Social Media Platforms for Political Mobilization and Citizen Engagement in Democratic Campaigns

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Abstract

This paper seeks to examine the effectiveness of social media in political activism and participative activism in democrative campaigns. Interviews and focus group discussions were made to gather data, in form of logs and diaries relating to the nature of exposure of the participants to political content, the interaction with the identified micro-influencers, and the overall implications of UGC. The studies used showed that micro-influencers are important in engaging their followers to political participation due to the close relationships they share with their followers. Furthermore, social media activism in the form of memes, other videos, and practical political campaigns can be seen as crucial means to amplify voices of political actors and prompt both – online and offline participation. Visual content, and especially emotionally appealing images and videos, proved to be an effective way to package relatively complicated political topics into easily understandable targets that can attract the attention of a larger audience. The research also focuses on the skepticism affecting those platforms and specific information on how fake news and increased polarisation can disrupt politics and erode trust in digital channels. These provide a degree of understanding of just how social media has influenced the activism and political engagements, for both empowering citizens involvement and for socially segmenting them.

Keywords: Social media, political mobilization, micro-influencers, user-generated content, citizen engagement.

Introduction

Mobility has therefore impacted the political processes through changing the dynamics of political mobilization and citizenship in a campaign process. The development of social media has been rather fast over the past decade and therefore it is important in defining political communication and action. All these have been made possible through social applications such as Face book,

Tweeter and Instagram through which political actors which include candidates, parties, and movements can directly and instantly can directly reach the citizens, attracting supporters and spreading information concerning political intents and views. The increase in the use of social media in democratic processes has attracted a large plethora of literature on the effects of social media on voting, political activities, and activism (Vaccari & Valeriani, 2021).

Social media were generally created for social relationships, and they are now a powerful means of political communication. It first received attention in the organization of the 2008 US presidential election where then-candidate, Barack Obama employed these platforms in the rallying of a diverse popular enable the rallying of a diverse population especially the youth and technologically literate. Since then, the propensity of, and application of social media for political gains has been recognized internationality with social media acting as platforms for rallying, voicing dissent and canvassing. Occupy Wall Street, Arab Spring and even the Black Thursday movement are examples of how social media brings people together for the common purpose of achieving a goal against all odds including repression from their leaders (Torvik, 2022).

Nevertheless, although people around the world have been enjoying vivid political interactions due to social media, several questions arise with regards to the quality of political engagement, filters, and algorithms, echo chambers, and the distribution of fake news (Litt et al., 2020). This case is critical because the contemporary political communication is inextricably related to social media which raises questions regarding the nature of the quality or substance of citizen engagement in democratic campaigns. There has been a vigorous discussion regarding the impact of social media on politics; whether it creates real political activities such as voting, campaign, protests or simply acts as a tool to create a symbolic act of clicktivism (Zhuravskaya et al., 2020).

Political mobilization is a process by which people are encouraged to participate in political activities like voting, demonstration and joining a political activity (Brady et al., 2020). In the past, political mobilization took place using face-to-face contact, political parties, public assemblies or campaigns in the mass media. In this respect social media has made these dynamics very different because mobilization can be done with less, reach more people and target a larger more diverse audience. Television and social media also allow political actors to produce and deliver more center and segmentualised messages to specific constituency types such as youth or excluded populations (García, 2023).

Another area that is very apparent is the capacity of social media to reduce participation costs. Thanks to social media, individuals are able to discuss politics from the comfort of their own homes, so activism has never been easier. The findings on the impact of social media on political participation show that social media has been useful in mobilizing young people into voting since young people do not turnout to vote in high numbers (Boulianne, 2020). It is worth to stress that for the younger generations social media is not only a source of political information, but also a place where they engage in sharing information, comment on specific posts, and participate in events such as the promotion of voting, vote registration, etc (Hysa et al., 2021).

Moreover, social media is also more interactive, and provides more diverse ways of political activation. Political campaigns can adjust their discussions of two campaign poles in live time to current happenings, which causes enhanced mobilization. in the U.S presidential election campaign of 2020, political parties across the two major political affiliations hammered on voting through viral videos on social media platforms, increased voter rallying through hashtags, as well

as influential celebrity encouraging people to vote; these efforts yielded concretized by records showing that the retention percentage was one of the highest in the modern American political history (Valderama & Oligo, 2021).

Although the focus of the study is on the use of mobile phones in vote hunting, it is important at this stage to explain that the level of citizen engagement in the democratic processes in the past has been gauged by the activities like voting, attending political rallies or attending party meetings. Nonetheless, the increase of social networking sites brought diversification of political behaviors whereby communal actions of following political leaders, sharing political items and participation on digital movements are included (Kitchens et al., 2020). With social media, citizens can not only be mere receivers of political information but can actually make contributions to political discussions, discussions that construct political realities.

One study proved that through social media, people are empowered politically through some of the resources that they use to promote their opinions on the various issues. in the 2019 Hong Kong protest, individuals used platforms such as the Telegram and Twitter to announce demonstrations; disseminate information; and coordinate planning (Karamat & Farooq, 2020). All these forms of engagement are not strongly associated with conventional politics hence pointing out the venue for innovative forms of participation through social media.

But, don it is not all gains, social media poses some challenges too. The controversies of disinformation and political polarisation has now emerged as a concern where social media tools like Facebook and twitter has influenced health democracy debate (Diaz & Nilsson, 2023). Besides, the monopolization of social media where algorithms boost the shares of hatred and provocative material in order to provoke the viewers' activity hampers high-quality political debates and the formation of the homogenous public sphere.

Because social media can be a tool for communication, organizing, persuasion and much more in the context of democratic campaigns, this research aims to examine how the media is employed for the purposes of citizen activation and political participation. It is through exploring the identity of both the qualitative roles of social media that this research seeks to understand the subjective experiences of users who engage in political activity through social media platforms. Altogether, this research will advance knowledge in the scholarly literature on how political citizenship is constructed through the use of digital media platforms that foster engagement.

Methodology

This research work adopted a qualitative research methodology to compare two social media platforms for the effective organization of politicking and citizens' participation in democratic processes. The use of qualitative research was informed by the necessity of obtaining rich and detailed descriptions on the part of the participants regarding the role of social media in political campaigns. In the light of these knowledge questions, the study aimed at investigating how social media was assisting political participation, the manner in which social media was influencing discourse about politics and how social media was promoting engagement by citizens.

This paper also used case study research strategy with a focus on the most recent democratic campaigns that incorporated social media on political activities. It enabled conducting a focused study of how people and political parties, activists, and politicians used social media to communicate with the voters, spread political messages, and call for the action. Thus, instead of

generalizing derivative messages expressed in social media, the research has sought with regard to individual political campaigns for the strategies, issues, and consequences of social media-facilitated political activities within specified political environments.

Three primary methods were used for data collection: semi structured interviews, focus group discussions and content analysis of social media platforms.

For this research, the study interviewed 20 key informants: political campaign strategists, social media managers, political activists, and voters who participate in online political discussions on Twitter, Facebook, Instagram, and other platforms. In the interviews, the participants were asked about their own mobilization activities in relation to politics in the social media, mobilization approaches towards the audience, and their view on the impact of social media in the democracy. Every interview took between 60 to 90 minutes, and some could be conducted either in person or through video conferencing. Using such an interviews' structure followed purposefully and enabled to be flexible towards unexpected emerge topics and at the same time guaranteed that such topics as discussed engagement strategies, platform efficiency, or mobilization initiatives were talks about during the interviews.

To complement the interviews, two focus group discussions were conducted with 6 to 8 participants each. The FGDs included a mix of citizens who had varying levels of engagement with political campaigns on social media. Participants discussed their motivations for engaging with political content online, how social media influenced their political knowledge and decisions, and whether they felt mobilized to participate in offline political activities (e.g., voting, attending rallies) as a result of their online engagement. The focus group discussions lasted approximately two hours each and were facilitated by the researcher. This method provided a forum for participants to share and contrast their perspectives, generating rich, interactive data on social media's role in political mobilization.

In addition to interviews and focus groups, the study conducted a content analysis of social media posts from public figures, political parties, and advocacy groups during the democratic campaigns. Posts were analyzed from major platforms such as Twitter, Facebook, and Instagram. The content analysis focused on identifying key themes related to political messaging, mobilization techniques, and engagement strategies. Posts that included hashtags, calls to action, and visual content like memes or campaign videos were selected to understand how political actors used these elements to capture attention and drive participation. The analysis involved categorizing posts based on their intent (informative, mobilizing, persuasive) and examining the responses they generated in terms of likes, shares, comments, and engagement metrics.

A purposeful sampling technique was employed to select participants who were directly involved in social media-driven political activities. Interview participants were identified through snowball sampling, beginning with key campaign strategists and activists, who then referred other individuals active in the political space. The focus group participants were recruited through social media outreach, ensuring a diverse range of citizens who had engaged with political campaigns online. The sample aimed to include a variety of political ideologies, levels of engagement, and platform preferences to capture a broad spectrum of experiences and perspectives.

For the content analysis, posts were selected based on their relevance to major political campaigns during the election period under study. Publicly available posts from high-profile political actors

were chosen, ensuring that the content analyzed had a significant level of public visibility and interaction.

Data from the interviews, focus groups, and content analysis were analyzed using thematic analysis. Thematic analysis allowed the researcher to identify and interpret recurring patterns and themes related to the use of social media in political mobilization and engagement. The process involved several steps:

All interviews and focus group discussions were transcribed verbatim. The researcher read through the transcripts multiple times to become familiar with the content and to note initial thoughts on emerging themes.

A coding framework was developed based on the research questions. The transcripts were manually coded to identify segments of data related to key themes such as political mobilization strategies, citizen engagement, challenges of using social media, and perceived effectiveness of various platforms. The coding process was iterative, with new codes being added as additional patterns emerged from the data.

After coding, the data were organized into major themes and subthemes. Key themes included:

The role of social media in lowering barriers to political participation.

The strategies political actors used to mobilize citizens (hashtags, viral campaigns).

The engagement levels and motivations of citizens using social media for political purposes.

The limitations and challenges associated with social media, such as misinformation and polarization.

For the social media content analysis, posts were categorized based on the type of engagement they generated (e.g., informative, mobilizing). Patterns were identified in how different political actors used visuals, hashtags, or calls to action to mobilize support and how audiences responded to these posts. The thematic findings from the content analysis were then integrated with the interview and focus group data to create a comprehensive understanding of social media's role in political mobilization.

Results and Discussion

Examples of successful mobilization campaigns on social media

Throughout the interviews and focus group discussions, participants shared several examples of political mobilization campaigns that had successfully leveraged social media platforms to engage citizens and drive political action. These campaigns used various strategies, including viral messaging, targeted advertisements, and grassroots movements, which ultimately contributed to their success in reaching broader audiences. The two most prominent cases discussed were campaigns focused on voter turnout during elections and issue-based mobilization efforts that used social media to gather support for specific causes.

Several participants highlighted the importance of social media in increasing voter turnout during election cycles. Many campaigns used platforms such as Twitter, Facebook, and Instagram to create targeted messages aimed at younger voters, a demographic often difficult to reach through

traditional media channels. Interviewees noted that social media campaigns could quickly go viral, spreading political messages more efficiently than any traditional method.

One example mentioned was the use of the #GoVote hashtag, which became widely popular during several election cycles in various countries. Political campaign strategists intentionally used this hashtag to encourage voter participation and make the act of voting a trending topic. As one interviewee remarked,

"The #GoVote campaign was huge. It was on every social media platform, and you'd see influencers and celebrities posting about it. It made voting seem like something cool and important, especially for younger people."

This viral nature was seen as key to its success, as it created social pressure for individuals to vote, with users frequently sharing that they had either voted or planned to vote.

Furthermore, focus group participants emphasized that the visibility of such campaigns helped create a sense of urgency. One focus group member noted,

"Seeing posts about voting on my Instagram feed every day made it impossible to ignore. It was like everyone I followed was talking about it, so I felt like I had to get involved too."

This continuous exposure to voting-related content led to heightened engagement, especially in the weeks leading up to election day.

In addition to hashtags, the interviews revealed that targeted ads were used effectively to reach specific voter segments. Campaign teams utilized data from social media platforms to identify individuals who had not previously voted or who were undecided, and then bombarded them with personalized content designed to persuade them to participate in the election. One campaign staffer explained,

"We knew that if we wanted to mobilize new voters, we had to speak their language. That meant using memes, viral videos, and ads that felt relevant to their everyday lives. And it worked turnout among first-time voters was higher than we expected."

In addition to election-related campaigns, participants also discussed issue-based mobilization efforts, where social media was used to gather support for specific political or social causes. These efforts often relied on grassroots activism and peer-to-peer communication, with social media acting as the main platform for organizing and spreading information.

One notable example was the use of social media during environmental protests and climate change campaigns. Interviewees cited movements like Fridays for Future, which began as a small initiative but gained global attention through social media. As one activist shared,

"We used Instagram and Twitter to organize marches and protests, and before we knew it, people from all over the world were joining us. The movement grew so fast because social media made it easy for people to get involved, even if they couldn't attend in person."

This example illustrated how digital platforms enabled localized efforts to reach a global audience in a matter of weeks, something that would have been unimaginable in previous generations.

Focus group discussions revealed that many participants had either joined or supported cause-related campaigns through social media, even if they did not participate in on-the-ground activism. One participant noted,

"I might not always be able to go to protests, but sharing posts or signing petitions online makes me feel like I'm still contributing to the cause."

This sense of virtual activism was seen as a key factor in the success of issue-based campaigns, as it allowed supporters to engage from a distance while still amplifying the campaign's reach.

Several participants mentioned that the Black Lives Matter movement was another prominent example of successful mobilization through social media. Initially driven by a few viral hashtags like #BlackLivesMatter and #SayHerName, the movement quickly gained momentum, with millions of users around the world sharing posts, stories, and updates related to racial justice and police brutality.

"It started with just a few people posting about these injustices, and then suddenly, it was everywhere. Social media gave this movement a global voice," one interviewee observed.

What made this campaign particularly effective was its ability to combine online activism with offline action. Interviewees and focus group participants both highlighted how social media posts were used to coordinate in-person protests, share real-time updates on events, and provide resources for people interested in supporting the cause.

"You could just follow the hashtag and instantly know where the protests were happening, what was going on, and how to get involved," said a focus group member.

This seamless integration of online and offline activism was crucial in maintaining momentum for the movement over time.

The examples of successful social media mobilization campaigns demonstrate how digital platforms can be used to reach new audiences, amplify marginalized voices, and inspire collective action. Interviewees repeatedly emphasized the importance of viral messaging and targeted communication in reaching potential supporters and ensuring that the campaign's message was widely disseminated. Focus group discussions also highlighted the growing role of virtual activism in political movements, as more people turn to social media as their primary method of engaging with social causes.

However, these successes also come with challenges, particularly around the spread of misinformation and the potential for polarization. Participants agreed that while social media is a powerful tool for mobilization, careful consideration must be given to the accuracy of information being shared and the inclusiveness of the conversations being had.

Trends in citizen engagement observed through content analysis

The content analysis of social media platforms revealed distinct trends in citizen engagement during political mobilization campaigns. The key patterns that emerged from the analysis included increased political expression through user-generated content, the rise of micro-influencers in shaping political discourse, and the role of visual content in enhancing engagement. These trends highlighted how social media has reshaped political participation, allowing citizens to engage more actively in democratic processes.

One of the most prominent trends observed was the rise in political expression through user-generated content. Social media platforms like Twitter, Instagram, and Facebook became spaces where users freely expressed their political views, shared opinions on policies, and supported candidates or movements. The content analysis showed that citizens used features such as posts, tweets, stories, and live videos to share their political perspectives in ways that were not possible before.

Several interviewees remarked on the significance of this shift, noting that social media enabled people to voice their opinions in a more immediate and impactful manner. As one participant stated,

"Before social media, I never felt like I had a platform to talk about politics. Now, I can share my thoughts with hundreds of people with just one post."

This ease of access to platforms for political expression has led to an increase in political dialogue among citizens who may not have engaged in politics otherwise.

Additionally, focus group participants discussed how social media allowed for more diverse perspectives to be shared. A participant mentioned,

"I see people from all over the world discussing issues that affect them locally, and it gives me a broader understanding of global politics."

The analysis confirmed that political discussions on social media were no longer limited to professional journalists or politicians but included everyday citizens who felt empowered to share their views on issues they cared about.

Another notable trend observed through content analysis was the influence of micro-influencers on shaping political discourse. Unlike traditional influencers or celebrities with millions of followers, micro-influencers are individuals with smaller, more targeted followings who are perceived as relatable and trustworthy by their audiences. The analysis revealed that these micro-influencers played a significant role in mobilizing their followers and generating political discussions through authentic and often localized content.

Several interviewees highlighted the importance of these influencers in political campaigns. One campaign strategist remarked,

"We realized that partnering with smaller influencers was more effective than relying solely on big names. Their followers trust them, and when they speak about a political issue, people listen."

Micro-influencers were particularly effective in reaching niche communities and engaging audiences that might have otherwise been overlooked by traditional political outreach efforts.

Focus group discussions also confirmed the impact of micro-influencers in amplifying political messages. As one participant explained,

"I follow a few smaller influencers who talk about politics in a way that feels real to me. They're not celebrities, they're just regular people, and that makes their opinions more relatable."

This shift in engagement, from large-scale influencers to micro-influencers, illustrates the evolving nature of political mobilization, where authenticity and relatability are valued more than mass appeal. The content analysis further revealed that micro-influencers frequently used Instagram

stories, live streams, and Twitter threads to engage with their audiences in real-time, creating opportunities for interactive discussions. This real-time engagement allowed for more personalized conversations, where followers could ask questions, express concerns, and receive immediate feedback from the influencers they trusted.

Another key trend observed in the content analysis was the increased use of visual content to enhance citizen engagement. Platforms such as Instagram and TikTok, which are heavily focused on visual media, became crucial tools for political campaigns to communicate their messages through images, videos, infographics, and memes. The analysis showed that posts with visual elements were significantly more likely to go viral and attract engagement compared to text-based posts alone.

Interviewees frequently mentioned the importance of visual content in capturing attention. One campaign staffer commented,

"We noticed that people were much more likely to share a meme or infographic than a long text post. It's all about grabbing attention quickly, and visuals are the best way to do that."

Memes, in particular, were highlighted as a powerful tool for distilling complex political ideas into easily digestible and shareable content, making them highly effective in engaging younger audiences.

Focus group participants also discussed their preference for visual content over lengthy articles or speeches. One participant noted,

"I'm more likely to watch a short video or look at a graphic than read a long post about politics. It's just faster and easier to understand."

This aligns with the content analysis findings, which showed that visual posts generated higher engagement rates, including likes, shares, and comments, compared to text-heavy posts.

Furthermore, with the help of video content and particularly videos in TikTok and YouTube it became possible to tell stories that would evoke an emotional reaction of viewers. Short videos appeared in political campaigns to personify the candidates, show important but not very spectacular moments, and make direct calls to action, compared to traditional television campaigns, more people felt connected. The analysis of the content showed that, as well as numerous videos that included sentimental messages along side factual messages, were some of the most likely to be shared and discussed pieces during the campaign duration.

The trends cultivated from the content analysis presented in the work theoretical demonstrate how social media impacted the citizens' interactions with the political material. It concerns the new possibilities of the political participation and expression through the newly emerged channels of the user-generated content. The politics of persuasion has nowadays transported focus from big names celebrities to tiny yet powerful social influencers. further, the use of visuals has also improved engagement as it makes posting political information more shareable.

In one sense, such trends have enabled the citizenry to become more active by engaging in activities that may not have been possible before in other contexts at the same level of meaningful practice. However, in doing so they present some difficulties particularly regarding the trustworthiness of that information and the possibilities for constructive interaction. However, the

study which is presented don 2013) shows that social media will remain an essential element in defining the political activation and participation for future democratic struggle elections.

The discovery from this research has knowledge value in understanding the role of social media in democratic campaigns as a primary means of engaging people politically. Prior studies paid much attention to whether new media technologies enable politicians and activists to run direct campaigns without intermediaries, such as traditional media outlets (Jungherr et al., 2020). This research finds that social media, to an extent, provides an open playing ground through which political players engage the voters. Nevertheless, this work also reveals a fresh perspective at the rising status of micro-influencers in the process, which has not been done significantly in prior literature. While the likes of movie stars or statehouse president hopefuls have significant influence, micro-influencers' influence is within a specific subject area, building rapport that can be described as trustworthy (Rogers, 2023).

According to this study, micro-influencers who had anything between several thousand and tens of thousands of followers seemed to be far more effective in mobilizing political engagement than the regular influencers. Through sharing real life stories these people manage to get their people into participating form activities such as voting or fighting for certain rights. This is an important contrast to Hill et al. (2021) who noted that, while there was an earlier focus on this literature on macro actors, the impact of micro influentials have been understudied. According to the participants in this study, micro-influencers were more trustworthy and relatable than hence more capable of triggering real political engagement. These are well supported by Hoor & Ilavarasan (2023) who opined that micro-influencers have the ability of sharing an even stronger emotional bond with the target audience than other popular celebrities.

This work thus contributes to the existing literature by showing that, unlike the notion that they are small-influence 'nobodies,' micro-influencers in fact create localized and issue-based political attention. This research contributes to the discussion about political mobilization in the digital era by presenting extended examples from the interviews with participants who felt encouraged to vote or discuss politics after coming across posts made by 'real' micro-influencers.

The second important implication of this research is the importance of UGC as a tool that helps to raise voices of politicians and promote populist activism. In previous studies, social media has been a tool through which citizens get to share their political views as stated. Nevertheless, most of the prior studies have mainly viewed UGC as a way of expressing the public opinion in terms of political discussion as an instrument for political activism. This research addresses this shortcoming through showing that UGC not only depicts political affiliate but also plays a role in shaping politics.

Qualitative data collected through interviews in this study showed that many user produce and sharing UGC including memes, political satire videos, or political related infographics with the intention of raising awareness on political issues and encourage others to take some form of action. Accordingly, participants stressed that transient activities involving social networking sites like #GoVote were also critical in achieving political turnout. These viral trends used memes to get the users not only to express their political opinions but also to actually get out and vote or protest. This adds a new angle of what UGC brings to politics, especially in view of the fact that it connects online conversation with offline actions.

Also, for this reason, the study demonstrated that authentic and credible UGC that is created by members of the public is more potent in terms of political mobilisation than professionally produced co-ordinated campaign promotional materials. This resonates with Bennett and Segerberg's 'connective action' where relatively uncoordinated, digitally connected participants can participate in politics in a non-hierarchical fashion. As it was observed in this study participants understood and appreciated works that incorporated their own and other people's personal experiences and small-scale campaigns better as those inspired them to act. who underlined that an individual motivation is based on network and community support.

This study devoted much effort to identify how and why visual material acts as a mechanism to gain attention to political matters. Conventional political campaigns' have primarily used word and text-based messages, but this research revealed that images, videos and charts are now pivotal in political communication. have pointed out that , media that contain visual stimuli and especially where these are presented with an emotionally charged connotation are more appealing to the audience than content that is purely textual. Although, majority of the published literature has centred on conventional formats of advertising including television advertisements and posters, it fails to capture how proauthors adapt visual media on social sites particularly Instagram and TikTok.

This study fits into this gap by showing how political actors are shifting to use visual narrative to reach young people and operationalize the complicate political issues. Some of the participants noted that short kludgy videos, for instance videos that elicit an emotional response, or political memes, have a way of motivating interview participants to support a cause. Some of the respondents said they have come across some viral videos on Instagram or TikTok that would simplify some political issues. For example, one of the participants described how they became interested in environmental activism through the use of climate change meme, which at the time was a picture. claims that visual content, especially when posted on social media, is more likely to attract people's attention, and therefore has potential for virality and greater potential influence.

This study, therefore, builds on previous research by demonstrating the manner in which political campaigns employ visually-driven content to translate complicated messages, as well as appeal to different generational groups. It also shows how visual narratives trigger emotional reactions from the viewers into reducing political issues to self-interest indices. who stated that the presence of picture media on social sites is a necessary characteristic of present-day political communication.

This work also reverses the paradigm that the activism occurring on the Internet is any less effective or genuine than activism occurring in the 'real' world. have reduced previous online activism as "slacktivism", unable to be compared to various physical protest or ordinary forms of political activism. But this study discovered that online political engagement is not a form of symbolic politics or a tokenistic behaviour, but a significant part of political activism.

Thus, the interview data show that most of the participants saw the shares, posts, signatures, and comments as purposeful actions that supported larger political profiles. Respondent 17 said that they could not physically go to a political rally but they make a difference by posting information from it on social media. This corresponds with Kaskazi & Kitzie (2023) assertions that engage and mobilise many people online political participation may be as effective as the offline processes.

However, this research also discovered that virtual activism is usually a pathway to offline activism because the participants here revealed in the study that they first learned of political events via social mediachannels before attending the events physically. The type of activism exemplified in this case deviates from traditional understanding of advocacy as it shows how both online and offline activations are gradually blurring. These findings contribute to political engagement literature by showing that social media activism is not a marginal form of participation, but a complementary approach that may stimulate large political actions.

Although the paper brings numerous strengths in the social media in political mobilization it also looks at the weaknesses of politics in the current society, for instance, polarization, considering it was prominent especially in the recent years. Some of the participants raised issues of isolation, arguing that social media only feeds people with information that seeks to reaffirm what they what they already know. This is consistent work on echo chambers which stress that social media can be a driver of polarisation because the resulting networks are liberal-conservative.

Besides, participants also described the plentiful false information available in the course of the study and negative impact on their political activity. established that fake news travel faster than real news through the social media, thus polarising and compromising rational politics. Talking about the influence of fake news, one of the interviewees noticed that when seeing a post about a political candidate and realising that it is fake, they stop trusting all the other political campaign materials and therefore decided against engaging in political campaigns. This is a clear demonstration of the problems that people are faced with by fake news mostly affecting political parties with big social media following.

Conclusion

This research has established the significance of social media as an online mobilisation tool and agency of citizens in political processes, indeed through micro-bloggers, consumers' productions, and visual narratives. In doing so, this paper builds upon shortcomings of prior literature to establish how these digital tools have democratised politics and offered personalisation and emotional appeal to an extent. However, the study does not ignore the existence of troubles such as polarization and misinformation which make the environment of political activism through the internet a thorny issue. Overall, this research contributes to the understanding of change of social media in democracies that has been progressive and emancipatory alongside being charged with problems in political behaviour.

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