consequences for
438 the governance of urban areas. Students who actively engage with social networking sites for the
439 purpose of obtaining political information and engaging in political discourse report higher levels
440 of political awareness and confidence in their capacity to affect political processes, as
441 demonstrated by the findings. Although students at both the undergraduate and graduate levels
442 exhibit significant levels of digital political participation, online political activity emerges as a
443 key indicator of political efficacy, particularly among students between the ages of 24 and 28. In
444 addition, the findings suggest that participation in political activities takes place outside of virtual
445 places and extends beyond the realm of online spaces. There is a substantial connection between
446 online political socialization and concrete civic involvement, as seen by the fact that respondents
447 often shared political content, talked with elected representatives, frequented political websites,
448 and participated in political activities in the real world. Students are able to connect with political
449 players and local governance processes through the use of social media platforms, particularly
450 Facebook, which serve as key gateways.

451 According to the findings of the study, political activity that takes place online has a
452 major impact on political efficacy and engagement in the real world. This finding lends credence
453 to the notion that social media platforms are an essential location for the socialization of
454 contemporary politics. Digital platforms contribute to the strengthening of participation
455 practices, which are vital for responsive and inclusive urban governance. This is accomplished
456 by giving young people the ability to become more knowledgeable, self-assured, and engaged.

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