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Social Media Usage for Sharing Political Information among University Students in Sindh province, Pakistan

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### Abstract

Social media is an important channel to share information as it provides free media platform to its users to exchange political information within online community. Users besides other fields also involve in sharing political information to educate and motivate others towards real political issues. To understand the effectiveness of political communication via social media feedback is an essential ingredient. Users give feedback in different ways including sharing political content on the network. Users on social media not only create political content but commonly involve in sharing political content that is closely related with their political attitudes and behavior. This study employs quantitative research design to collect data from 387 respondents from four general discipline universities of Sindh province Pakistan. The results revealed that university students in majority use social media for political purpose and share political information to educate masses. Furthermore Facebook comes first of the list in social networking.

**Keywords:** Social Media, Share political Information. University Students

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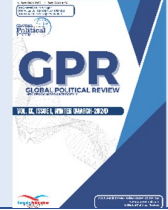
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## Title

### Social Media Usage for Sharing Political Information among University Students in Sindh province, Pakistan

#### Abstract

Social media is an important channel to share information as it provides free media platform to its users to exchange political information within online community. Users besides other fields also involve in sharing political information to educate and motivate others towards real political issues. To understand the effectiveness of political communication via social media feedback is an essential ingredient. Users give feedback in different ways including sharing political content on the network. Users on social media not only create political content but commonly involve in sharing political content that is closely related with their political attitudes and behavior. This study employs quantitative research design to collect data from 387 respondents from four general discipline universities of Sindh province Pakistan. The results revealed that university students in majority use social media for political purpose and share political information to educate masses. Furthermore Facebook comes first of the list in social networking.

#### Keywords:

[Social Media](#), [Share political Information](#), [University Students](#)

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## Introduction

Social media educates students regarding different aspects of life ranging from personal development to social growth. Youth political learning is highly influenced by social media (Khan and Shahbaz, 2015). Students get political information and develop their understanding about political scenario. Due to its interactive nature students feel easy to share their views on important political matters with their offline and online social circle (Ali & Ali, 2014). Users from all around the world freely enter in the domain of social media to access and share information about political issues. This characteristic of social media attracts newcomers to enter

in political sphere that were previously ignored and deliberately sidelined by political elites on media (Enikolopov et al. 2020).

Social media as a recent emerged mass channel attracted researchers to carryout studies about its role and effectiveness in shaping and reshaping peoples' behavior about national and international politics (Vraga & Tully, 2019). Its role towards building public opinion by creating awareness about political matters is remarkable (Ye et al., 2019). Hence studies were more focused on role social media played in the domain of politics and unfolded many ideas associated with uses and gratifications approach of mass media consumption.



Like other countries popularity of social media usage in Pakistan raises day by day. Users are actively using it for their prescribed motives in every walk of life such as health, education and politics as well. Internet accessibility on mobile phones brought unexpected increase in social media users in Pakistan. Young generation (university students) mainly use cell phone devices for communication with members of online community. Social media increased users' dependency on the Network. Social media is an important platform for political information in Pakistan (Abdullah et al., 2021; Salman and Salleh, 2020) as it helps users to get political update and knowledge about political issues in short realm of time.

Education factor plays important role in politics as it encourage students to participate in politics effectively. Students from higher educational institutes (university) are more knowledgeable about the use of technology and political system in the region. Moreover this idea was supported the research study carried out in Jordan revealed that the higher educated youth engage more in political activities as compared to those who have less education (Tahat et al. 2022).

Hence, this study was conducted to observe students use social media just for social interaction or they use it to for sharing political information to educate others regarding political scenario of the country.

### Research Objective

To find out at what extents university students share political information on social media.

### Research Hypotheses

University students share political information on social media.

### Literature Review

#### Social Media Usage for Political Information

Technological developments associated with communication system have changed its landscape globally. Internet have connected the world and created the wave of interdependency where individuals for communication depend on each other to gratify their information drives. Social media at present becomes an important platform to access information about the happenings all around the world (Ahmed and Cho 2019). Particularly Facebook, Twitter and Instagram have become important feature of life with billions of individuals who use these social networks to communicate with different social groups such as friends, Family and colleagues (Al Momani 2020).

Social media usage despite of other fields is quite common in politics as well. Researchers studied the

political roles of social media such as political expression, participation, collective action, electoral campaigning, policy making (Newman, 2016, Gil de Zúñiga and Valenzuela, 2012, Tess, 2013, DiGrazia, McKelvey, Bollen & Rojas, 2013). Additionally, studies have identified various activities of social media usage for political gain and inferred that role of social media varies in election period and political crisis. Social media role and influence in politics addressed by various studies (Stieglitz & Dang-Xuan, 2012). Social media users commonly use this platform to seek and express political views as voters and political leaders collectively use it for their mentioned motivations. Further young users also use it in symmetrical way commonly (Thorson et al., 2017; Moeller et al., 2018; Schradie, 2018). Consequently social media performed a dual role of political information channel and platform for youth to articulate their political identity (Lane et al., 2019, Kligler-Vilenchik, 2017).

### Political Information Sharing on Social Media

Two step information flow approach associate with the social media attracts public more to use these platforms for communication. Social media besides other facilities it also offers users an inexpensive communication channel to share and receive information from multiple sources all over the globe. (Watanuki and Moraes, 2019). Sharing facility of social media made it more preferred channel to communicate because it develops the sense of independency in information sharing and at the same time it provides information diversity to its users. People share information on social networks become source to others and produce diversity of content on political matters that can be useful to develop correct political understanding among online social community.

Political information sharing involves different aspects of media content such as photos, videos, links, advertisements and news stories, tapping into signaling and expressive news interactions behavior correlate with the wider concept of the news engagement (Sang et al. 2020). Additionally, sharing political information by means of social media affects self concept of the user who share the information (Lane et al. 2019). Political information sharing on social media indicates that sharer is interested in politics and willingly tries to educate others. As information shared on social networks helps other users to access various facets of political affairs that may develop political awareness among them. It provides them a chance to develop political knowledge and incidental disclosure to noble perspective (Messing & Westwood, 2012).

Sharing political content on social media is not just a forwarding activity of users that push their attitude towards transferring others' information verbatim but students put their efforts to re design the actual meaning of content by adding related information and writing

captions. (Bode 2017; Choi 2016; Turcotte et al. 2015) Disagreement to media content is also appeared as a cause to share political information via social media. This helps users to listen political content attentively and deliberately and review other opposite related sides of the issues to develop their political awareness and help online community to increase their understanding towards the issues shared (Mutz 2006; Stroud 2011).

There are certain drives that force social media users to share political information. Researchers have identified main three drives like self promotion, socialization and information. Political information is commonly shared to develop self identity in social circle and persuade others to gain fame in their existing social media network (boyd, Golder, and Lotan 2010; Lee and Ma 2012; Ma, Lee, and Goh 2011). As the second drive is concerned researchers have noted that social media is a two way communication platform so users frequently interact with their social circle over there. The main cause associated with sharing political information is to live and sustain in online social community that's why social media users not only interact with fellows but to remain socialized (boyd, Golder, and Lotan 2010; Hanson and Haridakis 2008; Lee and Ma 2012). Certainly information drive is there because sharing information have a basic aim to inform others as social media is an interactive media users criticize, political information (Coppini et al. 2017) and express their view point on political matters on these networks (boyd, Golder, and Lotan 2010).

Most commonly social media users share political information as it was received while other users reshape the content meaning by adding caption (Bode 2017; Choi 2016; Turcotte et al. 2015). Sharing political information on social media assume that users are actively participating in politics online, which is an important aspect of real democracy (e.g. Gil de Zúñiga, Jung, and Valenzuela 2012).

Study was conducted in USA in the context of midterm election 2018 revealed that respondents share political information mainly for informing others about political issues. Social media users who have less knowledge about political issues share political content more that they disagree. Thus, disagreement to political information appeared on social media has strong connection to users' political information sharing behavior. (D. H. Kim et al., 2020)

Political information sharing activity ensures that users are actively consuming political information and news on social media. Since basic drive associated with social media usage is socialization, so social media users share political information mainly to remain socialized. Consequently, they share political information to inform others so as to expand political efficacy through out online social community about ongoing issues. Additionally social media is used to criticize point of

views that comes in contradiction to already held political beliefs of sharer (D. H. Kim et al., 2020).

Social media is used to get political information and news to energetically take part in cross media activities regarding political information communication (Lewis and Westlund 2015). This can be very effective in situations where users are impartially informed about political matters that in turn increase the productive discussion on social media platform (Stroud, Muddiman, and Scacco 2015). In social media platform users access political content deliberately and accidentally which in turn make them more active in deciding to select, share and interpret political information (Lewis and Westlund 2015). This helps other users to learn and develop political understanding about issues (Messing & Westwood, 2012)

Feedback is an essential ingredient to an effective communication and sharing political information is one aspect of feedback on social media. Users on social media not only create political content but commonly involve in sharing political content on the network.

## Methodology

Researcher carried out to assess the social media usage among university students in Sindh province, Pakistan. This research applied quantitative research design to measure the accurate responses from the students so that results could be generalized to the whole population. Furthermore, for primary data survey method was used with the help of pre-designed close ended questionnaire. As respondents were university students and were busy in their academic schedule so it was a better choice for the researcher to utilize close ended questionnaire to collect required data within available time limit. Population of study is consisted upon students who are enrolled in universities of Sindh province, Pakistan. However current research was carried out from four universities of Sindh province Pakistan namely Sindh Madarsatul Islam University Karachi, Shah Abdul Latif University Khairpur Mirs, University of Sindh, Jamshoro and Karachi University. The reason behind selecting these universities as these education institutes were well-known and involve social science disciplines hence researcher selected these university for assessing the uses and gratification of social media in field of politics. For sampling researcher used purposive sampling in this regard 387 participated in the project. Primary data is collected with the help of close ended questionnaire However, for secondary data, research work of various scholars from national and international geographical boundaries have been reviewed to develop the deep understanding about the research domain. Additionally for data analysis at initial stage, data was calculated; coded, refined and finally statistical tests were applied to generalize the results.

## Result and Discussion

**Table 1**

*Demographic Profile of Respondents.*

| Variable                                  | Frequency | Percentage |
|---|-----------|------------|
| Age                                       |           |            |
| Below 20 Years                            | 141       | 36.4       |
| 21 to 25 years                            | 237       | 61.2       |
| 26 to 30 years                            | 7         | 1.8        |
| More than 30 years                        | 2         | .5         |
| Total                                     | 387       | 100.0      |
| Gender                                    |           |            |
| Male                                      | 265       | 68.5       |
| Female                                    | 122       | 31.5       |
| Total                                     | 387       | 100.0      |
| Education Level                           |           |            |
| Bachelor                                  | 336       | 86.8       |
| Master                                    | 51        | 13.2       |
| Total                                     | 387       | 100.0      |
| Marital Status                            |           |            |
| Married                                   | 31        | 8.0        |
| Unmarried                                 | 350       | 90.4       |
| Divorced                                  | 5         | 1.3        |
| If any other please specify               | 1         | .3         |
| Total                                     | 387       | 100.0      |
| Religion                                  |           |            |
| Muslim                                    | 367       | 94.8       |
| Non Muslim                                | 20        | 5.2        |
| Total                                     | 387       | 100.0      |
| Field of education                        |           |            |
| Media studies                             | 215       | 55.6       |
| International relations                   | 69        | 17.8       |
| Political science                         | 54        | 14.0       |
| If any other please specify               | 49        | 12.7       |
| Total                                     | 387       | 100.0      |
| University                                |           |            |
| University of Sindh Jamshoro              | 108       | 27.9       |
| SMIU Karachi                              | 57        | 14.7       |
| Shah Abdul Latif university Khairpur Mirs | 134       | 34.6       |
| Karachi university                        | 88        | 22.7       |
| Total                                     | 387       | 100.0      |

According to table No 01 demographic profile of the respondents were presented in this table. First about the age data indicated that 141 (36.4) respondents were below the age of 20 years. After that 237 (61.2) respondents were between the age of 21 to 25 years. Further 7 (1.8) respondents were between 26 to 30 years of age. Remaining 2 (.5) participants were more than 30 years old. The majority of social media users are 18 to 24 years old and social media mostly target this age category (Anderson & Auxier 2021). Therefore teenagers are constantly exposed to political information that influences their vision about political matters

Data about gender showed that 265 (68.5) respondents were male and 122 (31.5) were female students who remained part of this research study. Moreover, about the education data revealed that 336 (86.8) respondents belongs to bachelor degree program whereas, 51 (13.2) respondents belongs to master degree program. Added to that data about marital status of respondents showed that 31 (8.0) respondents were married. While, 350 (90.4) respondents were unmarried. Moreover, 5 (1.3) respondents were divorced whereas, 1 (.3) respondent mentioned widow in this section.

Furthermore, data about religion revealed that 367 (94.8) respondents were Muslim by religion, whereas, 20 (5.2) respondents were non Muslim. Added to that data about education field of the respondents pointed out that 215 (55.6) respondents belongs to media studies field of education. While, 69 (17.8) belongs to International relation department. Further 54 (14.0) respondents were from political science field of education. In the end 49 students have mentioned other field of education in the social science faculty including Library science, public Administration, Sociology, Social work and Economics.

Moreover, about university in which respondents were currently getting education data showed that 108 (27.9) respondents were from university of Sindh ,Jamshoro. While, 57 (14.7) respondents belongs to Sindh madarsatul Islam Universtu Karachi. Additionally, 134 (34.60) respondents were getting education from Shah Abdul Latif University Khairpur (Mirs). Lastly 88 (22.7) respondents were students of Karachi university.

**Table 2**

*Sharing Political Information on Social Media.*

| Variable  | Frequency | Percentage |
|---|-----------|------------|
| <b>Do you share political information on social media?</b>                        |           |            |
| Yes   | 361       | 93.3       |
| No  | 26        | 6.7        |
| Total   | 387       | 100.0      |
| <b>What political content do you share most on social media?</b>                  |           |            |
| News  | 180       | 46.5       |
| Links   | 41        | 10.6       |
| Videos  | 89        | 23.0       |
| Photos  | 51        | 13.2       |
| Total   | 361       | 93.3       |
| Didn't respond  | 26        | 6.7        |
| Total   | 387       | 100.0      |
| <b>Why you share political content on social media?</b>                           |           |            |
| For informing to others   | 235       | 60.7       |
| For motivating to people  | 111       | 28.7       |
| If any other please specify   | 15        | 3.9        |
| Total   | 361       | 93.3       |
| Didn't respond  | 26        | 6.7        |
| Total   | 387       | 100.0      |
| <b>What level of political information do you share most on social media?</b>     |           |            |
| Local   | 94        | 24.3       |
| National  | 202       | 52.2       |
| International   | 65        | 16.8       |
| Total   | 361       | 93.3       |
| Didn't respond  | 26        | 6.7        |
| Total   | 387       | 100.0      |
| <b>Which social networking site do you prefer to share political information?</b> |           |            |
| Facebook  | 196       | 50.6       |
| Twitter   | 94        | 24.3       |
| Youtube   | 28        | 7.2        |
| Whatsapp.   | 36        | 9.3        |
| If any other please specify   | 7         | 1.8        |
| Total   | 361       | 93.3       |
| Didn't respond  | 26        | 6.7        |
| Total   | 387       | 100.0      |
| <b>Why do you share political information on social media?</b>                    |           |            |
| To minimize doubts  | 94        | 24.3       |
| To develop knowledge about politics   | 228       | 58.9       |
| To convince online friends  | 39        | 10.1       |
| Total   | 361       | 93.3       |

| Variable   | Frequency | Percentage |
|--|-----------|------------|
| Didn't respond   | 26        | 6.7        |
| Total  | 387       | 100.0      |
| <b>Most commonly which political event do you share on social media?</b> |           |            |
| Public protests/ Public issues   | 237       | 61.2       |
| Political actors' actions/ speeches                                      | 100       | 25.8       |
| If any other please specify  | 24        | 6.2        |
| Total  | 361       | 93.3       |
| Didn't respond   | 26        | 6.7        |
| Total  | 387       | 100.0      |

Data in table 02 showed that 361 (93.3%) of the respondents share political information on social media. While, rest of the respondents 26 (6.7%) did not share political information on social media. Moreover, results related to political content that was shared most by the respondents on social media revealed that 18 (64.5%) respondents share news stories, 41 (10.6) participants share links related to political information on social media. Then 89 (23.0%) respondents share video about political matters. Where as 51 (13.2%) respondents share photos in this regard. Whereas respondents 26 did not respond to the inquiry.

Further about the reason behind sharing political information results showed that 235 (60.0) respondents share political information to inform other social media friends regarding current political scenario in the country. While, 111 (28.7%) respondents share information to motivate others towards the issues. However 15 (3.9%) respondents relied that they share political information for other reasons. Sharing political information to inform and motivate other towards real issues face by them affects self concept of the user who share the information (Lane et al. 2019). The main cause interconnected to share political information is to engage in online social community whereas, 26 respondents did not answer to the question.

Meanwhile, geographical political information was presented in a way that 94 (24.3%) respondents share local political issues on social media, While, 202 (52.2%) respondents prefer to share political information that relates to national politics. Also 65 (16.8%) respondents share international political information. Whereas respondents 26 did not respond to the inquiry.

Further more data about social networking site used for sharing political information indicated that 196 (50.0%) respondents prefer to use face for sharing political information. Wherever, 94 (24.3%) respondents share information on Twitter social networking site. Political information sharing activity on Youtube revealed

that 28 (7.2%) respondents use Youtube to share political information. Further 36 (9.3%) respondents use Whatsapp in this regard. Finally 7 (1.8%) respondents said that they prefer to use other social networking sites to share political information whereas respondents 26 did not respond to the inquiry.

Data about reasons that enable respondents to share political information on social media appeared as 94 (24.3%) respondents share political information as to make them selves clear about the doubts that in formation overload creates in their mind about politics. Further more 228 (58.9%) respondents share information to increase their political knowledge. While, 39 (10.1%) respondents share information to convince others. Whereas respondents 26 did not respond to the inquiry.

Additionally, results about political events that respondents share most on social media indicated that 237 (61.2%) respondents share public protests/issues on social media. While,, 100 (25.8%) respondents share political leaders' actions and speeches. Finally 24 (6.2%) respondents share other political events on social media. Whereas respondents 26 did not respond to the inquiry.

About activity of sharing political content on social media it was concluded that majority of the students share political information within their online social circle. They at common share news stories and some time videos and links as well. They share political information mainly to inform others about ongoing political matters. Also they tried to convince others toward their understanding about the issue. Further students share national political issues most. Also they share local issues as well. Further about social network used to share political information it was appeared that students in majority share information on Facebook as it was commonly used among their peers. While,, Twitter comes at second and Whatsapp at third in this regard.

Additionally, political activity that was shared most by university students were public protest and issues that were commonly faced by public at large.

**Table 3**

*Cross Tabulation of Social Media Use for Sharing Political Media Content.*

| Variable   |     | What political content do you share most on social media? |             |             |             | Total         |
|--|-----|---|-------------|-------------|-------------|---------------|
|  |     | News  | Links       | Videos      | Photos      |               |
| Do you use social media for political information? | Yes | 180<br>49.9%  | 41<br>11.4% | 88<br>24.4% | 51<br>14.1% | 360<br>99.7%  |
|  | No  | 0<br>0.0%   | 0<br>0.0%   | 1<br>0.3%   | 0<br>0.0%   | 1<br>0.3%     |
| Total  |     | 180<br>49.9%  | 41<br>11.4% | 89<br>24.7% | 51<br>14.1% | 361<br>100.0% |

Results in table 03 about political content shared on social media showed that 180 (49.9%) share political news stories on social media, whereas, 41 (11.4%) share links to the political content over there. Added to that 88 (24.4%) share videos associated with politics. Further data

indicated that 51 (14.1%) said that they share photos about political issues and events. Further more 1 (0.3%) did not use social media for political information particularly but in certain situation that respondents share video about politics because nature of the issue is worth sharing.

**Table 4**

*Cross Tabulation of Social Media Usage Reasons behind Sharing Political Media Content.*

| Variable   |     | Why you share political content on social media? |                       |                             | Total         |
|--|-----|--|-----------------------|-----------------------------|---------------|
|  |     | For informing to others                          | For motivating people | If any other please specify |               |
| Do you use social media for political information? | Yes | 234<br>64.8%                                     | 111<br>30.7%          | 15<br>4.2%                  | 360<br>99.7%  |
|  | No  | 1<br>0.3%  | 0<br>0.0%             | 0<br>0.0%                   | 1<br>0.3%     |
| Total  |     | 235<br>65.1%                                     | 111<br>30.7%          | 15<br>4.2%                  | 361<br>100.0% |

Results in table 04 regarding social media usage for political information and reason behind sharing political media content showed that 234 (64.8%) use social media to share political information to inform others. Added to that 111 (30.7%) share political media content to motivate

others toward the issue. Whereas, 15 (4.2%) share for other reasons. Finally 1 (0.3%) do not commonly share political media content but on certain conditions that respondent share to inform others about the political issue.

**Table 5**

*Cross Tabulation of Social Media Usage for Sharing Geographically Distributed Political Media Content.*

| Variable   |     | What level of political information do you share most on social media? |              |               | Total         |
|--|-----|--|--------------|---------------|---------------|
|  |     | Local  | National     | International |               |
| Do you use social media for political information? | Yes | 93<br>25.8%  | 202<br>56.0% | 65<br>18.0%   | 360<br>99.7%  |
|  | No  | 1<br>0.3%  | 0<br>0.0%    | 0<br>0.0%     | 1<br>0.3%     |
| Total  |     | 94<br>26.0%  | 202<br>56.0% | 65<br>18.0%   | 361<br>100.0% |

Results in table 05 regarding social media usage for political information and sharing geographically distributed political media content showed that 93 (25.8%) respondents share local political information. Added to that 202 (56.0%) share national political media

content. Whereas, 65 (18.0%) share international political information. Finally 1 respondent (0.3%) do not commonly share political media content but on certain conditions that respondent share local political issue.

**Table 6***Cross Tabulation of Social Media Usage for Sharing Political Event.*

| Variable   | Most commonly which political event do you share on social media? |                                     |                             | Total      |               |
|--|---|-------------------------------------|-----------------------------|------------|---------------|
|  | Public protests/ Public issues                                    | Political actors' actions/ speeches | If any other please specify |            |               |
| Do you use social media for political information? | Yes   | 237<br>65.7%                        | 100<br>27.7%                | 23<br>6.4% | 360<br>99.7%  |
|  | No  | 0<br>0.0%                           | 0<br>0.0%                   | 1<br>0.3%  | 1<br>0.3%     |
| Total  |   | 237<br>65.7%                        | 100<br>27.7%                | 24<br>6.6% | 361<br>100.0% |

Results in table 06 regarding social media usage for political information and sharing political events showed that 237 (65.7%) respondents use social media to share public protests and public issues. Moreover 100 (27.7%) respondents share politician's actions and speeches.

Whereas, 23 (6.4%) share other political events on social media. Finally 1 (0.3%) do not commonly share political media content but on certain conditions that respondent share other political events.

**Table 7***Cross Tabulation of Social Media Site Usage and Sharing Political Media Content.*

| Variable  | What political content do you share most on social media? |             |             |             | Total         |              |
|---|---|-------------|-------------|-------------|---------------|--------------|
|   | News  | Links       | Videos      | Photos      |               |              |
| Which social media site do you use commonly to get political information? | Facebook  | 96<br>26.6% | 16<br>4.4%  | 37<br>10.2% | 26<br>7.2%    | 175<br>48.5% |
|   | Twitter   | 40<br>11.1% | 10<br>2.8%  | 17<br>4.7%  | 15<br>4.2%    | 82<br>22.7%  |
|   | Youtube   | 35<br>9.7%  | 10<br>2.8%  | 27<br>7.5%  | 8<br>2.2%     | 80<br>22.2%  |
|   | Whatsapp.   | 9<br>2.5%   | 4<br>1.1%   | 8<br>2.2%   | 1<br>0.3%     | 22<br>6.1%   |
|   | If any other please specify                               | 0<br>0.0%   | 1<br>0.3%   | 0<br>0.0%   | 1<br>0.3%     | 2<br>0.6%    |
| Total   | 180<br>49.9%  | 41<br>11.4% | 89<br>24.7% | 51<br>14.1% | 361<br>100.0% |              |

Results in table 07 regarding social media site usage for sharing political media content revealed that 175 (48.5%) use Facebook to share political information. Further about media content shared on Facebook results indicated that 96 (26.6%) share news stories. Further 16 (4.4%) share political information links, where as 37 (10.2%) share videos that carries political information. Additionally,, 26 (7.2%) respondents share photos.

Furthermore, about media content shared on Twitter showed that 40 (11.1%) share news stories. Further 10 (2.8%) share political information links, whereas, 17 (4.7%) share videos that carry political information. Additionally,, 15 (4.2%) share photos on Twitter.

Moreover, about media content shared on Youtube results indicated that 35 (9.7%) share news stories.

Further 10 (2.8%) share political information links, whereas, 27 (7.5%) share videos that carry political information. Further 8 (2.2%) share photos.

Supplementary data about media content share on Whatsapp results indicated that 9 (2.5%) share news stories on Whatsapp.. Further 4 (1.1%) share political information links; where as 8 (2.2%) share videos that carries political information. While 01 (0.3%) share photos.

Further about media content share on other social media sites results declared that 01 (1.3%) share political information links, where as 01 (1.3%) share photos on other social media sites.

**Table 8**

*Cross Tabulation of Social Media Site Usage Reason for Sharing Political Media Content.*

| Variable  |                             | Why you share political content on social media? |                          |                             | Total         |
|---|-----------------------------|--|--------------------------|-----------------------------|---------------|
|   |                             | For informing to others                          | For motivating to people | If any other please specify |               |
| Which social media site do you use commonly to get political information? | Facebook                    | 113<br>31.3%                                     | 56<br>15.5%              | 6<br>1.7%                   | 175<br>48.5%  |
|   | Twitter                     | 48<br>13.3%                                      | 29<br>8.0%               | 5<br>1.4%                   | 82<br>22.7%   |
|   | Youtube                     | 56<br>15.5%                                      | 21<br>5.8%               | 3<br>0.8%                   | 80<br>22.2%   |
|   | Whatsapp.                   | 16<br>4.4%                                       | 5<br>1.4%                | 1<br>0.3%                   | 22<br>6.1%    |
|   | If any other please specify | 2<br>0.6%  | 0<br>0.0%                | 0<br>0.0%                   | 2<br>0.6%     |
| Total   |                             | 235<br>65.1%                                     | 111<br>30.7%             | 15<br>4.2%                  | 361<br>100.0% |

**Table 9**

*Cross Tabulation of Social Media Site Usage for Sharing Geographical Political Media Content*

| Variable  |                             | What level of political information do you share most on social media? |              |               | Total         |
|---|-----------------------------|--|--------------|---------------|---------------|
|   |                             | Local  | National     | International |               |
| Which social media site do you use commonly to get political information? | Facebook                    | 51<br>14.1%  | 91<br>25.2%  | 33<br>9.1%    | 175<br>48.5%  |
|   | Twitter                     | 20<br>5.5%   | 46<br>12.7%  | 16<br>4.4%    | 82<br>22.7%   |
|   | Youtube                     | 20<br>5.5%   | 49<br>13.6%  | 11<br>3.0%    | 80<br>22.2%   |
|   | Whatsapp.                   | 3<br>0.8%  | 15<br>4.2%   | 4<br>1.1%     | 22<br>6.1%    |
|   | If any other please specify | 0<br>0.0%  | 1<br>0.3%    | 1<br>0.3%     | 2<br>0.6%     |
| Total   |                             | 94<br>26.0%  | 202<br>56.0% | 65<br>18.0%   | 361<br>100.0% |

Data in table 09 regarding social media site usage for political information and sharing geographical political media content revealed that 175 (48.5%) use Facebook to share political information. Further about media content share on Facebook results indicated that 51 (14.1%) share local political information. Further 91 (25.2%) share national political information, where as 33 (9.1%) share international political information on Facebook. Further results about Twitter indicated that 20 (5.5%) share local political information. Whereas, 46 (12.7%) share national political information, additionally, 16 (4.4%) share international political information.

Moreover, about media content share on Youtube results indicated that 20 (5.5%) share local political

information. Further 49 (13.6%) share national political information, where as 11 (3.0%) share international political information on Youtube. Data about media content share on Whatsapp showed that 3 (0.8%) share local political information on Whatsapp. Further 15 (4.2%) share national political information, where as 4 (1.1%) share international political information.

Further media content share on other social networking site results indicated that 1 (0.3%) share national political information, where as 1 (0.3%) share international political information on other social media sites.

**Table 10***Cross Tabulation of Social Media Site Usage for Sharing Political Media Event.*

| Variable  |                             | Most commonly which political event do you share on social media? |  |                                | Total         |
|---|-----------------------------|---|--|--------------------------------|---------------|
|   |                             | Public protests/<br>Public issues                                 | Political actors'<br>actions/ speeches | If any other<br>please specify |               |
| Which social media site do you use commonly to get political information? | Facebook                    | 123<br>34.1%  | 43<br>11.9%                            | 9<br>2.5%                      | 175<br>48.5%  |
|   | Twitter                     | 51<br>14.1%   | 23<br>6.4%                             | 8<br>2.2%                      | 82<br>22.7%   |
|   | Youtube                     | 47<br>13.0%   | 29<br>8.0%                             | 4<br>1.1%                      | 80<br>22.2%   |
|   | Whatsapp.                   | 15<br>4.2%  | 4<br>1.1%                              | 3<br>0.8%                      | 22<br>6.1%    |
|   | If any other please specify | 1<br>0.3%   | 1<br>0.3%                              | 0<br>0.0%                      | 2<br>0.6%     |
| Total   |                             | 237<br>65.7%  | 100<br>27.7%                           | 24<br>6.6%                     | 361<br>100.0% |

Data in table 10 regarding social media site usage for political information and sharing political media event revealed that 175 (48.5%) use Facebook to share political information. Further about political media event share on Facebook results indicated that 123 (34.1%) share political information about public protests and public issues. Further 43 (11.9%) share politicians' action and speeches, where as 9 (2.5%) share information about other political events.

Further more about political media event share on Twitter results indicated that 51 (14.4%) share information related to public protests and public issues. Additionally,, 23 (6.4%) share politicians' action and speeches, where as 8 (2.2%) information about other political events.

Moreover, about political media event share on Youtube results indicated that 47 (13.0%) share political information related to public protests and public issues on Youtube. Further 29 (8.0%) share politicians' action and speeches, where as 4 (1.1%) information about other political events.

Political media event share on Whatsapp social media site results indicated that 15 (4.2%) share political

information related to public protests and public issues on Whatsapp. Further 4 (1.1%) share politicians' action and speeches, where as 3 (0.8%) political information about other political events.

Further about political media event share on other social networking site results indicated that 1 (0.3%) share political information related to public protests and public issues and 1 (0.3%) share politicians' action and speeches

## Conclusion

Students' activity regarding sharing political information on social media indicated that commonly students share news stories however additionally they preferably share videos about political matters. They share political contents to inform others about current political situation. However they also share information to motivate others as well. Added to that it was also found that students at majority share national level political information more that involves public protest and public issues. It was also observed that youth are less inclined to share politicians' speeches and actions.

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