# Role of Social Networking and Media in Political Awareness in Public

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***Abstract:*** *The aim of the study is to examine how social networking can influence political awareness. The review of background further depicts that body of literature require focusing upon the fact that social media plays an immeasurable role in bring political awareness in public. The study aspires to evaluate and examine the role of social media networking in bringing political awareness among people. In order to study and explore this issue, researcher has gathered fresh research information. For this study, researcher has selected 6 social media users based in United Kingdom (UK). It can be further explained that the new worldview of online networking has contemporarily filled in as an essential medium of progress and improvement for individuals. Evidently, online networking apparatus is normal particularly regarding drawing in political mindfulness among individuals. It can be stated that the political activism can end up being powerful on the grounds that it empowers the native engagement.*

## I. Introduction

Social media networking is the rising concerns these days specifically due to the boom in technology. In fact, numerous accredited scholars believe that social media is certainly an effective way of delivering content and bringing awareness among general people (Reuter and Szakonyi, 2015; Semaan, Robertson, Douglas and Maruyama, 2014). Considering these statements, it can be stated that the present paper attempts to evaluate and explore the role of social networking and media in political awareness in public. The aim of the study is to examine how social networking can influence political awareness. The review of background further depicts that body of literature require focusing upon the fact that social media plays an immeasurable role in bring political awareness in public. The problem is studied in this research with the end goal of contributing towards the overall literature of this field.

## II. Literature Review

**Social Media and Networking**

Colleoni, Rozza & Arvidsson (2014) reported that social media is developing these days because technology has attained accesses worldwide. The media is considered as the fastest mode of communication which is known to be a rising need of globalized world. The study of Feroz-Khan, Young-Yoon, Kim & Woo-Park (2014) explained that in this era, social media is considered to be important because it facilitates people in putting opinions and sharing ideas without any struggle. Importantly, social media has redefined the freedom of speech statement. Many practitioners even claimed that social media is playing active and positive role in increasing citizen's participation in social affairs. The work of Lee, So & Leung (2015) stated that social media has rapidly grown in importance because it provides a forum of interaction for people. It is viewed as a platform that stimulates social engagements among general public.

**Political Awareness and Its Importance**

Political awareness can be explained as a key component in empathy because it is mainly about sensitivity to public policy and government (Keck and Sikkink, 2014). Numerous accredited scholars perceive political awareness as the source of increased political participation which is effective for nations' development. It is ultimately accountable of strengthening publics' awareness about government agendas that are driving politicians (Guo and Saxton, 2014). Certainly, Kleinnijenhuis, Schultz, Utz and Oegema (2015) reported that political awareness can be effective for the policy makers because it triggers the sense of public sensitivity which can strengthen the process of agenda development. The awareness about political legacies can help people in contributing towards the integration of improved political policies and regulations.

**Role of social networking and media in political awareness in public**

Social media is effective in improving political social affairs because it helps in getting cloud sourcing opportunities for general surveys. The political polls are accountable of managing campaigns that are found to be confusing for general people (Bonilla and Rosa, 2015; Broersma and Graham, 2016). The study about political news and regulations can facilitate in greatly arranging momentums within legal representatives of society. The impacts of political struggles are significant for the development or damage of the society (Lee, Choi, Kim and Kim, 2014).

The social media is also considered as a source of knowledge because user generated contents works as a discussion forum for people. With user generated content and easy discussion forums are found to be extending knowledgeable capacities for connecting emotive and cognitive means. With certain knowledgeable capacities, people are able to make better judgments about political decisions (McDonald and Thompson, 2016; Keck and Sikkink, 2014; Couldry, Livingstone and Markham, 2016). In accordance to Loader, Vromen & Xenos (2016), social media is internet's leading online community that is considered for sharing ideas, opinions and perception with the end goal of making an impact. The fundamental idea of social media polls is to generate ideas and opinions of people specifically about the certain political movements. As per the study of Wukich (2016), social media has rapidly grown in recent decades. The significant development in social media has proved to be important and successful for electoral campaigns and political participation. The political activism can turn out to be effective because it stimulates the citizen engagement. Politically, elections are held accountable for developing central role in governmental representations. The study completed by Boulianne (2016) declared that personal communication via social media intends to bring political parties closer with the potential of interactions and engagements.

Surely, Skoric, Zhu, Goh & Pang (2016) revealed that political mindfulness can be compelling for the approach producers since it triggers the feeling of open affectability which can fortify the procedure of plan improvement. Precisely, Wukich (2016); Loader, Vromen & Xenos (2016) expressed that online networking has quickly developed in significance since it gives a discussion of cooperation to individuals. It is seen as a stage that fortifies social engagements among overall population. According to the investigation of Kleinnijenhuis, Schultz, Utz & Oegema (2015), online networking has quickly developed in late decades. The critical advancement in online networking has turned out to be essential and effective for appointive crusades and political investment. Then again, individual correspondence by means of web-based social networking expects to acquire potential for political gatherings terms of including votes. In likewise manner, Skoric, Zhu, Goh, & Pang (2016) contended that lawmakers can successfully correspondence with residents. It can likewise encourage in channelizing reactions and responses of individuals since it en large the odds of quick correspondence. The online created talks about expand subjects interest in broad daylight occasions.

## III. Methodology

The selection of suitable methodology is essential in every research study. The research can be carried out using primary or secondary sources. In primary method, data for the study is gathered via carrying out surveys and observations whereas secondary data is accumulated via review of past studies and publications (Creswell, 2014). The study aspires to evaluate and examine the role of social media networking in bringing political awareness among people. In order to study and explore this issue, researcher has gathered fresh research information. For this study, researcher has selected 6 social media users based in UK. The sample was selected randomly via online media with the end goal of saving time and resource for the study. The selected sample was interviewed online so as to record their responses and views about research issue. The responses of participants were decoded and analyzed using ethnographic content analysis technique.

## IV. Findings and DiscussionThe obtained findings so far are demonstrated as;

The first question of the interview asked about the importance of social media. In response to this particular question, manager said that:

*"Social media is an ultimate source of communication because it is widespread, affordable and fast. The media is said to be playing an important in bringing awareness among people. In almost every aspect of human life, social media is accountable of providing convenience and easiness."*

In addition, another manager said that:

*"The social media trends are playing a significant role in improving brand awareness among people specifically about the political affairs of the society. It is likely to strengthen the engagement among people towards the development of political structures in the society."*

The second question of the interview section inquired about political awareness and its importance in the country. For this statement, manager said that:

*"Political awareness is briefly related with the development of acknowledgement and recognition among people about certain policies and regulations."*

In addition, another manager said that:

*"The internet is considered as a base of existence because it formulates the arguments relating to everyday living and surrounding. Accordingly, it can be explained that social media is playing an important role in strengthening everyday life needs and demands of people. Precisely, it is influencing the living standards of individuals."*

Moreover, another question of the interview section inquired about the role of social media in bringing political awareness among people. In response to this question, manager said that:

*"Alternatively, personal communication via social media intends to bring potential for political parties in terms of including votes. Online political engagement can play a significant role in generating mass media because it aspires to support participation in numerous different events and personal networks. The messages being posted on social media platforms are likely to generate access for people specifically in terms of developing political relationships."*

In addition, another manager said that:

*"The mindfulness about political inheritances can help individuals in contributing towards the coordination of enhanced political arrangements and directions. Numerous professionals even guaranteed that online networking is assuming dynamic and positive part in expanding resident's interest in get-togethers."*

For another relevant question, managers were inquired about the developments in political awareness due to social media networking. In response to this question, manager said that:

*"The online political movements are effective in empowering women because it engages them in decision making. Certainly, women in decision making role can play a major role in improving the effectiveness of political practices. The social media is effective in terms of redefining the concept of citizenship and political participation. The political participation is effective for the national development because it shares innovative and reasonable ideas."*

In addition, other manager said that:

*"The informal practices can strengthen the way people are effective in strengthening evidence based investigation for political issues and problems. The findings further explained that the media is considered as the quickest method of correspondence which is known to be a rising need of globalized world. It can be clarified that in this time, online networking is thought to be imperative since it encourages individuals in putting sentiments and sharing thoughts with no battle. Critically, online networking has re-imagined the right to speak freely articulation."*

Considering the findings, it can the internet is considered to be significantly effective in terms of offering political news and possibilities. The internet has found to be accelerating an effective participation that is requires self-fulfilling prophecy. The new paradigm of social media has contemporarily served as an important medium of change and development for people. Apparently, social media tool is common specifically in terms of engaging political awareness among people. It is providing a medium for people to connect and virtually engage with different communities that can serve news ways and possibilities for new knowledgeable prospects. The study of Skoric, Zhu, Goh & Pang (2016) supported the fact that in this advanced world, the generation is said to be the generation of cyber reporters who are significantly inclined to technology. The work of Utz (2016) argued that politicians are able to effectively communication with citizens. It can also facilitate in channelizing responses and reactions of people because it augment the chances of fast communication. The online generated debates augment citizen's participation in public events. Politically, races are considered responsible for creating focal part in administrative portrayals. The investigation finished by Kleinnijenhuis, Schultz, Utz & Oegema (2015) announced that individual correspondence by means of online networking expects to carry political gatherings nearer with the capability of connections and engagements. Loader, Vromen & Xenos (2016) explained that it is giving a medium to individuals to associate and for all intents and purposes connect with various groups that can serve news ways and conceivable outcomes for new proficient prospects.

## V. Conclusion

In conclusion, it can be stated that social media trends are effective in contributing towards the overall awareness and engagement of people. To be specific, social media is actively playing a role in strengthening political awareness people. In addition, it can be further stated that social media trends can augment the awareness and engagement of citizens in political affairs. It improves legislative and legal aspects of elections and related campaigns. Precisely, it can be further explained that online political developments are viable in enabling ladies since it draws in them in basic leadership. Absolutely, ladies in basic leadership part can assume a noteworthy part in enhancing the viability of political practices. The online networking is compelling as far as reclassifying the idea of citizenship and political cooperation. The political support is compelling for the national advancement since it shares imaginative and sensible thoughts. The casual practices can reinforce the way individuals are powerful in fortifying confirmation based examination for political issues and issues.

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