



# The Effect of Social Media on Result of Election in Metropolitan City

Special Focus on Kathmandu, Nepal

Pabina Regmi Wagle

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## Abstract:

In context of the large cities like Kathmandu, the social media platforms are considered to be very essential avenues for sharing information, citizen engagement and networking. This research investigates about the major effects of the decision-making of voters during election times. Examines the engagement and political view of the candidates for the problems examination of the Kathmandu residents in context with the presentation that they share on the different social media platforms like post, photos, or videos. Particularly, the effects of the viewer's engagement about the headline sand media, news rely on the decision of the social media on knowledge of the peer discussions. For data collection different questionnaires and online surveys are performed and the collected data is evaluated for see the participation of voters in social media exposure during the correlate electrical voter process of Kathmandu. Preliminary results highlight the importance of the social media impact on preferences and voter behaviors in big city like Kathmandu. This examines about the engagement of social media and its exposure effect on the political content to spread the demographic groups exposure in the metropolitan setting of Kathmandu. This research advances our understanding of the dynamic relationship between social media usage and election dynamics and the changing role of digital platforms in influencing democratic processes in urban settings. Policymakers, electoral professionals, and civic organizations looking to use social media to educate the public and encourage democratic engagement in Kathmandu's elections will find great value in the findings.

**Keywords:** Social Media, New Media, Politics, Elections, Political Communication, Metropolitan City

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# 1 Introduction

## 1.1 Significance & Background of Study

Social networking sites are considered as websites where users go to engage themselves with others and to share information and content in society. Today it is applicable in virtually all areas of life with the political process not being an exception. Some of the common social media platforms that are being used in political communication and mobilization include Facebook, Twitter(X), Instagram, and YouTube. This is particularly true for cities with high population density and where the internet is used frequently for social-related purposes (Daşli, 2019). The primary function of social media in the context of elections is to mediate the process. An individual applies for political positions to implement their policies, the voters use their brains and voice their opinions on some issues or candidates, and the media disseminate news and political comments. These interactions are very influential in influencing the decisions of the voter and even the overall result of an election. This study aims to find the impact and role of the social media platforms for election process in cities like Kathmandu, Nepal (Ausat, 2023).

This can be considered as an important topic for conducting research on the relation of electrical proceedings and social media in urban areas. This study aims to find the impact of digital technologies on political perceptions, behaviours and inclinations for the use of social media in the area like Kathmandu (Bartaula et al., n.d.). To improve the democratic process and encouraging the citizen, we comprehend the mechanism of electoral stakeholders, civil society organizations and policy makers for understanding the political involvement and voters' behaviors with social medias.

Study background for the broader tendencies of the Kathmandu's political transitions, urbanization and technical advancement. Metropolism that undergo the explosive urban growth for the present of the complexity in modern urban politics of Kathmandu (Wagle, 2006). In process of examining the social media influence Kathmandu has offered the examination of dynamics change in democratic participation of digital age in urban governance for the political disclosure and public opinions.

In 21st century of the political disclosures, the social media platforms has advent effect on the landscape due to the significant shifts (Jones & Park, 2018). For the political communications the social media platforms have the wide reach and immediate connectivity in essential to vehicles (Karpf, 2012), which has transformed the dynamics of elections around the globe

(Howard & Hussain, 2013). This thesis is used to examine the decision-making during elections and effects of social media in voter's participations (Vaccari et al., 2015).

The unparalleled access of the materials and political dialogues has complete change on the peoples receive and use of information with the introductions of social medias (Chadwick, 2015). Facebook, YouTube, Instagram and Twitter these make the easy access of all topics, parties, political figures of the participations exchanged opinions, debates and wealth of organization (Zúñiga et al., 2012). To democratize the political narrative for shaping the opinion and election results with the help of social medias (Tsfati & Cappella, 2003).

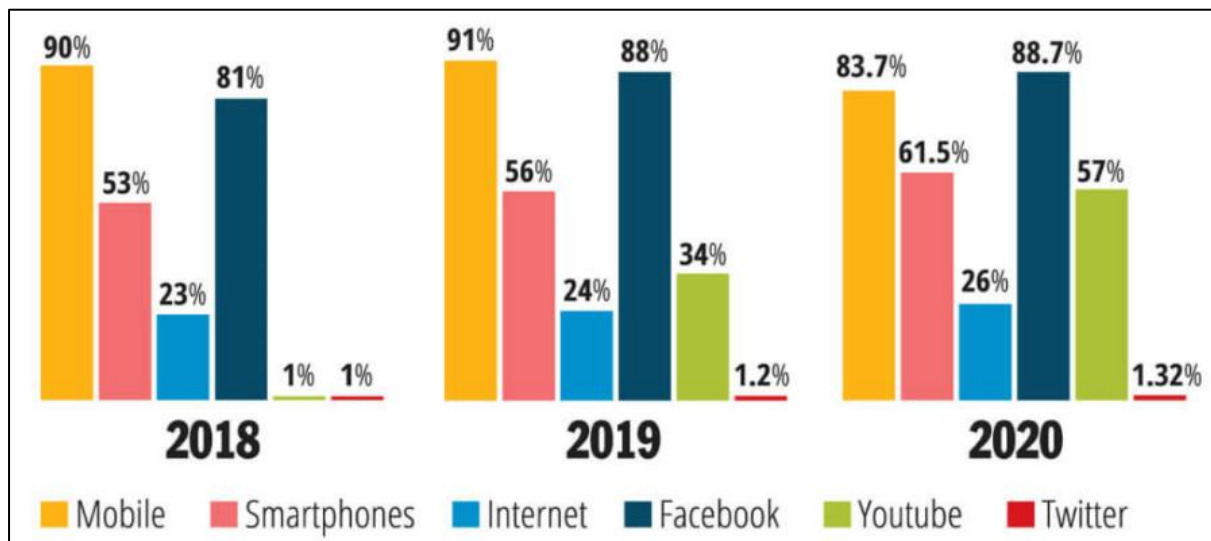


figure 1. Use of Social Media by people of Nepal (Pokhrel, 2021)

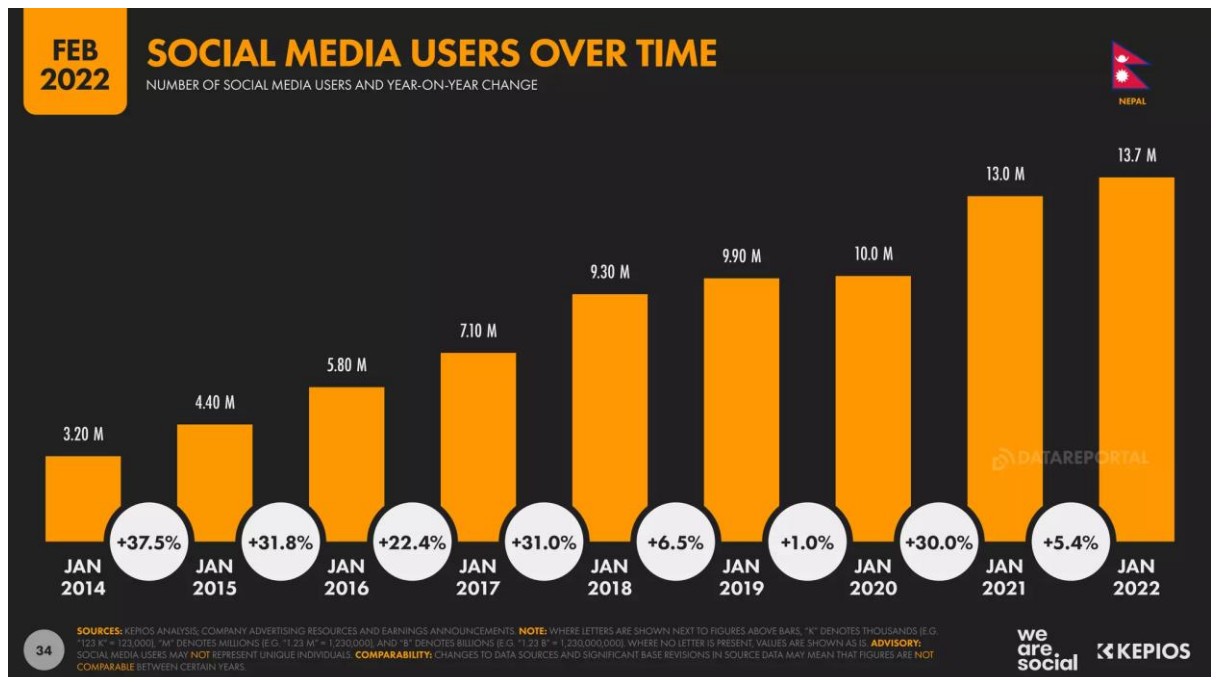


Figure 2. Use of social media users over time (DataReportal, 2022)

## **1.2 Social Media During Election**

Revolutionized elections provide powerful platforms for communications and political engagement with the help of social media. Facebook, Instagram, YouTube, and Twitter(X) became important tools for political candidates in the context of Nepal to reach voters. They allow candidates to share messages while mobilizing supporters and getting engaged with the public (Bhattarai, 2023).

This isn't a unique way but a global phenomenon with the significant implications of selection with the use of social media platforms. They help to influence people with the sense of community, voters' behaviours and spreading political messages in community for the candidates. Impact of these platforms depends on the cultural and regulatory environment along with the local political landscape. Democratic engagement by making political discourse more accessible and widespread as to enhance the posed challenges with fake news, online harassment and spreading misinformation. To ensure fair and transparent elections for highlighting the need of the strategies and effective regulations for undermining the issues of the electoral integrity (Bradshaw & Howard, 2018).

The use of social media in Nepal in comparison with other countries can reveal unique challenges and common trends. They have become critical in shaping electoral outcomes and transforming political campaigns with the social media platforms. For leveraging the strategies and best practices for identifying them to support the addressing associated challenges for the election across contexts with the help of understanding social medias. And for the participation of greater voters and engagements they need the mitigation of the careful management of the potential risks.

## **1.3 Metropolitan City & Its People During Election**

Cities like Kathmandu attract different backgrounds peoples in wide range because it is dynamic centers of political, economic, and cultural activity. Public participation during election seasons and political conservation can vibrant the atmosphere of the city serves hub. Reflecting on the diverse range of economic, cultural and social identifies is engaged in influencing political climate of the Kathmandu's population during the electoral processes. Decision making and electoral behaviors in the digital era are influenced by the social media contemporary dynamics with the urban politics (Wagle, 2006). Illuminating the ways in which digital seeks to investigate how social media affects Kathmandu's electoral process during the election time with the socio-political landscape of the city.

Citizens have a significant influence on the result of elections with their voting choices, engagement, and participation. In addition to being the recipients of political messaging, they actively participate in the election process. According to research, election-related political information, attitudes, and behaviors may be influenced by social media (Ross et al., 2018). Elements like citizens' views, beliefs, and behavior are affected by social media. By exposure to political content on social media platforms, for instance, citizens' opinions about politicians, parties, and problems may be shaped. To voice their participation in political debates and rally support social media can provide a forum for the recognition of wider consequences of communication on the democratic process of influencing individuals.

#### **1.4 Limitations of The Study**

However, this provides the information on the effects of social media in Kathmandu. It has the limitations to be notes insightful informations as the Kathmandu is considered as the major city it cannot be generalized. So the conclusion of the study is not connected directly with the settings of metropolitan in the sociopolitical dynamics (Bartaula et al., n.d.). The study relies on self-reported data that has the respondent's tendency to provide misunderstanding questions for the social media activity to provide socially acceptable answers that are biased and inaccuracies.

Limitations of data access, time, and money may restrict the scope of this study. However, the limitations of the analysis, research contexts, and gatherings with the interpretation of large data are needed for the investigation of the social media influence in Kathmandu (Bartaula et al., n.d.). Changing social media platforms and digital technologies can make it difficult for real-time data collection. To offer current insights into the voting behavior and social media usage in Kathmandu. With these drawbacks in mind, this study helps in the study of electoral and digital politics and is a solid basis for future research.



## **2 Literature Review**

### **2.1 General**

Big cities and ways of communicating can drastically affect urban life due to social media platforms. The literature review provides insights into the publications of respectable publications for large cities in social media. Political communication has a big impact on how social media proceeds with the election process. The noticeable effects of political communications are defined by the demographics and dense populations. This review focuses on information sharing, voter behavior, and political campaigns impacting the big cities during election processes.

### **2.2 Theoretical Frameworks**

Karki et al. (2021) investigated how social media influenced political discourse and mobilization in the run-up to the Kathmandu municipal elections. The study demonstrated how political parties and candidates used social media platforms to spread campaign messaging, interact with voters, and rally support, ultimately impacting electoral outcomes in the metropolitan area. This was accomplished through a qualitative examination of Facebook and Twitter data.

According to Bhattarai (2023), this looks at the voter's behaviour affected by the social media and involvement of the political parties during the election time. They use the data obtained from surveys to show the involvement of social media to encourage dialogue on important issues, enlisting support from young voters and raising political knowledge for the change of the urban setting's electoral engagement.

Looking upon how the political parties and candidates use social media during election times in involvement with performance enhancement during the election campaigns, for targeting the demographic categories and target constituencies in Kathmandu city. For the customization of the campaign messages for platforms like TikTok and YouTube for the win and support of the urban voters, they post the content analysis with the campaign strategies of performing interviews. The proper examination and evaluation of enabling the reporting and enabling of citizen monitoring can help in the study of the social media impacts on accountability and electoral transparency of Kathmandu. Interviews and content analysis with the user generation

of the election observers are demonstrated for the real-time selection process like transparency mechanism and promoting accountability.

Examination performed by Bhandari, Sharma, Kunwar, and Gyanwali on the extension of the social media influence on election results for the political advertising influences on the choices and attitudes of voters during the time elections in Kathmandu (Kunwar et al., 2022). Their study summarizes how social media platforms influenced voters' attitudes and, ultimately, preferences with a mixed-method approach for focusing on group discussions and combining surveys approach (Bartaula et al., n.d.). How the opinions leaders and social media have influenced are also investigated while shaping the electoral narratives with public perception in the election campaigns of Kathmandu. The agenda-setting process and political discourse of the identified influences with the help of the network analysis of the Instagram and Twitter data emphasizing the mobilization support and voter perception influence in the electorate of the metropolitan. The Gurung, Turin, and Tamang studies how the identified politics and intergroup religion can mediate the heterogeneous urban context of Kathmandu with social media (Gurung et al., 2014). It suggests the spaces of the impact of electoral dynamics, coalition-building tactics, contestation, expression of ethno-political identities, and negotiations of the social media functions with the online interaction of the discourse analysis of the qualitative interviews.

Social media play a major role in influencing electoral campaigns and voter behavior with the help of social media sites as they spread energizing support in mayoral elections and spread campaign messages. It echoes the chamber with the mold voter's information intake habit and political polarization.

They shape the voter's mobilization and political discourse. To engage the voters and rally support programs, they use different groups from platforms like Instagram and Twitter(X). Additionally, social media sites like TikTok and Snapchat significantly impact young people's political engagement and voter turnout, altering the demographics of electoral participation.

With particular insights from the electoral context of Kathmandu, Nepal, these studies collectively highlight the multifaceted impact of social media on election processes within metropolitan cities, emphasizing its role in shaping political communication, engagement, transparency, accountability, polarization, and identity politics. Based on the categorized themes from the open-ended responses, here is an analysis in the context of the theoretical background and literature review:

### **2.2.1 Uses and Gratifications Theory**

According to the Uses and Gratifications Theory, people actively choose and interpret media information by their needs and motives (Katz et al., 1973). In the context of the larger framework that is the thesis, the Uses and Gratifications Theory seeks to establish how urban residents utilize social media during election periods to fulfill that need (Hajdarmataj & Paksoy, 2023). These include acquiring political information, expressing political opinions, and relating with the kindred spirits. Through understanding the motivations for engaging in social media and the impact of social media on political actions in urban areas, the study contributes to a better understanding of the relationship between social media and voting processes. It will also explain how the various incentives to use social media to participate in politics can influence political behaviors, which is vital in understanding the dynamics of the use of technology in democracies within metropolitan settings (Wang et al., 2018). Such dynamics can be crucial for defining the key approaches to supporting increased democratic activity and proper participation in the election process in cities like Kathmandu.

Applying the Uses and Gratifications Theory, it would be possible to describe the reasons behind the use of social media platforms among urban residents in the context of elections in Kathmandu. Some potential needs and gratifications that could drive social media use include:

- Information seeking: Mobile social media can be employed by urban residents in the vetting of politically affiliated candidates and politically affiliated parties, as well as political campaign information.
- Expression of political views: Social media platforms are a place where people go to post what they feel about political issues, share opinions on political figures and even show support for certain politicians (Kamboj, 2019).
- Personal identity and social integration: Interacting with political content on social networks with friends or on political threads might reassure or reassert one's political identity on the Web and/or feel part of a political community.
- Entertainment: To some users, especially the new generation, the consumption of political content on social media platforms such as TikTok or Instagram might also be a recreational or a social activity (Gnawali, 2020).

According to the Uses and Gratifications Theory, we can understand the further effects of social media on political behavior, engagement, and voter turnout in Kathmandu if we know particular needs and motives that make the users turn to social networks during election periods. This theory can make it possible to examine how the gratifications sought and attained

in social media usage affect diverse political consequences, including the voting pattern, political polarization, or the manner in which views and narratives on the election are framed in the Metropolitan area of Kathmandu.

### **2.2.2 Social Influence Theory**

According to Festinger (1954) and Bandura (1977), Social Influence Theory describes how individuals are influenced through their networks. In the context of this thesis, this theory focuses on how social media platforms objectively influence the political systems, perceptions, and voting habits of the urban dwellers in Kathmandu. This research helps to determine the extent of the social media channels for the mobilization and communication facilitation during the informal social network electoral periods, regarding the accumulated political content and perception of receiving awareness with the help of social media contacts.

In the context of elections in Kathmandu, the Social Influence Theory can help explain several phenomena:

- **Social norms and peer influence:** People living in urban areas may develop political opinions, political preferences, and political behaviors based on supporters' impressions. When their contacts are exposed to specific political content or when they share content that supports one candidate or another, it produces a feeling that there are social expectations or standards that influence people's choices (Crusius et al., 2022).
- **Opinion leadership and influencers:** Social media helps form a target population of opinion leaders and influencers who could shift the mindset and behavior among followers regarding politics. These influencers can indeed be potential sources of social influence, affirming, creating, or transforming certain messages and impressions about the candidates, parties, or the issues around the elections.
- **Information diffusion and agenda-setting:** The information uploaded to social media platforms and the conversations that ensue can make certain political matters more or less conspicuous and important. This agenda-setting effect can alter the nature of the public discussion and voting preferences in the course of election campaigns.
- **Mobilization and collective action:** Social media serves as a tool that broadcasts information and appeals for engagement and shares political causes, candidates, or movements among the urban population. This social influence can turn into increased participation rates among the electorate or into supporting certain electoral results (Shan et al., 2019).

## **2.3 Empirical Evidence**

### **2.3.1 Digital Landscape of Social Media During Election**

With the application of social media sites like YouTube, Facebook, and Twitter the digital terrain of elections is defined. According to Bhattarai (2023), these venues are essential for political communication, information sharing, and community involvement in Kathmandu. To connect with voters, spread their message, and rally support for their campaigns, political parties, candidates, and activists use social media as a tool. Likewise, even citizen journalists and independent news organizations use social media for election-related events and offer different viewpoints on political matters. The increasing use of mobile internet has also comprehensively impacted the overall digital landscape by allowing the individuals of Kathmandu to take active participation in political discourse and access social media platforms from any location with internet connectivity. There are also many difficulties in social media platforms, such as the integrity of the democratic process being critically threatened by the expansion of fake news and misinformation on social media, necessitating steps to combat misinformation and improve digital literacy. Additionally, misinformation on social media, necessitating steps to combat misinformation and improve digital literacy, are also highlighted by problems like algorithmic bias, privacy infringement, and online harassment.

### **2.3.2 Impact of Social Media on Citizens During Election**

In Kathmandu, Nepal, the effect of social media is significant during the times of elections. For political discourse and information, social media platforms are an active source as they provide users access to various dynamic viewpoints and facilities in real-time interactions, increasing users' political knowledge and engagement (Shrestha et al., 2023). Moreover, for the establishment of online communities based around particular political beliefs or candidates, these platforms are used to connect users with like-minded peers and political groups. Thus, the presence of such a virtual community is important for facilitating activities such as rallying supporters, planning political events, and spreading political ideas among Kathmandu's voters (Bartaula et al., n.d.). In addition, social media provides avenues for direct public participation in the political process by sharing news articles, voicing opinions, and supporting political campaigns (Shrestha et al., 2024). However, issues such as the propagation of false information and fake news via social media often reduce the legitimacy of the election and create pressure on differences between the voters (Bhattarai, 2023). Thus, as a result, irrespective of having

such influence to alter the political engagement in Kathmandu during the engagement, it is important to address the concerns that are dis-information related to enhance the overall guarantee that these platforms are used responsibly and promote informed civic engagement.

### **2.3.3 Strategies to Find Out Social Media Effects During Election**

For the quantitative information, surveys and questionnaires can be used to gather information on Kathmandu citizens' social media usage habits during election seasons, their exposure to political content, and the impact of social media (Shrestha et al., 2023). According to Shrestha et al. (2024), to gather valuable insights on themes, sentiments, and levels of engagement that are prevalent among the online population in Kathmandu, content analysis of social media platforms such as Facebook, Twitter(X) and YouTube play a significant role. By acquiring such valuable insights, light can be shed on the actual effect of online discourse that affects the political dynamics of the city. Through focus groups and interviews with the city's citizens, a qualitative understanding of the perception of the residents of Kathmandu, and experiences regarding the role of social media in shaping political views and participation in the context of Nepal's capital city, qualitative data can be obtained. For insights into the digital political scene of Kathmandu, observation strategies are used by directly observing the online behaviors, interactions, and engagement methods of social media users during elections (Gurung et al., 2014). Additionally, to yield comprehensive insights into the intricate interactions between social media and electoral procedures in Kathmandu, in-depth contextual analyses of certain election campaigns or political events in Kathmandu are performed, and for the solid empirical evidence to clarify the complex effects of social media on elections in Kathmandu, the researchers utilize various approaches as per the settings of Kathmandu.

## **2.4 Scope and Objective of the Study**

The main aim of this study is to examine the influence of social media on elections in Kathmandu, a metropolis that is rapidly becoming more urbanized and technologically advanced. To determine how social media usage affects voter participation and decision-making procedures during elections and expand the previously mentioned goals, the main objective is conducted. This study also focuses on explaining the influence of digital communication channels on political attitudes and perceptions among Kathmandu residents by examining people's interactions with political content on social media platforms, including news, posts, photos, and videos (Bhattarai, 2023).

Furthermore, the evaluation of how social media exposure affects political engagement and voter turnout in the election cycle of Kathmandu is also an aim of this study. Another focus point of this study is to use questionnaires and online surveys along with data analysis to aims to determine any differences in social media usage and political activity across the city's various demographic groups.

Thus, the overall goal of this study is to understand the complex interactions that facilitate between social media and electoral dynamics in large cities such as Kathmandu. About the opportunities and challenges associated with digital communication technologies in promoting democratic participation and accountability in urban environments, the research aims to inform policymakers, electoral practitioners, and civil society actors. More precisely, this study will look into the pattern of social media and how it influences the behavior of citizens and the outcomes of electoral.

This study aims to investigate how social media affects Kathmandu elections by answering the following research questions:

1. To identify the actual usage of social media by the individuals of Kathmandu during the season of elections.
2. To identify and examine various contents shared by the people of Kathmandu during the election season.
3. To gain accurate information on the actual influence of social media on the people of Kathmandu towards politics.
4. To evaluate the effect of social media on political engagement and the rate of voter turnout.
5. To identify the overall influence of social media on voters' perception and electoral debate.
6. To determine the difference between Kathmandu's various demographic groups the differences in social media use and political participation
7. To offer suggestions on how to use social media to improve democratic accountability and participation in Kathmandu's elections.

## **3 Methodology**

### **3.1 Process of Study**

This chapter aims to study the effect of social media on the city of Kathmandu, particularly during election seasons, through both qualitative and quantitative research approaches. This will increase the likelihood of carrying out a very befitting statistical analysis test as well as

gain deeper insight into experiences. The study begins with the examination of journals, articles, and posts which can reflect the specificity of social media usage and digression into the direct impact during the period of the election. The next research method employed is quantitative data collection, that entail questionnaires that cover so many aspects of life. These questionnaires are normally mailed, or the link is sent to individuals through email or social media platforms. When this is done, what has been accomplished are the retained response options and decisions that offer quantitative data for the tests. Furthermore, the survey approach is that it can provide an opportunity to identify secondary or additional findings regarding the study's research questions (Thapa et al., 2023).

To learn more about social media habits, the research begins with examining journals, papers, and posts made throughout the election season. This relates to the qualitative approach, which reveals how social media directly influences people's decision-making. Subsequently, the quantitative method is applied using questionnaires covering a wide range of topics. The questionnaire is sent by email or other means by sharing its link. Once completed, the forms are reviewed for the number of options and decisions that provide us with a particular amount of data for analysis. This also includes the survey approach, which could provide us with additional or fresh information on study-related replies to questions.

### **3.2 Survey Methodology**

The survey methodology presents useful information considering the method applied for collecting information and opinions from the population of Kathmandu regarding social media's influence on elections. To explain the survey methodology, overall data collection process, the use of both quantitative and qualitative methods, and ethics involved, and a relevant segment of the population to study the effects of social media in the electoral process in the metropolitan area of Kathmandu (Bhattarai, 2023). There are four main survey methodology categories beyond distribution type: Individual interviews, telephonic interviews, online questionnaires, and paper questionnaires. Surveys complement information obtained from questionnaires as they offer an overall opinion and real experience of individuals affected by social media during election periods. Using survey methods provides more varied and other insights into the impact of social media on political representation. This can lead to discovering something new or unexpected, thus increasing the quality of quantitative and qualitative research. This integrated approach provides a broad perspective of the control being exercised



by social media over the elections, especially within the backdrop of the metropolitan city of Kathmandu (Conrad et al., 2019).

The survey is useful as it adds up the perception and real-life scenarios of the people affected by social media usage during the election period along with the data collected from questionnaires. Using survey methods provides different and extra data that highlight the effects of social media on political representation. It can result in finding new or incongruity, thus improving the quality of qualitative and quantitative research. This holistic approach helps gain a feasible picture of the degree of impact social media can make in the electoral processes, especially in the context of the metropolitan city of Kathmandu.

Survey design is one of the elements, and each of the questions is constructed in a way to get the best responses without acting as a bias towards or against the participants. This may include past and current usage of social media platforms, engaging with political content, trust in news found in social media, and behavior changes when there are elections. How it works: Before administering the questionnaire, it is introduced to the target audience in its pilots so that possible alterations can be made to fit the practice. However, during the administration of the questionnaires, the participants must respect the ethics that put into consideration issues to do with data privacy and consent from the participants (Liao, 2023).

In this research, the distribution of surveys occurred through email or messenger, where the participants sent the Google Forms questionnaire as it can easily be accessed on their devices and complete the questionnaires. This study also uses cross-sectional survey research, which is suitable for a small segment of a vast population and is conducted within a very short time to gain quick responses from participants.

To encourage further research on the area, a questionnaire on the topic was developed. Some of the questions posed were close-ended and offered limited response options; this facilitated the calculation of percentages or the creation of result charts. Some of the questions, however, were more general questions for which the respondent was expected to give a 'Yes' or a 'No' answer and explain his/her answer, thus showing how he/she arrived at the final answer. These open-ended responses will also be useful for other researchers working on similar Study questions or questions centering on social media engagement.

In this context, a self-developed, Google Forms-based questionnaire containing 20 questions on the subject was used with friends and other people, including Facebook acquaintances and close relatives, most of whom reside in the metropolitan city. The questionnaire-based survey research methodology was used to determine the direct impact of social media on people's decisions. The aim and scope of this study focusing on the survey data were to identify the

sample of participants aged 25 to 40, which can be considered as the representatives of the general population, and the main concerns, opinions, desires as well as perceptions of the participants regarding the changes that have been observed since the last election. In light of this, it is evident that the election outcome in Kathmandu's metropolitan city seems to have been altered by social media skills in politicking (Memon et al., 2020). The outcome was also due to different choices made compared to the past, and the majority of the voter bracket falls between the age range of 25 to 40 years. This study provides two different ways for the subject regarding how social media affects them; they consume media content without being able to rely on it, and in the end, they have control over their decisions rather than being at the mercy of what media feeds them (Bekele & Ago, 2022).

*The questionnaire's given in Appendix 1*

### **3.3 Quantitative Methodology**

Qualitative measures, like structured questionnaires, are crucial for networking data on people's perceptions, behaviors, and trends on political representation on social media during electoral events. The polling questions should be standardized for various concerns touching on the decisions made in voting, political activities, and the use of social media. These questionnaires can be shared via the Internet using applications such as Google Forms or Facebook Messenger. The collected data should then be analyzed to determine the relations, patterns, and statistical mediators of how social media affects the decisions of the people to decide the electoral results (Alarqan, 2021). This analysis will help in establishing a clear picture of the effect that is precipitated by social media on voting patterns.

A research strategy known as quantitative methodology places a strong emphasis on gathering and analyzing numerical data to explain events and evaluate theories. To collect data that can be quantified and statistically examined, this method usually entails the use of structured instruments, such as surveys, experiments, or statistical analysis. Focusing on objectivity and replicability is a crucial component of quantitative technique, as researchers work to reduce bias and make sure their conclusions can be independently validated.

The quantitative methodology described above offers a methodical way to look at how social media affects elections. The study intends to produce numerical data that can provide insights into how social media shapes political dynamics by distributing a structured questionnaire to a sample of 25 participants. Both a graph and a percentage are produced from the data. Using meticulous data gathering and examination, the study aims to bolster the body of knowledge

regarding the topic and provide guidance for conversations about social media's impact on democratic procedures.

### **3.4 Qualitative Methodology**

The most commonly observed range of sample size in qualitative research, which is established by the previously listed parameters, is between 20 and 60. In general, results are more reliable when the sample size is bigger. Larger sample sizes, however, naturally come at a cost in terms of money and effort, thus no one can or should aspire for consistently huge sample sizes. When questionnaires were being answered, every response stated that the respondent followed social media and relied on it but did not fully believe it. Thus, after gathering 25 samples, we terminated the survey when the responses were similar.

#### **3.4.1 Content Analysis**

Content analysis is a method of research that allows the qualitative analysis of textual, image, or audio material. It involves making data textual and grouping it to determine patterns, themes, and meanings. This method is especially helpful when studying the content and theme of the communication while it is taking place. Thus, by applying the content analysis method to social networking posts, articles, and other related documents, the researchers derive a comprehensive understanding of how social networking affects political activity and voting attitudes during the election (Mihailescu, 2019).

Because of this research, the application of the qualitative approach starts with analyzing the available journals, articles, and posts within the election period. This approach affords a coherent interpretation of exactly how social media pertains to decision-making. Self-administered structured questionnaires are then employed as a follow-up to essentially gauge further experiences as well as perceptions (Kleinheksel et al., 2020). Both of these questionnaires are general and encompassing, covering the usage of social media, interaction with politically related content, trust in news acquired through social media, and behavioural shifts witnessed during any election.

#### **3.4.2 Data collection and analysis**

The qualitative data collection is done by distributing questionnaires through e-mail or on social media sites to a sampled population. The responses are analyzed to find out whether they

have indicated similar ideas, and if possible, similar patterns (Ohei & Chukwuere, 2022). This process can be used by researchers to obtain more specific data on participants' use of social media and their effects on political processes.

The qualitative approach enhances the quantitative research approach by adding meaning and detail to the findings recognized quantitatively. With both quantitative and qualitative approaches, the study would like to provide a general picture of the impact of social media on electoral systems and results with special reference to Kathmandu. This integrated approach not only strengthens the reliability of the study but also serves to offer a broader view of social media's impact on the voting pattern.

The qualitative approach is critical for enhancing the understanding of social media in ascertaining the lesser-known, nuanced effects that social media has on political representation. By screening the content and using systematically developed questionnaires, this approach reveals what makes people engaged in social media and its impact on the democratic process (Sutton & Austin, 2015).

*The pie charts are provided in Appendix 2.*

### **3.5 Ethical Considerations**

Analyzing how social media affects elections requires a methodology that adheres to moral standards. To protect the privacy of participants, the researchers must treat their personal information with the utmost care and seek their informed consent. The facilitation of transparency, which includes providing explicit explanations of methodology and limits, is essential to building trust and responsibility. It is also important to reduce prejudice and steer clear of sensationalizing results for the elimination of false information. Moreover, it is also crucial to understand the various global settings in which social media and political processes function by being sensitive to cultural differences.

Guaranteeing data protection and declaring any potential conflicts of interest are implemented through qualitative ethical research practice. The overall welfare of individuals and communities is preserved by researchers, along with adding the understanding of the actual impact of social media on elections by respecting academic integrity with appropriate citation and responsible reporting. The ethical consideration highlights the importance of conducting research that maintains the values of justice, respect, and integrity in addition to producing insightful findings.

### **3.6 Reliability and Validity**

While analyzing the impact of social media on elections in a particular environment such as Kathmandu, it becomes crucial to ensure the validity and trustworthiness of research findings. The accuracy and overall applicability of the findings to obtain the goals of the research are related to validity, whereas the consistency and stability of measurements or data across time are dealt with by reliability.

Additionally, to guarantee that research results adequately depict the social media environment and how it affects Kathmandu elections, validity is crucial. Locating data from sources such as official election results, public opinion polls, and social media analytics can increase validity. Furthermore, to capture the pertinent features of social media influence on Kathmandu's electoral processes by performing pilot studies or interacting with local stakeholders, research methods can be validated. Valuable insights can be generated by scholars on the functions of social media in election season specifically in the context of Kathmandu.

## **4 Results**

### **4.1 Analysis of Survey**

Data that has been gathered in its original, unaltered state from one or more sources is referred to as raw data. Since raw data may be found in many different forms and from a multitude of sources, it is a resource with virtually limitless possibilities. The initial step in developing a

deeper understanding of a population, system, idea, or environment is gathering raw data. From raw data, business intelligence analysts can derive precise and valuable information about the state of their company, such as audience interest, sales numbers, campaign performance, and general productivity. The objective here is to ascertain the extent to which social media affects individuals, particularly in their election-related choices. The metropolis of Kathmandu, Nepal, is the primary subject of attention. The outcomes of the 2020 election appear to be different from past years, as the upstart party RSP has gained significant traction, particularly in Kathmandu, where the three big parties—Congress, UML, and CPN—used to win. Therefore, the main goal is to determine the changes seen in the result, among which social media is suspected to be one.

Google Forms was used to prepare the questions. Aided locals, some of whom were also active in local politics. The form was sent to them via Messenger or their email address. People in Nepal typically connect to Messenger more quickly than they do to their mail. Respondents varied in age, but most of them were adults. Since most of the questions were multiple-choice questions (MCQs) and some asked for a detailed justification for their answer, it became easier for them to respond. Because the Google Form provided the answers and translated them into percentages, bar charts, and other comparable replies, we could analyze the results via the same, which made it simple for us to analyze the data and draw the conclusion that is presented in the following topic.

## **4.2 Categorization of Open-Ended Responses**

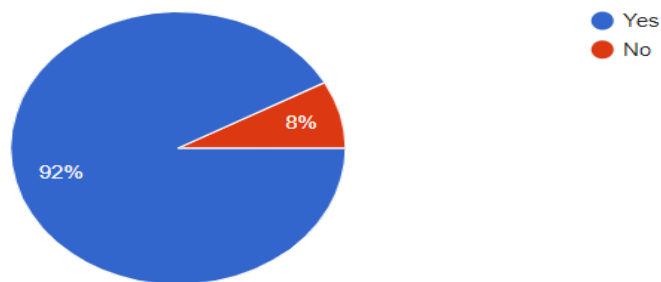
Through a content analysis of the open-ended survey responses, the following main categories emerged, reflecting the diverse perspectives of respondents regarding the impact of social media on the electoral process in Kathmandu:

### **4.2.1 Perception of Media Bias**

Several participants reported feeling that certain outlets are likely to provide a politically favorable or unfavorable view. These biases were attributed to situations like sensationalism; they had identified that some reports were selective and the media house itself could be influenced by some political or corporate entities. Some of the respondents provided specific examples where they thought some political parties or political ideologies were being given a raw deal or given undue favor by the media (Baly et al., 2019).

Do you think Media is biased on certain political group?

25 responses



From the above pie chart, it is evident that 92% responded that the media plays a partial role in Kathmandu as it favors some political parties, while 8% believed that the media is fair in the region. This shows that there is a high chance of the voters forgetting about the existence of biased media outlets.

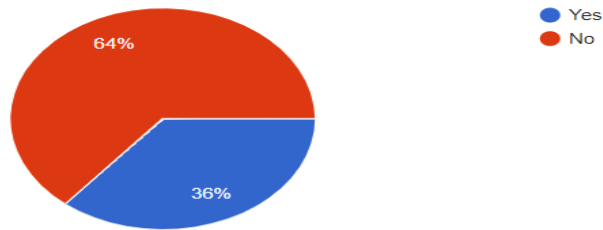
Several participants mentioned the notion that some Information outlets are most likely to present a politically favorable or politically unfavorable view. They said that these biases were explained by factors such as sensationalism; they had noted that certain reports were partial, and the media outlet itself may have affiliations with some political or business players. For example, one respondent said, “Because most of the media works to get more views and likes. So it focuses on marketing than the good service.” Another respondent noted, “Political groups are the promoter shareholder and investor of such Media.” This elucidates how participants viewed media bias as being motivated by both economic and political concerns.

#### **4.2.2 Influence of Media on Political Attitudes and Behaviors**

Demographics explained that social media significantly influenced the electorate's political orientations, perceptions, and voting patterns. They understood that the sharing of politically sensitive materials on different social media platforms could influence how people felt about the politicians, parties, or topics, which could influence their voting decisions (Thorson & Wells, 2015). However, this influence was not consistent among the respondents and depended on the type of advertisement or the frequency of its occurrence.

Do your vote based on the news, you see in media?

25 responses



The pie chart shows that 64% of the people agree that it has a strong impact on political agendas, while only 36% agree that it has a moderate impact.

Respondents' Views:

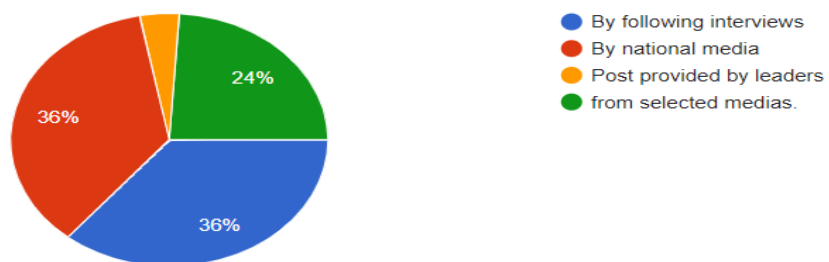
While some of the respondents were concerned about bias and fake news being spread across social media, the majority understood its influence over politics and political processes. The concerns voiced by one of the authors of the article include: “Social media is an important tool that influences individuals. Another said, “Because media is the most effective medium to float the political agenda,” showing approval of the impact of social media in spreading political agendas.

#### 4.2.3 Skepticism Towards Media Credibility

A significant number of respondents also reported having low levels of trust in traditional media sources primarily due to issues of fake news, the proliferation of false information, and what many feel is an emphasis by the media on speculation rather than accurate news reporting. This skepticism also extended to social media channels, where the respondents who took part in the study expressed doubts about the content that is posted on these platforms (Idid, 2019).

How do you differentiate news whether they are fake or real?

25 responses





National media, 36%, interviews, 36%, and selected media sources, 24%, are the primary tools that respondents use to distinguish real and fake news. It has also emerged from the findings that the leaders' posts are the least trusted.

#### Respondents' views

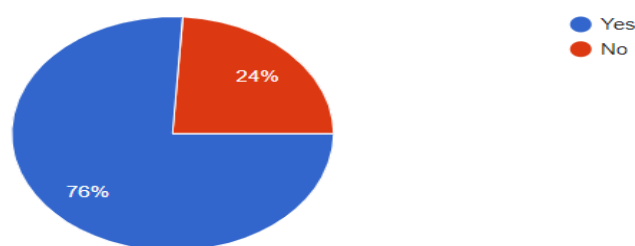
Concerning the role of media, respondents understand the importance of media on the political agendas and the opinion of the populace. They have learned to appreciate any information regardless of which source it is coming from, unlike fully relying on the political parties. Some discuss the need for real political experts and the youth's capacity to consider the information processed. There are positive remarks about social media information spreading but doubts about political parties improving or enhancing their social media presence according to needs. Some respondents stress the necessary and appropriate research in news reporting, while others have concerns about politics that cannot be easily transformed as far as the Nepalese context is concerned.

#### 4.2.4 Importance of Independent Critical Thinking

Despite the raised awareness of the impact of media, many of the respondents stated that electoral choices cannot be made based solely on media input but require personal critical thinking. These include calling for the evaluation of multiple sources of information, acknowledgment of the welfare of the communities, and the practical application of their judgment when evaluating political candidates and issues.

Have ever media made you realize that they are bias on what they show?

25 responses



The pie chart shows that 76% of participants agree that independent analysis is the best practice when dealing with political information, while the remaining 24% rely on media input.

Respondents' Views:

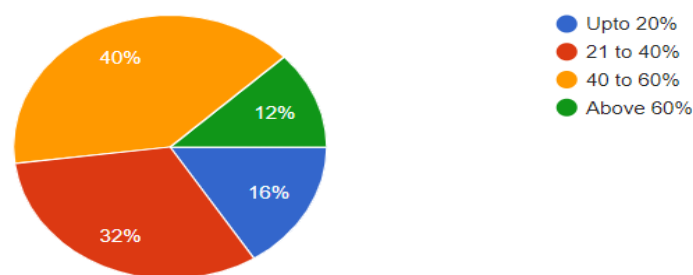
According to respondents, most of them affirmed that one cannot make electoral choices based on media input alone but needs to think critically. The responses obtained from the respondents include, “I believe it is most appropriate to vote according to my convictions and my reasoning.” Another respondent commented, “One should be on their own in decision making and no biases should be formed in matters of concern such as vote.” These responses focus on the need to consider multiple sources of information and the capacity to exercise personal judgment in the analysis of political candidates and matters.

#### 4.2.5 Role of Social Media in Shaping Political Agendas

In this regard, while some respondents expressed their apprehension about the bias and fake news shared on social media, the majority recognized its ability to shape political agendas and discourse. It was understood by the above-named politicians that social networks can act as an outlet to boost public opinion, voice different opinions, and affect attitudes towards various issues.

How much you are engaged to social media?

25 responses



As such, many of the respondents (40%) are socially active with media convergence of 40-60%. 32% of the respondents are actively involved in the use of ICT 21-40 %, and 16% spend up to 20% of their time, while 12% claim to spend more than 60% of their time.

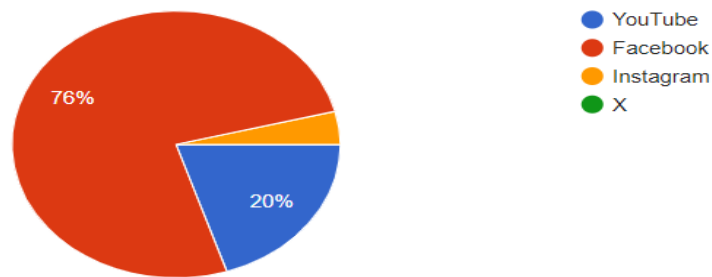
Respondents' view:

These results imply higher activity of the surveyed group in social networks. Among them, the majority (52%) reported that they spend more than 40% of their online time on social media reiterating the importance of social media in people’s lives. Approximately one-third or 21-40% represents moderate usage, which is used more often but not as frequently as necessities. A significant number keeps it at less than 20%, but a significant number also posts very heavily at over 60%. This distribution shows how, in the modern world, almost everybody spends a

significant amount of time on social media for different purposes such as information search, communication, leisure, and many others.

Which social media do you follow more?

25 responses



### Findings

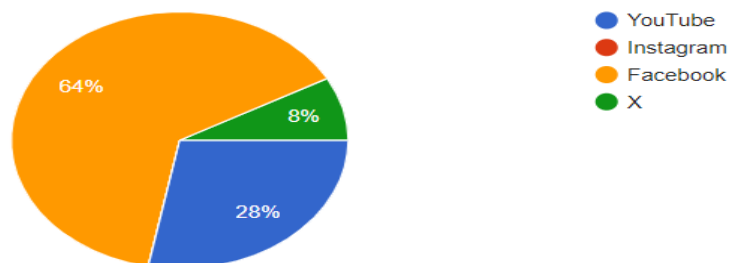
Facebook emerges largely with 76% of users. YouTube follows at 20%. Instagram has minimal usage. X (Twitter) has no appearance of the followers it seemingly possesses.

Respondents' view:

When it comes to the choice of social networkers and the share of the audiences, Facebook is drastically dominating and it is quite likely that the majority of these respondents actively use only this social network. Thus, it remains constant, which proves the relevance of this platform for video content. The fact that a small part of the population allocates such a tiny slice for Instagram signals that, as a tool, it is not often used by this group. Notably, X being Twitter, it could be inferred that it is not an application widely used before making the final decision. All in all, it is seen that the respondents are more or less active on conventional social media networking sites, especially Facebook.

Which social media do you follow more for political information?

25 responses



Political information is predominantly found on Facebook, where 64% of the respondents get it from. YouTube follows with 28%, then the now X (formerly Twitter), where 8% of the

respondents said they use it. When it comes to the types of sources people use to follow politics on Instagram, it is not listed as a favorite source.

Respondents' view:

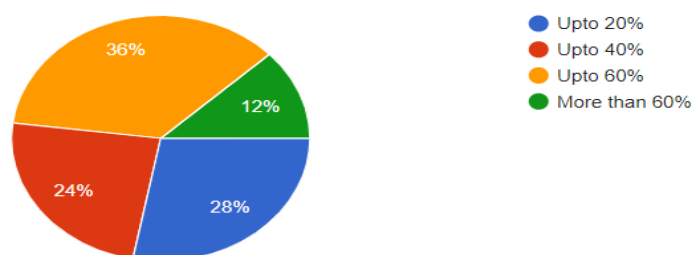
The observed tendency toward the preference for Facebook can be explained by the fact that the respondents view this site as the most open and encompassing in terms of political topics. YouTube's prominent share might suggest the desire of the audience to watch the video content as an additional source of political information, maybe even newscasts, interviews, or debates. The low percentage for X could be a result of its use being more specific or less common in the area where the respondents were located. The fact that it lacks Instagram means that this source is not rated essential for obtaining political content by this group. This distribution clearly shows the differences between the roles that various social networks play in the sharing of political information and the formation of opinions about their country.

#### 4.2.6 Concerns about Misinformation and Fake News

Respondents also showed considerable apprehension regarding the negative influence of misinformation, fake news, and disinformation on social media. They pointed out possible risks that may be caused by such content, including the influence on the views on the future election's fairness, the intensification of polarization, and citizens' distrust of the political processes.

How much news are correct according to you, represented by media?

25 responses



Findings:

According to the majority of the respondents, their estimated percentage of true news is between 40% and 60%. While hoping that at least some of the news they read is accurate, only 12% of the respondents believe that more than 60% of the news is accurate.

Respondents' view:

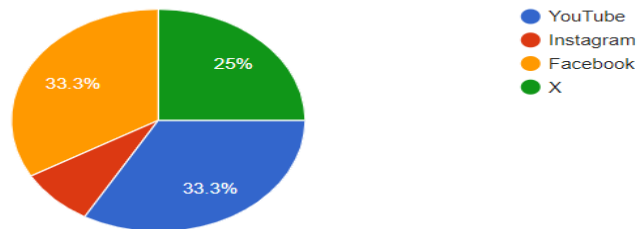
Specifically, 36% of respondents described the correctness of the media representative up to 60%. Only twenty-four percent of the respondents are convinced that over forty percent is accurate, while 28% consider that up to twenty percent is correct; 24% regard up to forty percent as accurate. The smallest group (12%) is positively oriented, perceiving more than 60 percent of the news as accurate. In summary, the level of news accuracy skepticism is comparatively high among the participants.

#### 4.2.7 Impact on Democratic Processes and Accountability

Respondents reflected on the implications of the increasing role of social media in politics for the future of representative democracy, governance, and political accountability. Some admitted that social media could level the playing field by making information publicly available and also to those willing to take leaders to task, but others pointed out a drawback of fake, biased, and bigoted news, plus polarizing views.

Which media do you trust more?

24 responses



Currently, both YouTube and Facebook have equally earned the trust of the public with 33 per cent. 3% each. X (Again, Twitter) comes next at 25 %. The least trusted platform is identified to be Instagram.

Respondent's view:

The fact that both YouTube and Facebook are given an equal level of trust indicates that the role of video-sharing sites is complemented by the role of social networking sites. Most importantly, X enjoys trusted customer levels regardless of recent suspicious incidents. Such low trust could be due to doubts from the users as to the authenticity of the content that is being shared on the platform, which happens to be Instagram. This data increases the awareness of how people perceive social media reliability differently based on factors such as content nature,

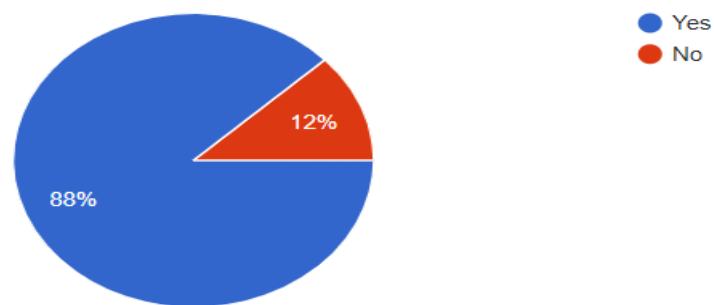
users' characteristics, and platform guidelines. Future studies could investigate the factors that led to those specified trust levels.

#### 4.2.8 Rise of New Political Parties

A considerable percentage of respondents highlighted that social media played a significant role in the appearance of new political parties in Nepal. They knew that such forums allowed for opposition narratives and agendas to emerge alongside or in defiance of the traditional political mandarins and it can also be seen as capturing the evolution of political debate in the social media age (Frimpong et al., 2020).

Can social media create a better political agenda for future?

25 responses



75% suggested that social media can at least create a better agenda in the political scene in the future, and 25% disagreed, based on 25 students.

Respondent's view:

The above respondents' majority's optimism towards the 'Yes' option indicates that most of the overwhelming number of respondents believe in the positive impact of social media on political discourse. Nevertheless, the lack of many participants reduces the study's generalizability. Other factors, such as greater connectedness and data exchange, might have made the world look like this to them. However, the apprehension of fake news, amongst other echo chambers, that is potentially seen in the minority view cannot be dismissed. However, studies with an increased number of participants are advisable to gain broader knowledge regarding the existence of the studied relationships.

## 5 Conclusion and Future Work

### 5.1 Conclusion

The thesis aims to further knowledge in this field by examining the complex relationships between social media and election processes. According to findings from social psychology research, it recognizes that people actively interact with media information depending on their wants and motives, which are frequently influenced by their social networks.

The main focus of the hypothesis is on examining how social media platforms affect urban inhabitants' political ideas, actions, and voting habits, especially in Kathmandu. The widespread availability of mobile internet access has brought about a substantial change in the digital environment, allowing people in Kathmandu to participate in political discourse and access social media sites from any internet-connected location. An evaluation of the results generated from the survey as obtained from the categorized responses to the questions, which required the respondents to provide their opinions in open-ended questions, indicates that there is a symbiotic relationship that social media and electoral processes share, that both present the positives and negatives to the nominees and the electorate. These views support and complement the theoretical frameworks and findings outlined in the literature review and also bring out the unique experience of Kathmandu's metropolitan city.

The thesis also highlights critical challenges such as algorithmic prejudice, privacy violations, and online harassment, highlighting the critical need for strong legal frameworks and moral principles to protect voters' digital rights and well-being in Kathmandu, particularly during election seasons. It highlights how the internet landscape in Kathmandu becomes more dynamic and intricate during election seasons, significantly impacting political conversation, voter turnout, and election results.

Additionally, based on the research and conclusions, we can state that the majority of people use social media and concentrate on news, posts, and stories produced or broadcast by the media while making decisions about the upcoming election. From the questionnaire section, we might draw the following conclusions about this study:

I. With over 60% of respondents preferring this medium for political updates, the survey highlights the ubiquitous influence of social media, particularly Facebook, in shaping political discourse and information transmission during elections.

II. Although 60% of respondents said they trusted news from the media, a staggering 95% said they thought mainstream news was fake in some way, citing sensationalism and slanted reporting as their main points of contention.

III. On the other hand, more than 60% of respondents state that the information from social media holds no influence on their voting decisions; instead, they have full reliance on their judgment, critical thoughts, and the overall welfare of the community.

IV. 75% of the participants believe that biased information occurs on social media platforms mainly because of agenda-setting, selective reporting, and sensationalism.

V. Irrespective of such bias, more than 85% of the respondents agree on the actual impact and influence of social media on political agendas, along with emphasizing its effect on public sentiment.

VI. It is believed by more than 90% of the respondents that a forum to express their agendas and refute conventional political narratives to newly formed political parties.

VII. The issues addressed by respondents when it comes to the long-term effects of social media exposure on political beliefs and behaviors mainly contain concerns about bias, disinformation, and the potential for social media to exacerbate already-existing political divisions.

VIII. More strict regulation of social media content to combat prejudice and disinformation is supported by several participants, along with highlighting the actual importance of literacy programs focused on media to ensure that users can distinguish fiction and fact.

IX. The respondent media standards are crucial for preserving the actual objective of political debate and encouraging individuals to make more informed decisions, which has been generally agreed by the respondents.

X. Although the respondents understand the overall complexities presented by social media, they also understand it as an opportunity to democratize information access, hold political figures responsible, and encourage public participation in governance procedures, formulation of hope for support to democratic processes by social media in a constructive way.

## **5.2 Future Work**

Several directions for future investigation have been suggested by the study, including the action: Longitudinal Research: A more enhanced understanding of developing dynamics and trends is crucial for tracking alterations in social media usage habits and their influence on political conduct over an extended period.



The study's conclusions suggest several directions for further investigation and action: Longitudinal Research: Tracking alterations in social media usage habits and their influence on political conduct over an extended period may offer a more profound understanding of developing dynamics and trends.

1. Research comparing various political and cultural contexts may help clarify how social media affects voting behavior and political activity in various circumstances.
2. By developing and putting into practice media literacy initiatives that improve users' capacity for responsible social media navigation and critical thinking, we can slow the spread of false information and promote informed civic engagement.
3. Examining how new technologies like blockchain and artificial intelligence affect the spread of political information and the development of online echo chambers may help identify opportunities and problems in the future.
4. Evaluating social media's contribution to grassroots political action and mobilization, as well as its capacity to amplify underrepresented perspectives and encourage inclusive political engagement.
5. Recognizing the growing significance of young people as digital natives and important participants in democratic processes, tailored tactics are being developed to involve them in political discourse and civic engagement on social media platforms.
6. Promoting cooperation at the national and international levels between scholars, decision-makers, and civil society organizations to address shared issues related to social media and elections, share best practices, and advance evidence-based policy solutions.

Researchers and practitioners can further our understanding of the intricate interactions between social media and electoral processes by pursuing these lines of inquiry in the future. This will also help guide efforts to maximize the potential of digital technologies for improving democratic governance and empowering citizens.

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# Appendices

## Appendix 1: Questionnaires

1. How old are you?

Ans : \_\_\_\_\_

2. How much you are engaged in social media?

a) Up to 20%      b) 21 to 40 %      c) 41 to 60 %      d) above 60%

3. Which social media do you follow more?

a) Youtube      b) Instagram      c) Facebook      d) X

4. Which media do you trust more?

a) Youtube      b) Instagram      c) Facebook      d) X

5. How much news is correct according to you, represented by media?

a) up to 20%      b) 21 to 40 %      c) 41 to 60 %      d) above 60%

6. Do you think media is biased on certain political groups?

a) Yes      b) No

7. Why? (respond to the answer of 6)

Ans. \_\_\_\_\_

8. Which social media do you follow more for political information?

b) YouTube      b) Instagram      c) Facebook      d) X

9. Is your Vote based on the news you see on social media?

a) Yes      b) No

10. Why? (respond to the answer of 9)

Ans: \_\_\_\_\_

11. Have ever social media made you realize that they are biased in what they show?

a) Yes      b) No

12. Why? (respond to the answer of 11)

Ans: \_\_\_\_\_

13. How do you differentiate news, whether they are fake or real?

a) By following interviews      b) By national media



c) Post provided by leaders      d) from selected media.

14. Can social media create a better political agenda for the future?

a) Yes                      b) No

15. Why? (respond to the answer of 14)

Ans: \_\_\_\_\_

16. Are the new political parties arising in Nepal due to social media?

a) Yes                      b) No

17. Why? (respond to the answer of 16)

Ans: \_\_\_\_\_

18. What are the long-term effects of social media exposure on individuals' political attitudes, behaviors, and offline engagement with politics?

Ans. \_\_\_\_\_

19. What implications does the increasing role of social media in politics have for the future of representative democracy, governance, and political accountability?

Ans. \_\_\_\_\_  
—

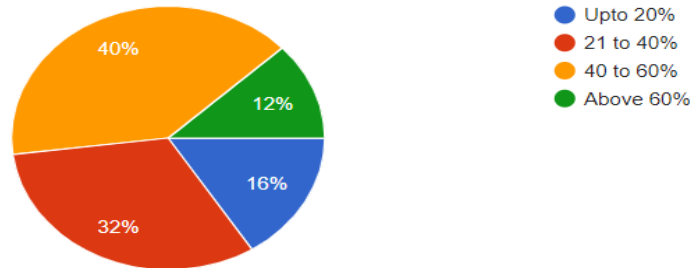
20. What is the impact of social media on the spread of political misinformation, fake news, and disinformation, and how do individuals respond to such content?

Ans. \_\_\_\_\_

## Appendix 2: Pie Charts

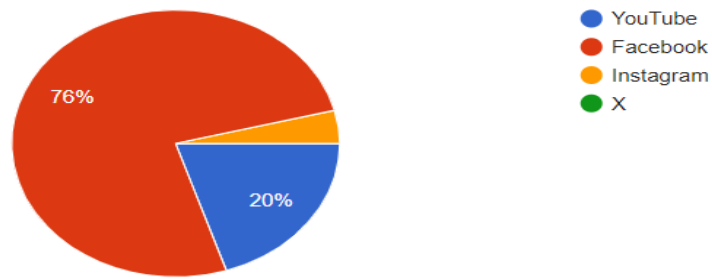
How much you are engaged to social media?

25 responses



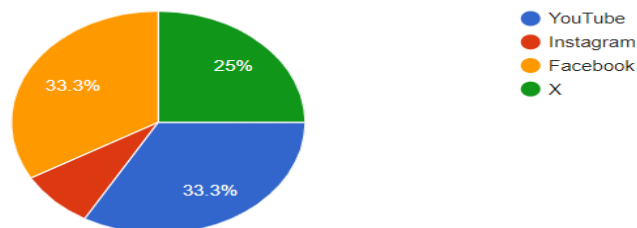
Which social media do you follow more?

25 responses



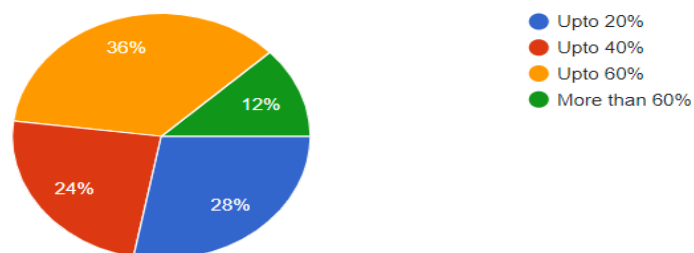
Which media do you trust more?

24 responses



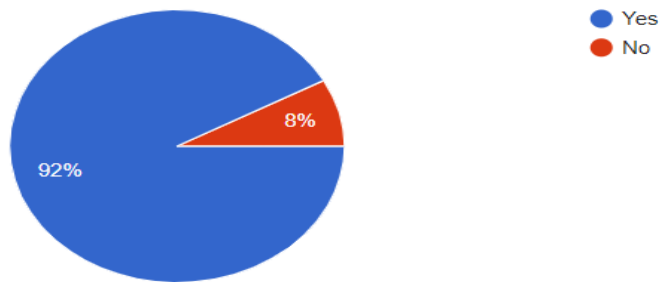
How much news are correct according to you, represented by media?

25 responses



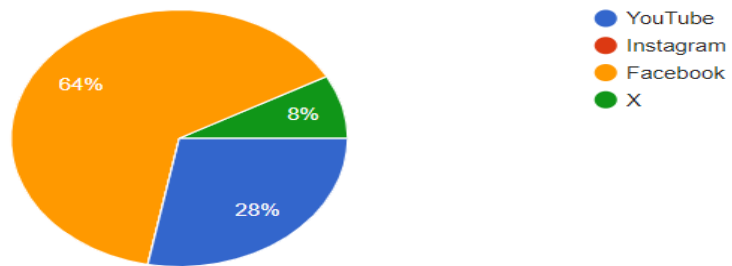
Do you think Media is biased on certain political group?

25 responses



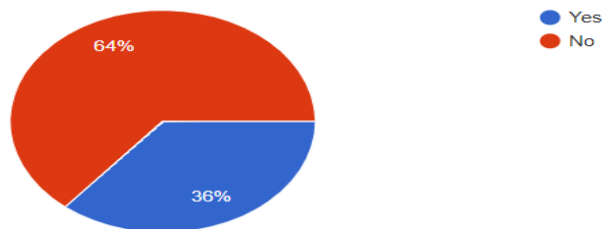
Which social media do you follow more for political information?

25 responses



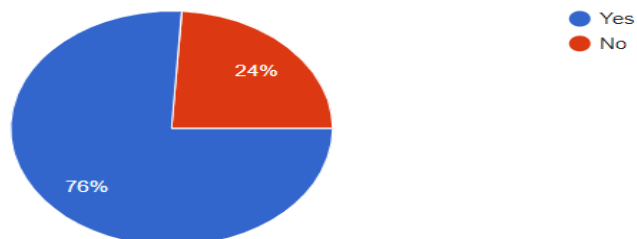
Do your vote based on the news, you see in media?

25 responses



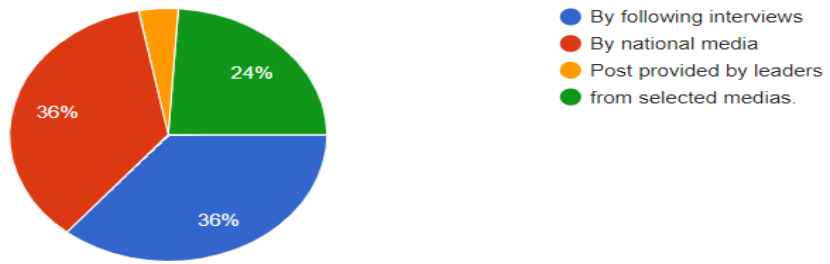
Have ever media made you realize that they are bias on what they show?

25 responses



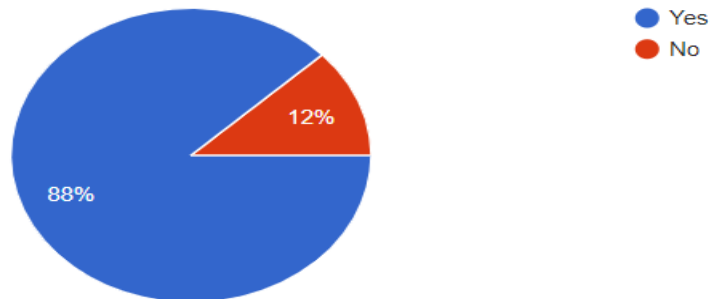
How do you differentiate news whether they are fake or real?

25 responses



Can social media create a better political agenda for future?

25 responses



## Appendix 3: Survey Responses

### 1. How old are you?

**Ans:** Respondents varied in age; their ages ranged from 24 to 33 at most.

### 2. How much are you engaged in social media?

b) up to 20%      b) 21 to 40 %      c) 41 to 60 %      d) above 60%

**Ans:** The majority of social media users fall within the 40 and 60% range. We were able to determine the precise impact of social media during the election thanks to this inquiry. This also made it easier for us to go on to other questions, such as users' preferred media, which appears to be Facebook to a large extent, and their level of trust in Facebook and YouTube posts.

### 3. Which social media do you follow more?

c) YouTube      b) Instagram      c) Facebook      d) X

**Ans:** This also made it easier for us to go on to other questions, such as users' preferred media, which appears to be Facebook to a large extent, and their level of trust in Facebook and YouTube posts.

### 4. Which media do you trust more?

a) YouTube      b) Instagram      c) Facebook      d) X

**Ans:** According to people, more than 30% of respondents appear to trust the news and information provided by YouTube and Facebook.

### 5. How much news is correct according to you, represented by media?

a) up to 20%      b) 21 to 40 %      c) 41 to 60 %      d) above 60%

**Ans:** According to people, more than 60% of respondents appear to trust the news and information provided by the media.

### 6. Do you think the Media is biased on certain political groups?

b) Yes      b) No

**Ans:** Surprisingly, over 90% of them describe the news as appearing phony.

### 7. Why? (respond to the answer of 6)

**Ans:** The responses are given below:

"Because media prompt according to viewers."

"They are also invested and want to take benefit."

"Because most of the media works to get more views and likes. So it focuses on marketing than the good service."

"Financed by politicians."

"Maybe because of personal relationship."

"Political groups are the promoter shareholder/investor of such Media."

"Because, sometimes they don't post the positive things done by another group than one particular one."

"Maybe because they are from certain political group media."

"Yes, when we look back to certain events and my analysis, media groups had played a major role in political scenarios and election by which group and whom to emphasize to win the election by spreading News and propaganda accordingly."

"Mostly Investors have a political background or are influenced by political thoughts."

**8. Which social media do you follow more for political information?**

d) Youtube      b) Instagram      c) Facebook      d) X

**Ans:** Over 60% of people appear to follow Facebook for political information as it's a widely accessible program that can be seen on most people's mobile devices these days.

**9. Is your Vote based on the news you see in the media?**

b) Yes                      b) No

**Ans:** With the following explanation for their responses, over 65% of respondents state that their votes are not influenced by social media:

**10. Why? (respond to answer of 9)**

**Ans:** The responses are given below:

"I taste leaders from it."

"They are not as reliable as they should be."

"I choose who is doing best for my community."

"I think it should best to vote as my faith and thinking directs me."

"Every Thing you see on social media is not true."

"We watch posts to know new news and responses of parties and work they do for the country."

"My intuition or maybe sometimes my background."

"One should be independent towards their decision and no biases to be created in the serious issues like vote."

"Because I know what is right or wrong... I can analyze why the media is making content."

"I am always cautious about the propaganda. I vote based on the capabilities and manifesto of the party and leader."

"I have my political thoughts and beliefs."

**11. Have ever media made you realize that they are biased in what they show?**

b) Yes                      b) No

**Ans:** 75% of the respondents think that social media is biased in what they show to their followers.

**12. Why?** (respond to answer of 11)

**Ans:** The responses are given below:

"Because media shows more ideal than realistic."

"Because they pester what they dislike more".

"News and promotion their agenda."

"Because they don't keep news about every party included in development work

"Because all have their point of view and there are so many media from which we can get different information."

"Yes, by emphasizing events accordingly."

"Popularization and advertisement policies are followed by media.

"In the context of Nepal, some media is operated by the political parties. So obviously, their news is biased. Also, if the media is not funded by parties, the news presented is guided by the media operators or owners."

"I have observed various biased cases."

"Some media make a controversy always for TRP. They cover the news as they want."

**13. How do you differentiate news whether they are fake or real.**

b) By following interviews      b) By national media

c) Post provided by leaders      d) from selected medias.

**Ans:** Above 35% of people decide their decision by following interviews with each leader and by observing news provided by national media.

**14. Can social media create a better political agenda for the future?**

a) Yes                      b) No

**Ans:** While considering the possibility that social media could influence political organizations' agendas. More than 85% of respondents who were asked this had a positive attitude.

**15. Why?** (respond to answer of 14)

**Ans:** The responses are given below:

"They can flow the information to the huge population."

"Because social media influences people."

"Because media is the strongest medium to flow the political agenda."

"There are few people like Dil Bhusan Pathak who genuinely talk about political agenda."

"As most of today's people and youth somehow are related to the media they can analyze, compare, and think before taking any decision than following blindly sort of political person or party."

"They are the ones who could read and interview the people, and present it to others effectively."

"Only if they don't follow any one political party/group blindly. Social Media has already become easy access to share information."

"Yes, it may, because it acts as Windows for reflecting us and refraction of the world to seek better options for us."

"If proper research policies are followed and news being people eccentric will create political agenda for future."

"The Nepalese politics has revolved around 2-3 parties agenda from more than half century. The dirty gossamer created by them is somehow impossible to tear out. They know well what the majority public wants, somehow through social media, but they won't go against their party's attitude and belief, because they think that amending their party's agenda is their defeat. Also, they try to close the door for new agendas which could have been raised by other new parties by doing dirty amendments on the constitution."

**16.** Are the new political parties arising in Nepal due to social media?

- a) Yes                      b) No

**Ans:** More than 90% of respondents said they agreed with the question.

**17.** Why? (respond to answer of 16)

**Ans:** The responses are given below:

"Due to advertisement of agendas."

"Due to political instability trends of oldest parties."

"Directly or indirectly it enhances to rise of political parties."

"Because they are effective, and they know the voice of people."

"Because of frustration of today's youth towards old parties as they are completely indulging themselves in corruption, nepotism and so on."

"They reflect their thoughts through media."

"Because the new party won in the previous election which was shocking for the entire nation."

"Easy to become popular."

"Accessibility and connections."



"Yes we are seeing, some are for real changes, and some for the reel, they are in their trial period."

"They are being advertised and getting chance and exposure towards the politics."

"New political parties didn't arise due to social media. The people are fed up with the governance of old political parties, and they opted for the new parties just."

"Social media has the power to circulate the news rapidly. It can help to analyze the sentiments of the public. If a void is seen between current parties and the public, then new parties could find their place to fill the void."

"They are in media and made an atmosphere for them."

"Some of the new parties were formed by using social media."

**18.** What are the long-term effects of social media exposure on individuals' political attitudes, behaviors, and offline engagement with politics?

**Ans:** These opinions have been succinctly expressed and are given here as is:

"The news they show affects the thoughts of people about the politician."

"For a long time, media affects political attitude because media creates an illusion or breaks illusion."

"They can be biased."

"They can borrow their judgment capability by social media and develop their loyalty if the social media they are following and believing are regularly prioritizing a certain politician or political party then certainly they also will start to have positive feelings towards those and of its opposite than opposite feelings too. As they are believing and thinking they will share their own belief while having offline engagement about politics."

"Rather than working for the betterment of citizens, they are working for popularity among viewers and comm-enters."

"If there is a certain filter for every information then it could be better."

"Social media being more trustworthy that's the reason."

"Media helps to show the true color of a political individual by exposing chameleon-ism."

"Social media are to be independent, competent and nonpoliticized and it must be more clear and verbal without harming anyone's dignity."

"The old generation people here in Nepal are blindfolded to their parties. They assume that opting with other political parties is like a sin. So, they are not going to change their behavior due to social media. The same is the case for the majority of the new generation as well. They are in certain party politics from their college and are guided by their upbringings. Though they know what is happening is wrong, maybe through social media, they are not going to change

their political attitude, behavior, and engagement and rather like to be loyal to their parties. Only a few young people who don't have taken membership to any party are somewhat influenced by social media."

"The political parties can use social media to spread propaganda rapidly. They can use social media to play with the sentiments of the public by their interest. An individual can get influenced completely and could vote and select leaders, parties not by his discretion but due to the propaganda."

"Most impact is Social media connect the people with politics. Maybe some unsuitable leader or parties will rise through the viral news misinformation of social media."

**19.** What implications does the increasing role of social media in politics have for the future of representative democracy, governance, and political accountability?

**Ans:** It received responses that addressed the subject in both a positive and negative light.

"They should post with full research because they are the ones where people can rely on."

"Strengthen the political commitments."

"If it could be used positively and taken as a platform which can provide guidance and eye keeper without any business for anyone then it actually can play a very important role."

"I think every social media should not get authority to share every information. Monitoring should be done by certain authorities."

"Everyone can participate in the digital public sphere."

"It helps to update both voters and leaders in a positive way to create a better future."

"Strict laws should be imposed to regulate the political news and propaganda."

"If the voice raised on social media by the political parties were serious, then the parties would have known whether they were on the correct path. The voice on social media can be a good source of information it's a mini referendum. So, social media can have good implications for tracking the government in the right avenue, if only the parties pay attention to the voice."

"As social media are progressive in nature they can create a positive impact in politics if properly used and creates representative democracy, governance and political accountability being a watchdog to the representative."

**20.** What is the impact of social media on the spread of political misinformation, fake news, and disinformation, and how do individuals respond to such content?

**Ans:** Examples of these responses include:

"Sometimes they post news as per their choices. Individual must think of the future of everyone in the country rather than their short term."

"Everyone should be aware of the impact of social media."

"People starting distrust and follow such media is the impact of spreading political misinformation and most of the individuals respond to such content by disliking them."

"Sometimes individuals don't even know whether the media is fake or not. So it has a major impact."

"It all depends on individual how much they are educated and can differentiate on contents."

"There should be more provision on media literacy."

"Social media can circulate information to a large population in a short period. Most of the public take the information the way it is presented and responds accordingly."

"Mostly social media users respond to catchy news and information. People are misguided by them."

"The social media followers are busy in fact. They just scroll the headlines. They easily believe the headline and make their perception. So, in some cases, if social media spreads fake information, they easily believe it. Hence, it can create a greater impact on people's perception."

"One is committing a huge crime and shall be liability for the breach of law and punishable as per the IT Act etc. and these are the serious issues today which should be reported instead of individual taking revenge."