

SOCIAL MEDIA

& POLITICAL AFFILIATION

02 RESEARCH QUESTION

How does political affiliation shape university students' platform preferences and engagement with political content on social media?

04 METHODOLOGY

- **Online Qualtrics survey** on university students with **308 participants** (235 included).
- **Political beliefs** measured in **social** and **economic** dimensions.
- **Social media use** divided by **platform** and **topic**.
- **Frequency** of seeing **content** that *supported/opposed* their views.
- Students **perceptions** of their social media use.

01 BACKGROUND

- **2024**: Record-breaking global election year (**1.6B voters***, **74 national elections****).
- Increase in **youth turnout** and rising presence of **social media** in the **political sphere**.
- This study looks at the connection between **political affiliation** with **social media use** in **university students**.

03 HYPOTHESES

- **H0**: **Political affiliations** of university students have *no* influence on their **platform preferences** & **engagement** with **political content**.
- **H1a**: University students' **platform preferences** are *significantly* influenced by their **political affiliations**.
- **H1b**: University students' **engagement** with **political content** on social media is *significantly* influenced by their **political affiliations**.
- **H1c**: **Political affiliations** of university students *influence* their **platform preferences** & **engagement** with **political content**.

05 FINDINGS

- **H0**: Rejected
- **H1a**: Partially supported; significant association between political views & platform preference for:
 - Bluesky, YouTube, 'Other' (**economic views**);
 - YouTube (**social views**).
- **H1b**: Partially supported; significant association between political views & topics of:
 - Economy, Climate Change, Discrimination & Inequality, Abortion, Human Rights (**economic & social views**);
 - Elections & Democracy (**social views only**).
- **H1c**: Not conclusive.

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References

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