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REVIEWER'S REPORT

Manuscript No.: IJAR-56539

Title: From Online Spaces to Urban Governance: Political Socialization via Social Media among University Students

Recommendation:

Accept after minor revision.....

Rating	Excel.	Good	Fair	Poor
Originality	✓			
Techn. Quality		✓		
Clarity	✓			
Significance		✓		

Reviewer Name: Faheem Abdul Muneeb

Reviewer's Comment

This manuscript investigates the role of social media in shaping political socialization among university students and its influence on their political engagement and perceptions of political efficacy in urban governance contexts. Using a quantitative research design based on survey responses from 375 undergraduate and graduate students, the study explores the relationship between online political activities, political awareness, and offline civic participation. The topic is timely and relevant, particularly in the context of increasing digitalization of political communication and the growing influence of social media platforms on youth political engagement. The study contributes to ongoing debates regarding how digital platforms shape political attitudes, participation, and democratic processes among younger populations.

Scientific Contribution and Empirical Strength

The manuscript presents several empirical findings that demonstrate the significant role of social media in shaping political awareness and participation among university students. The results indicate that a large majority of respondents actively use social media platforms, with over 94% reporting regular use of platforms such as Facebook, Twitter, Instagram, or TikTok for information consumption and

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communication. The study also shows that a substantial proportion of respondents frequently consume political content online, highlighting the importance of digital media in political information dissemination.

The analysis further indicates that social media engagement correlates with offline political participation. For example, the statistical results demonstrate a significant relationship between online political activity and political efficacy, as shown in the chi-square analysis where the p-value is below the 0.05 threshold, confirming the study's first hypothesis. Similarly, the second hypothesis, which examines the relationship between online engagement and real-life political participation, is supported by a highly significant statistical result. These findings suggest that online political engagement may translate into increased civic awareness and participation in real-world political processes.

The descriptive data presented through charts and graphs also provide useful insights into respondents' perceptions of political efficacy. For instance, the graphical analysis indicates that while many respondents believe voting has some influence on government decision-making, a significant portion expresses skepticism about the effectiveness of electoral participation, reflecting mixed levels of trust in democratic processes.

However, although the study presents substantial empirical data, the interpretation of these results could be expanded further. Some sections focus primarily on describing statistical outcomes rather than critically interpreting their implications for political communication theory or democratic participation.

Methodology and Analytical Approach

The study employs a quantitative survey-based methodology grounded in the Uses and Gratifications Theory. This theoretical framework is appropriate because it explains how individuals actively select media platforms to satisfy informational and social needs. The use of survey questionnaires and statistical analysis through SPSS provides a structured approach to examining relationships between variables such as online political engagement, political efficacy, and offline participation.

Nevertheless, several methodological aspects could be clarified further. The sampling process relies on purposive and convenience sampling techniques, which may limit the generalizability of the findings. Additionally, although the sample size of 375 respondents is adequate for statistical analysis, the study would benefit from clearer information regarding the geographic scope of the respondents and the

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specific universities involved. More discussion regarding reliability measures and survey instrument validation would also strengthen the methodological rigor of the research.

Structure, Style, and Presentation

The manuscript follows a standard academic structure including introduction, literature review, theoretical framework, methodology, data analysis, results, and conclusion. The literature review demonstrates familiarity with key studies related to social media and political participation. The inclusion of tables and graphical representations helps to present statistical results in a clear and accessible manner.

However, the manuscript contains several language and formatting issues that should be addressed during revision. Some sentences are excessively long or repetitive, and there are minor grammatical inconsistencies throughout the text. In addition, the presentation of tables and figures could be standardized for better clarity and consistency with journal formatting guidelines.

Final Recommendation

Overall, the manuscript addresses an important topic concerning the intersection of digital media, youth political participation, and urban governance. The empirical findings provide useful insights into how social media platforms contribute to political awareness and participation among university students.

With minor revisions focusing on language refinement, deeper analytical interpretation of results, and clearer methodological description, the manuscript is suitable for publication.

Decision: Accepted with minor revisions.