

Social Media's Influence on Political Participation

Kim Davis

PhD

University of Barcelona

Gran Via de les Corts Catalanes, 585, 08007 Barcelona, Spain

Dana Perez

PhD

University of São Paulo

R. da Reitoria, 374 - Vila Universitária, São Paulo - SP, 05508-220, Brazil

Chris Walker

PhD

Seoul National University

1 Gwanak-ro, Gwanak-gu, Seoul 08826, South Korea

Abstract. This article explores the role of social media in shaping political participation and public opinion. It examines how platforms like Twitter and Facebook influence political engagement, activism, and voter behavior. The paper discusses both the empowering aspects of social media as a tool for political mobilization and the potential risks associated with misinformation and echo chambers. Through case studies, it highlights the transformative impact of social media on modern political landscapes.

Keywords: Social Media, Political Participation, Public Opinion, Activism, Misinformation

Introduction

In the digital age, social media has emerged as a powerful tool for political participation and public discourse. Platforms such as Twitter, Facebook, and Instagram have transformed the way citizens engage with political issues, offering new opportunities for activism and civic engagement. This paper investigates the multifaceted role of social media in political participation, examining its capacity to mobilize grassroots movements and influence voter behavior. However, the study also addresses the challenges posed by misinformation, fake news, and the creation of echo chambers that can distort public opinion. By analyzing case studies and recent research, this paper provides a comprehensive overview of social media's impact on political landscapes.

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References

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