

Subsidizing Information and Political Agenda Setting through Digital Media

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Abstract

The present study is conducted to understand information subsidizing and political agenda-setting through digital media. The transformation from traditional to digital media has given birth to new ways of political activities and information subsidizing. The study is based on the literature review in which the existing studies are reviewed to extract the narratives and the core findings for generalization. The study found that digital media has changed political activism, and the political agenda is set through the new subsidized information. The study has also found that digital media is the newly developed modality of political communication, providing a form of political engagement and efficacy. Young people raise questions about political movements and raise concerns about making them standardized. The study also found that Facebook is an excellent source of information spreading compared to other platforms, as a large number of people are engaged with it. On the other hand, the official statements are also delivered through X (Twitter), considering the platform as concise and confined. The role of blogs is also significant, but it is less used. At the same time, the study also found that false information is very evident on social media, so correct information thrashing is the challenge of post-media truth.

Keywords: Information, Political Agenda Setting, Digital Media

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1. Introduction

Politics-debating online groups, pages, and accounts have been made possible by social media and the internet. Digital media provides a place for political activity (Karakaya and Glazier, 2019). New forms of connection and activity have emerged as a result of social media, such as tweet commentary by politicians and online petitions (Sloam, 2014). Social networks provide young adults with the horizontal, non-institutionalized types of participation that they frequently desire (Sloam, 2014). It needs to be seen as a separate category of political participation because social media is the only medium that makes this kind of political engagement possible. Broadly speaking, there are two types of participation: noninstitutionalized (such as protesting) and institutionalized (such as voting). People are disproportionately more likely to participate through noninstitutionalized means, mostly online, therefore making this distinction is important (Weiss, 2020). Sharing news on social media can improve social cohesiveness and bonds between people, which may have a direct or indirect impact on political engagement. Sharing news on social media can, among other things, strengthen social ties and promote social cohesiveness, which can

encourage cooperation and group involvement. Another example of how social media indirectly influences political activity is seen in Goh et al.'s (2019) study, which notes that social media influences civic perspectives and helps individuals understand society as a framework of moral and political actors (Chen et al., 2015; Iqbal et al., 2024; Ramzan et al., 2023). According to Matthews et al. (2020), there is also evidence to imply that social media encourages unintentional exposure to political content, which affects learning and increases participation in traditional political activities. Furthermore, social media raises people's learning opportunities, as "never before has so much knowledge, generally without additional financial expenditures, been so close at hand for citizens" (Boukes, 2019, p. 39).

1.1.Statement of the Problem

Digital media has covered all the segments of life, including information giving and political awareness. Excessive usage of digital media to demonstrate political ideology has raised the questions of information's authenticity and reliability. Political actors subsidize the information through digital media to exercise power and spread ideology. Though the information is subsidized and political agendas are set through digital media, the reliability of the information is still a nut to crack in many aspects.

1.2.Research Objectives

- To understand the use of social media for subsidizing information and political agenda-setting in the digital age.
- To explore the reasons why political information are spread in the modern age through digital media.

1.3.Research Questions

2. How information and political agendas are set through digital media?
3. To what extent digital media can play its role in subsidizing information and setting political agenda?

1.4. Significance of the Study

Present study addresses the core aspects of subsidizing information through digital media as well as the process of agenda setting. The study helps us understand the existing phenomenon and provides reliable information based on the existing literature. The study understood the wide use of digital media and its usage for information political agenda study. The study helps the reader with how political agendas are set, information is subsidized, and political actors exercise ideology in the current trends.

1.5.Research Methodology

The present study is qualitative and based on a review of the literature. A qualitative study discusses the current issues widely and addresses the daily issues. A *literature review study* is a study that describes the information and knowledge inlaid in the existing literature (Gay et al., 2012). Through a literature review, reliable and researched information is gained, which denotes the authenticity of the research.

2. Literature Review

2.1. Political Practices and Digital Media

For more than thirty years, researchers have studied how social media and digital media shape citizens who are knowledgeable and engaged (Bennet & Segerberg, 2012). Several important communication-related issues gained increased attention following the 2016 U.S. presidential election. Digital platforms such as Facebook and Twitter (X) allow people to collaboratively network and provide a platform for interactions that are behavioural, emotional, and cognitive (Sandoval-Almazan & Gil-Garcia, 2014). Digital media encourages people to engage in public

activities by allowing them to share their opinions with others, acquire news, and organise information (Shmargad & Klar, 2019). Jamil (2018) found that social media users actively participate and have active conversations about policy.

Digital media can therefore play a major role in advancing democracy. Theories of a networked social movement by Castells (2012) and connective action logic by Bennett and Segerbert (2012) provide the theoretical framework for a number of studies that have found positive relationships between citizens' digital media use and their participatory behaviours. Utilising digital media creates trace (big) data, which creates opportunities as well as new challenges for observing dynamic relationships in social movements and collective action (Wells & Thorson, 2017).

Due to digital media's ability to quickly integrate a wide range of affordances and functions, it is important to examine how these applications have been used in order to understand how their influence may vary among platforms, practices, and connections in order to look into new opportunities for political and civic engagement. Furthermore, it is crucial to investigate how these recently created political communication modalities, maintained by digitally networked media may have combined to bring about an era of free public conversation (Bimbe & Gil de Zúñiga, 2019).

Chae, Lee, and Kim (2019) looked at how people's ideas of politics are shaped by the internet. Additionally, Alarqan (2021) studied the connections between social media, political efficacy, and political involvement at Al-Bayt University in Jordan. Both the impact of social media on political efficacy and involvement as well as the influence of political engagement on efficacy are supported by empirical studies.

Quintelier (2007) noted that "in practically every election, young people are the least likely to vote, and their participation percentages are steadily dropping." For instance, Austrian youth turnout is still relatively low despite the fact that they can vote as early as sixteen (Binder et al., 2021). Scholars have lamented a participation gap between younger and older people for decades. Findings from other nations likewise point to young people's disapproval of politics and lack of faith in it (Quintelier, 2007).

2.2. Disinformation and Digital Media

Numerous research projects used a range of methodological techniques and theory-based empirical investigations to investigate various communication-related problems. A study by Weeks et al. (2019) looked at how people view media bias as an opening to a specific problem. They looked at whether and how people's perceptions of unfriendly media are influenced by social media. Their examination of data from a two-wave panel survey carried out in the United States during the 2016 presidential election suggests that media impressions of politicians on social media could be unfavourable. The effect enthruses supporters about the candidate they back and incites wrath against the one they reject. These findings sparked worries about the increasing reliance on politicians' social media feeds for campaign content because political campaigns can use these channels to stir up partisanship and give the impression that the media is biased.

2.3. Political Dissemination using News and Digital Media

Procedural news knowledge (PNK), a more sophisticated comprehension of the news, may offer resilience against mediated disinformation tactics. Amazeen and Bucy (2019) used the persuasive knowledge model to investigate this subject within the context of past research by Vraga and others. They found, using data from two nationwide surveys carried out in the US, that PNK promotes counterargument, which affects coping responses by helping to recognise dishonesty. PNK serves as both an implicit warning system and a crucial cognitive resource. It can also protect people against subliminal seduction and counteract disinformation spread by the media.

Park, Straubhaar, and Strover (2019) conceptualised the conflicting construct of technology embeddedness, considering the relationship between technological skill and technological reliance. After analysing the survey data, they found that technology competence and youthful dependence, one of the three components of technological dependence, were negatively correlated, but that technological competence and better information literacy self-efficacy were positively correlated. The results also raised the possibility that each of these components had systematic dependencies or interactions with the others. By establishing a link between the embeddedness notion and users' information literacy, self-efficacy, and trust in information sources, this study contributes to the body of existing work.

News curation is the process of reconstructing, reformulating, reframing, and distributing political news via social media. Park and Kaye combined this model with the Orientation-Stimuli-Reasoning-Orientation-Response model in a social media scenario (Cho et al., 2009). They found that news elaboration and curation act as a mediating factor in the association between political awareness and social media use for news, based on a state-wide study carried out in South Korea. They also suggested that the relationship between political awareness and the usage of social media for news is strengthened by political efficacy and interest. Their work contributes to the corpus of research on political learning on social media by illuminating the direct and indirect functions that news curation plays in the mediation models. It was studied from the perspectives of media ownership and content by Hedding et al. (2019). To find out how political news coverage varied between Sinclair and non-Sinclair stations, they performed a content analysis. Though their approaches to these topics varied in terms of the themes they covered, the framing of political problems, and the utilisation of partisan and ideological sources, Sinclair and non-Sinclair stations covered politics in a similar manner. Stations that carried Sinclair articles were more likely than non-Sinclair stations to frame their stories with a Palace Intrigue. Furthermore, stories that promote government actions rather than specific policies, have a biased position, and employ credible sources are commonplace on Sinclair stations. All of these factors have the potential to reduce civic involvement. The findings highlight the concern that media conglomerates might have an operational, ideological, and professional impact on local news outlets' news output.

2.4. Agenda-Setting and Political Movements

With a focus on immigration, Price and Kaufhold (2019) investigated the relationships between party affiliation, border-state residency, selective exposure, and support for immigration. They found that the likelihood of Democrats using different media outlets is higher. Republicans, on the other hand, are more prone to distance themselves from conservative media outlets and avoid conventional, unbiased sources like broadcast television and national newspapers. updates. They found this by using an original survey conducted in Ohio and Texas along with a secondary dataset. They also provided evidence that partisan opinions were not diminished but rather reinforced by exposure to media that espoused those viewpoints. Moreover, party identification was better in predicting immigrant opinions than media consumption patterns. People's views on immigration remained unchanged despite living in a border state.

Chen et al. (2015) studied the discourse around Chinese nationalism by applying the network agenda-setting theory, supervised machine learning, and semantic network analysis with large-scale data on the most popular Chinese social media platform. In order to understand the many agenda-setting roles that online actors play, this research is an exploratory endeavour that could result in a bottom-up model of nation-building. Chen et al. (2015) looked into a range of Weibo accounts, including typical user accounts, business accounts, and individual influencer accounts. They found that media agendas impact individual agendas, but nationalism is built from below.

2.5.Modern-Day Digital Democracy

Increasing public participation and information flows were the primary objectives of technology-assisted democracy advancement in the 1980s. Cable T.V. channels would remove the need for middlemen and enable direct democratic communication amongst citizens (van Dijk, 2012, p. 50). An iconic illustration of this idea is the electronic town hall meeting. As the vision of an Athenian agora, it addresses political alienation by uniting like-minded individuals, bringing democracy closer to the people, and bridging the divide with the political class (Dahlberg, 2011).

The majority of contributions to digital democracy concentrate on how democratic governance is always evolving. Particular strategies focus on the de-institutionalizing aspects of this change. Others, on the other hand, are fascinated by the experimental techniques that have the potential to transform or build new democratic institutions. Hofmann's first collection of essays, *5 Berg*, examines stories of instability and collapse. This includes observations about the declining power of once-dominant political parties, the dethronement of elections and electoral bodies as vital democratic institutions, and the profound structural restructuring of the public sphere. The latter also has to do with how the mass media's capacity to set agendas is being replaced by a more direct means of political communication (Coleman, 2017). Digital communication services pose a threat to democracy established after World War II. As such, the question of whether and how democracy should be protected from the fragmentation and hybridisation of the public sphere, the erratic nature of political will, and the normalisation of hate speech, violence, and disinformation campaigns must be addressed (Bennet & Livingston, 2020).

Approaches known as "disintermediation" or "de-institutionalization" usually assign blame to digital technology (Urbinati, 2019). By considering platforms and algorithmic systems as democratic change agents, they offer digitalisation and its underlying economic models a significant degree of agency. According to a popular notion, social media's use of echo chambers and social bots distorts democratic discourse (Sunstein, 2017). Due to social media's global reach, a few numbers of tech businesses control the majority of "instrumentation" (Zuboff, 2019) and "communication" power (Castells, 2009), which reduces a society's capacity for independent thought (Rahman & Thelen, 2019). Because democratic institutions have a formative influence on digital infrastructures, terms like "network democracy" imply that these institutions are implicitly embraced as models for social transformation (Kacker, 2002).

2.6.Post-Truth and Media

Power brokers like as politicians, journalists, corporate executives, and others now make ambiguous statements that seem somewhat sincere but don't always reflect the whole story (Keyes, 2004). Journalist Susan Glasser (2016) claims that journalism now reflects reporting in a post-truth America. Emotional appeals and personal beliefs take precedence over factual facts when moulding public opinion. It is difficult for the general population to distinguish between the relevant news regarding significant policy concerns and the superfluous noise that permeates the media. In some ways, the work of investigative journalists has become more discriminating and sophisticated than it was in the past due to the wealth of resources available for information gathering for stories, including simpler access to government archives and larger-scale data analysis. However, well-documented stories are hidden by the constant onslaught of sensationalised, repetitive trivia fragments that permeate both traditional and contemporary media. "The media scandal of 2016 is not so much about what reporters fail to tell the American public; it is about what they did report on, and the fact that it did not seem to matter," (Glasser, 2016).

One can obtain evidence that Glasser's concerns are well-founded by routinely examining media content. The 2016 presidential election was heavily covered by the media in a post-truth manner.

The media frequently disseminated misleading information, baseless rumours, and outright lies during the election coverage. False information and unsubstantiated reports spread widely on social media pages belonging to candidates and surrogates, as well as fake news websites. Even after assuming office, Republican nominee Donald Trump used his Twitter account to push dramatic, unverified assertions that would set the news narrative. In addition to spreading the falsehood that President Barack Obama was not born in the country, he also asserted that Ted Cruz's father his rival for the nomination was involved in President John F. Kennedy's assassination (Carson, 2017). False news items made their way into the reporting of legacy media organisations because they mostly relied on internet sources for information. Cable news networks like CNN and MSNBC emphasised Trump's unsupported statements while casting doubt on their veracity, such as his assertion that Muslims in New Jersey celebrated the collapse of the World Trade Centre on 9/11 (Shafer, 2015).

Contrived disputes make it difficult to cover important policy, process, and governance issues (Horton, 2017). In October 2017, during the discussion of important tax legislation in Congress, President Trump and Senator Bob Corker (R-TN) got into an angry exchange. The controversy took over *The fresh York Times*' front page and dominated fresh media coverage of the battle over tax policy. Throughout several weeks, Trump insulted Corker repeatedly, calling him "Liddle Bob" and saying on Twitter that he "could not get elected dog catcher," among other things. Corker referred to Trump as "an utterly untruthful president" and the White House as "an adult day care centre" (Sullivan, 2017).

2.7.Subsidied Information and Social Networking Site

Many well-known social networking sites have attracted a substantial global user base. A few significant social media influencers that are the focus of this study's investigation are introduced in brief in the paragraphs that follow.

Facebook ranked as the fourth most popular internet service globally in 2020 with around 2.8 billion monthly active users (Facebook Reports First Quarter 2022 Results, 2022). It was also announced as the mobile application that had been downloaded the most in the preceding ten years. Facebook can be accessed simultaneously on many internet-connected devices. The first step for Facebook users is to create an account and fill it out with personal information. According to Knobbs (2015), since 2011, user-provided content has been kept on their profile page, also known as the "Timeline." It allows users to post files for private or public sharing with pals, including text, photos, and videos. Facebook users can join groups, follow websites that interest them, and message each other privately via instant messaging. It completely changed the way people communicated with each other around the world and provided them with a means of freely sharing knowledge, ideas, and opinions with anybody they want. As early as 2008, public figures including politicians started looking into this new avenue for story production and information exchange (Skorgerbe & Krunsvik, 2015). Facebook's ability to offer a cutting-edge platform for advertisements with a large audience has made political marketing and communication the new standard everywhere (Bosetta, 2016, p. 472).

X (Twitter) is one of the most popular social media platforms utilised by politicians, common people, and large corporations globally. Even governmental officials regularly use this channel to share their policy stances on a range of important subjects. In the ten years after its start in 2006, Twitter has experienced substantial growth. 340 million tweets were posted daily on Twitter by an estimated 100 million users as of 2012 (Twitter, 2012). In addition, the social media platform handled over 1.6 billion queries (Lunden, 2012). Molina (2017) reports that there were 330 million

active Twitter users in the start of 2019. In the digital age, it is currently a necessary tool for communication (Molina, 2017).

Digital journals, where users can post content to share with the public and initiate conversations with other users, are another term for weblogs or online forums. The posts that users have shared are listed in chronological order. Before the last 10 years, people exclusively utilised blogs to exchange knowledge about one particular topic. On the other hand, a number of people have been able to collaborate on a variety of projects throughout the last ten years. Online discussion forums and blogs are seeing a sharp rise in visitors. To disseminate information, universities have established think tanks, weblogs, discussion boards, government agencies, and activists. Almost every topic related to daily life is discussed here, including sports, the arts, politics, philosophy, religion, and science. A simple weblog consists of text, images, and links to relevant web resources. Commenting by users is a vital feature of blogs and online discussion boards. The number of these blogs is growing daily, as is their popularity. In an effort to boost public political participation, politicians and political organisations have also established specialised weblogs and online forums.

Founded at the beginning of 2005, YouTube is a social networking site where users can share videos. It is the second most searched website, after Google Search. Over 2.5 billion monthly users view videos for almost a billion hours a day, according to projections (Most Used Social Media 2021, 2022). A 2019 survey found that over 500 hours of video content are uploaded to YouTube every minute. It is believed to be the source of many cultural and social phenomena in modern civilisation (Neufeld, 2021). When it comes to political communication, YouTube has greatly widened the gap between the general population and politicians.

2.8. Conversation, Engagement, and Mutual Learning in the Political Sphere

Without sounding unduly hopeful, it is clear that the opportunities that digital media have given to people and organisations have resulted in ongoing change in the political landscape. This study addresses it from the standpoint of the political practices of young college students, defining two dimensions: political engagement and daily political speech. Even though political conversation isn't always intentional, Muñiz et al. (2018) define it as an unstructured form of communication that goes beyond media consumption and is regarded as a crucial part of the deliberative democratic system (Mansbridge, 1998, p. 211). It is worthwhile to pursue political discourse as it can broaden citizens' civic involvement horizons when combined with other digital technologies (Peña-Serret, 2019).

Van-Deth (2014) suggested regarding political involvement that Ohme (2018) later revised. Its foundation is the idea that an individual should be kept apart from political processes (Van-Deth, 2014). Van-Deth (2014) asserts that people's perceptions of the political system, how they place themselves within it, and how they engage with power through different types of involvement all have an impact on the complicated concept of participation. Van-Deth (2014) divided the four categories of action in his model of political engagement based on the direction in which the activity is directed.

- 1) The way people vote (PPI);
- 2) Actions made by people who, despite not being connected to the government, are directed at the government or its representatives constitute participation directed towards the political system (PPII);
- 3) Community participation (P.I.), which refers to efforts made by locals to better their community without focussing their efforts on any government agency;

Furthermore, 4) Politically motivated activities (PPIV) involve communicating a politically charged message but are not directed towards the community or the government.

3. Political branding and information subsidies

3.1. Political Imagery

Although there is no accepted definition, a political brand can be broadly defined as a political company that seeks to bring together specific target groups and present a positive picture of the political process. Two subcategories of a political brand are a brand personality (a politician's image) and a brand organisation (a party or other political institution) (Slipetska, 2021). The structure of a political brand is determined by its reputation and image in politics. It can do so by developing a particular brand, which is necessary and consists of distinct values, qualities, signals, expectations, emotions, and emotional perceptions. This can follow the formation of a comprehensive and stable image of a political actor within a certain social group (Ciftci, 2021). When discussing party branding, it's important to keep in mind that in recent years, parties have started copying commercial marketing to make their "product" seem as appealing as possible. Scholars have examined voter behaviour and factors associated to elections (Pellegata & Visconti, 2021). It is common knowledge to discuss co-branding, parallel positioning, and political advertising as methods of advancing a political party's or candidate's brand. The most popular strategy for promoting political products in the political market is political advertising. Voter awareness of current political projects is increased by political advertising, which also promotes political slogans and beliefs and encourages voters to cast their ballots. Political advertisements use a variety of rational and irrational (emotional) techniques to sway voters (Lau et al., 2021).

3.2. Political Ability, Efficacy and Understanding

Political efficacy, defined as the public's belief in their ability to understand and impact political issues as well as their capacity to influence the government, is defined by Campbell et al. (1954) as "the feeling that political and social change is possible and that the individual citizen can play a part in bringing about this change" (Hassan & Ridzuan, 2021).

The basis of internal political efficacy, which influences many actions related to political involvement, is political knowledge. One can justify getting involved in politics when they are motivated to vote and consistently educated about political issues. A person becomes more self-assured when they participate in politics more. To explain political engagement in terms of internal efficacy, a variety of ideas have been put forth. Conversely, it has been discovered that citizen involvement and self-efficacy predict happiness with democracy as well as confidence in the legislature and administration (Prats & Meunier, 2021). According to Knobloch and Gastil (2015), voters who were more knowledgeable about the process's architecture were more likely to cast ballots in favour of the assemblies' recommendations. This implies that voters had greater faith in their fellow citizens' capacity for decision-making (Knobloch & Gastil, 2015).

According to Geurkink et al. (2020), an individual's impression of their power to influence the political process and the extent to which political institutions yield to their demands are factors that determine their external political efficacy. External efficacy is the notion that people can lawfully influence government decisions and that decision-makers are open to public feedback (Priyanto et al., 2021).

It's critical to keep in mind that a person's capacity (i.e., internal political effectiveness) does not always correspond with their exterior political efficacy. Deliberate engagement boosts external efficacy because, according to research, participants feel they have a say in policy decisions. One of the primary driving forces behind citizen participation in politics is this idea (Boulianne, 2018). Rather, it refers to opinions about how responsive institutions are to particular, one-of-a-kind

demands. Moreover, although they are sometimes misinterpreted, political trust and external political efficacy are fundamentally distinct (Gil de Zuniga et al., 2012).

4. Related Studies

Syafrizal & Wardi (2021) studied “The Impact of Social Media Campaign and Personal Branding on Electability: Case Study of Regional Head Elections in West Sumatera.” According to regulations, using social media to introduce a candidate’s image and increase their electability is a successful strategy because it has no time or location restrictions, is reasonably inexpensive, and is accessible to all societal levels. This study examined how personal branding affects electability through its influence on Facebook, Instagram, Twitter, and YouTube. With 207 respondents, this study was conducted in Padang, West Sumatra. Data analysis with SmartPLS 3.0 applications. The study’s findings showed that personal branding and social media considerably impact electability, but Instagram or YouTube do not impact personal branding.

Bennet’s (2012) research on “The Personalization of Politics Political Identity, Social Media, and Changing Patterns of Participation”. A framework for comprehending mass, individualized collective action that is frequently organized by digital media technologies was put out in this article. The study mentioned that an era of personalized politics has emerged due to social fragmentation and the erosion of group loyalties, in which the framework of individually expressed personal action has replaced the framework of collective action in many protest movements. Large-scale, quickly growing political activity directed at various targets from parties and candidates to companies, brands, and international organizations indicates this trend. The “new social movements” that emerged after the 1960s are still characterized by group-based “identity politics,” but in the last few years, there have been more varied mobilizations that center on people’s lifestyle values and encourage engagement with a variety of issues, including environmental protection, worker and human rights, and economic justice (fair trade, inequality, and development policies).

Fetema, Yanbin, and Fugui (2022) researched “Social media influence on politicians’ and citizens’ relationship through the moderating effect of political slogans.” The study elaborated that how individuals watch and respond to social and political developments in their environment has changed dramatically due to the digitalization of communication tools. This exploratory study elaborated the use of social networking sites by politicians to create solid and amicable relationships with regular citizens was inspired by the rapidly expanding importance of social media. Through the moderation of political slogans, this essay examines social media’s impact on the interaction between citizens and politicians. In addition to facilitating direct communication between politicians and the public, social media promotes public political engagement by allowing users to provide criticism through comments on social media platforms. The way the public perceives a specific political force is greatly influenced by its slogans. In this work, a quantitative analysis approach is used. A survey questionnaire was used to gather information from a cross-sectional time horizon of social media users. The questionnaire was distributed in the first two months of the current year, or January and February 2022, to a total of 300 respondents. The convenience sampling approach was applied to gather data in two Pakistani cities. Hypothesis testing has been done with Smart PLS 3. The political slogans of Pakistan’s four main parties determine the Moderator’s elect. According to the results, social networking sites and politics positively and significantly impact the interactions between politicians and citizens. This study may serve as a springboard for additional research in this area so that elected officials can use social media platforms to build good ties with the public electively.

Oluleye et al. (2023) conducted a research study, “Impact of Social Media on Political Development and Stability in Nigeria. “The study told that the emergence and swift progress of Information and Communication Technologies (ICTs) have garnered significant interest regarding the influence of social media on diverse aspects of human growth. Social media has given rise to emerging democracies worldwide, who now use their online platforms to participate in political discourse. As a result, numerous plans were developed to ensure and sustain Nigeria’s political development. The study reviewed that how social media has affected Nigeria’s political stability and progress. In order to accomplish the previously mentioned goals, the following topics were covered: the definition of social media, the definition of political development and stability, the impact of social media on political development and stability, and the issues surrounding social media’s relationship to political development and stability in Nigeria. The article ended with a few recommendations, among them a paradigm change in narratives and every indication that Nigeria is gradually moving in the correct path regarding social media freedom of expression.

Ciboh (2016) studied “Journalists and Political Sources in Nigeria: Between Information Subsidies and Political Pressures.” The study mentioned that a tug-of-war between journalists and political sources has long existed, with elite politicians holding the upper hand in producing news since they can supply vital information subsidies that most news media depend on. However, most analyses of the journalist-source dynamic have occurred in wealthy, stable democracies. By examining the connection between reporters and officials in Nigeria, a democracy in theory but a hybrid system in practice where journalists were subject to significant political pressure. A combination of content analysis and in-depth interviews demonstrated how politicians use tangible incentives that go well beyond information subsidies, such as monetary awards and threats of violence, to affect journalists in Nigeria. In addition, journalists in Nigeria depend on information subsidies found in the West. The article argued that this shapes the nature of news coproduction in Nigeria and, more broadly, that future comparative work on relations between reporters and officials should focus on the resources available to politicians to influence journalists through such positive, tangible incentives and the extent to which they can use negative tangible incentives with impunity. This is because political communication research goes beyond stable democracies, where money handouts and violence are unlikely to be the main factors influencing news production.

Zaiter et al. (2023) studied “The Impact of Social Media on Political Efficacy and Real-Life Netizens Political Participation (Lebanon-Case Study).” This study investigated netizens’ internal and external political efficacy due to social media exposure to political branding. Additionally, it demonstrated how political branding could raise citizens’ political consciousness and increase their likelihood to cast ballots in the parliamentary election. The study used Lebanon as an example while numerous studies have been conducted independently about the impact of social media political branding on citizens’ political efficacy, particularly in developed countries, recent literature has reported on the impact of social media political branding on youth voting participation. (Hassan & Ridzuan, 2021; Moorman et al., 2019; Slipetska, 2021; Lau et al., 2021; Binder et al., 2021). Still, there is much to learn about the political engagement and efficacy of netizens in a developing nation such as Lebanon. Methodology: The study relied on primary statistical data, which were examined using SPSS v22 and a deductive technique to assess the hypotheses. The 491 participants in the population, drawn randomly from various provinces, were Lebanese adults over the age of 21. The findings showed a positive association between social media use and voters’ political participation, and it suggests that social media platforms have a significant political influence on both internal and self-external efficacy.

Maltos et al. (2021) studied “Digital media and university political practices in the public sphere.” The study revealed that the political behaviours of young college students matter for the health of public spaces and the maintenance of participatory democracy in an era where digital communication predominates. This study investigated the relationship between university students’ political involvement, discourse practices, and digital media usage. In the second semester of 2020, using quota sampling, a survey was carried out among 435 undergraduate students who were residents of the Monterrey, Mexico, Metropolitan Area. Positive associations with minor to moderate and statistically significant magnitudes were identified between the various uses of digital media and political activities among these students with favorable access to the media. The usage of news and political discourse were somewhat connected, as were social usage, politically driven activities, creative use, and all forms of participation. The association between news use and involvement was mainly impacted by political discourse. These results underlined the importance of young people playing an active role in political socialization since social interaction and content creation were more strongly associated with political participation than news consumption, which was more advantageous when expressed through political discourse.

Oparanu (2021) discussed “Media and Politics: Political Communication in the Digital Age”. The study mentioned that political communicators convey their political beliefs to their audience, the voters, through political communication. It used new and traditional media, just like the normal communication process. Nonetheless, politicians have begun to include hate speech and bogus news in their speeches. There are three categories of fake speech: false, misleading, and malicious information. As more and more people turn to social media for news, there are concerns that this kind of content may cause viewers to become unable to tell news from propaganda or fact from fiction. Politicians employ every medium possible to reach their constituents: radio, television, films, music, newspapers, books, social media, etc. *Political advertising* is a tool used by politicians to connect with their massive fan base and supporters. Jingles for advertisements are used in these political advertisements, particularly on radio. Three fundamental components of political communication are persuasion, propaganda, and ideology. However, the study concluded that by using hate speech and fake news in their campaign slogans, politicians not only those in Nigeria but throughout the world have elevated political communication and its methodology to a wholly new and unfavorable level. They spend all of their time and resources demonizing and discrediting their opponents through hate speech and false information instead of taking the time to explain to the voters what they intend to do and how they intend to do it. Not only that, but they also publish provocative content on social media that frequently leaves.

Johansson (2019) elaborated in “Social Media in Political Communication: A Substitute for Conventional Media?” mentioned that newer media channels have emerged due to technological advancement, and network and social media logic has exacerbated the logic of traditional media. The modifications above have impacted political communication, primarily by causing a transition from hierarchical communication models to more interactive and horizontal ones. This chapter examines Facebook and Twitter government communication models in Finland, Poland, and Sweden. The findings indicated that while ministers in the three research nations use Facebook and Twitter differently, some universal characteristics apply to all national settings. While Twitter shares information with professional elites, Facebook’s public sites act as top-down avenues for personal branding and eschew traditional media. Government communication models typically integrate elements of new and old media techniques and adhere to a hybrid logic that draws from

both media logic and network/social media logic. The findings suggest that press assistants and secretaries might act as the communication's gatekeepers.

Gil de Zúñiga & Chen (2019) studied "Digital Media and Politics: Effects of the Great Information and Communication Divides". An extensive corpus of research examined how new media can support and impede informed and involved citizens. As more individuals use digital media technologies for information and communication globally, digital media have individually become an essential element of citizens' political lives. Digital media have also created a significant platform that individuals utilize to organize and cooperate. Digital media, however, also contributes to socio-political issues that raise concerns about spreading false information, knowledge gaps, and political polarization, even as they disseminate educational and mobilizing messages. This article highlighted a wide range of studies that are part of a unique collection summarising some of these crucial problems.

Krzyzanowski Tucker (2018) researched "Re/constructing politics through social & online media: Discourses, ideologies, and mediated political practices." The study elaborated that the relationship between politics, the internet, and social media has gained significant traction in modern cultures in recent years, and political science, media studies, and communication studies have extensively examined it. This Special Issue highlighted the importance of language as a significant vehicle for political beliefs and behaviours on social and online media in opposition to the increasing corpus of study in this area. It made the case that a more comprehensive, problem-driven examination of how political practices and ideologies are expressed on social and online media is necessary to further the scholarly knowledge of modern political and democratic dynamics. It exemplified the need to adopt a cross-disciplinary approach that permits bridging the more contemporary (small vs. big data) and the more traditional (qualitative vs. quantitative) divisions in investigations of the language of online politics.

5. Conclusion

The emergence of new digital media has given birth to reshaping the movements of life, including social, economic, political, and cultural. Political actors have been spreading their ideology through traditional means and media, which the people least observe. Digital media has given birth to a new wave of political activism, agenda-setting, news and information availability, accountability, and resistance. People can easily interact with their rulers and political leaders through digital media. People can encounter the set agenda of the state and political leaders. Everyone can access the information and running situation by understanding the ongoing aspects. The present study is conducted to understand subsidized information and agenda-setting through digital media. The study is a literature review and has found the following findings:

6. Findings

- Social media promotes accidental exposure to political content, which impacts learning and raises engagement in conventional political activities. Social media raises people's learning opportunities, as "never before has so much knowledge, generally without additional financial expenditures, been so close at hand for citizens.
- People can express their thoughts to others, receive news, and mobilize information via digital media, encouraging people to participate in public activities.
- Digital media use generates trace (big) data that present new problems and opportunities for observing dynamic relationships in social movements and collective action.
- Newly developed political communication modalities maintained by digitally networked media may have come together to usher in a period of uncensored public discourse.
- Young people have negative opinions towards politics and low levels of political trust.

- Social media feeds for campaign material since campaigns can exploit these platforms to incite political feelings and create impressions of media bias.
- Media conglomerates may influence local news outlets' news production in professional, ideological, and operational ways.
- Party identification outperformed media consumption patterns as a predictor of immigration sentiments. Residency in a border state did not change people's opinions regarding immigration.
- Nationalism is constructed from the bottom up approach.
- Digital communication services threaten post-World War II democracy. Consequently, it is necessary to consider whether and how democracy should be safeguarded against the public sphere's fragmentation and hybridization, the unpredictable formation of political will, and the normalization of hate speech, violence, and disinformation campaigns.
- De-institutionalization or "disintermediation" approaches frequently place the fault at the feet of digital technology . They give digitalization and its underlying economic models a substantial agency by viewing platforms and algorithmic systems as agents of democratic change. This widely held belief holds that social media's use of social bots and echo chambers skews democratic discourse.
- Words like "network democracy" suggest that digital infrastructures implicitly embrace democratic institutions as models for social change because they have formative impacts on them.
- Politicians, journalists, business leaders, and other power brokers now trade in vague claims with a hint of sincerity but fall short of the truth.
- The public finds it challenging to separate important news about important policy issues from the unnecessary noise that fills the media.
- Facebook lets users upload text, images, and videos to be shared openly with people worldwide or privately with friends. Facebook users can follow sites based on their interests, join groups, and communicate privately through instant messaging. It revolutionized how people were connected globally and gave them a platform to share their ideas, opinions, and information with whomever they chose. Public figures, including politicians, began investigating this new channel for information exchange and narrative construction.
- Political marketing and communication have evolved into the new norm worldwide due to Facebook's provision of a cutting-edge platform for advertisements with a broad audience.
- X (Twitter) is among the most widely used social media sites worldwide by politicians, regular people, and giant corporations. Even state leaders actively utilize this medium to disseminate their policy positions on various essential topics. It is now a necessary instrument for communication in the digital age.
- The crucial component of blogs and online forums is user engagement through comments. Both the quantity and popularity of these blogs are rising quickly each day. Politicians and political organizations have also set up specialized weblogs and online forums to increase public political participation.
- YouTube has significantly increased the distance between the general public and politicians regarding political communication.
- Factors that cause disinformation and polarization of public opinion are becoming increasingly apparent. Examples include a fake news-infested information environment.

- The role of socio-digital networks as echo chambers that reinforce people's pre-existing beliefs as well as the amplification of extremist discourses.
- Discussing political advertising, co-branding, and parallel positioning as strategies for promoting a political party or candidate's brand is familiar. Political advertising is the most often used means of fostering political items in the political market. Political advertising raises awareness of current political initiatives among voters, advances political ideologies and catchphrases, and motivates people to cast ballots. To influence voters, political advertisements employ a range of reasonable and illogical (emotional) strategies.
- Voters are more likely to vote in line with the recommendations of the assemblies if they have a better understanding of the design of the process. The voters feel more confident in the ability of their fellow citizens to make decisions.
- The idea that citizens can legally influence government decisions and that officials are receptive to public input is known as external efficacy.
- Political trust and external political efficacy are essentially different, even though they are occasionally misconstrued.
- Internal political efficacy and personality are interrelated. Individuals with high Extraversion tend to be forceful, aggressive, and persuasive, whereas those with high Openness are more likely to be critical thinkers.
- Personal branding and social media considerably impact electability, but Instagram or YouTube do not impact personal branding.
- Timing" is a crucial component of the news selection process through digital media.
- There have been more varied mobilizations that center on people's lifestyle values and encourage engagement with various issues, including environmental protection, worker and human rights, and economic justice (fair trade, inequality, and development policies).
- Social networking sites and politics positively and significantly impact the interactions between politicians and citizens.
- A positive association between social media use and voters' political participation, and it suggests that social media platforms have a significant political influence on both internal and self-external efficacy.
- The importance of young people playing an active role in political socialization since social interaction and content creation were more strongly associated with political participation than news consumption, which was more advantageous when expressed through political discourse.
- Politicians spend all of their time and resources demonizing and discrediting their opponents through hate speech and false information instead of taking the time to explain to the voters what they intend to do and how they intend to do it. Not only that, but they also publish provocative content on social media that frequently leaves.
- The ministers use Facebook and Twitter differently, some universal characteristics apply to all national settings. While Twitter shares information with professional elites, Facebook's public sites act as top-down avenues for personal branding and eschew traditional media. Government communication models typically integrate elements of new and old media techniques and adhere to a hybrid logic that draws from both media logic and network/social media logic. The press assistants and secretaries might act as the communication's gatekeepers.

- Digital media, however, also contributes to socio-political issues that raise concerns about spreading false information, knowledge gaps, and political polarization, even as they disseminate educational and mobilizing messages
- The need to adopt a cross-disciplinary approach that permits bridging the more contemporary (small vs. big data) and the more traditional (qualitative vs. quantitative) divisions in investigations of the language of online politics.

7. Gap for Further Research

There can be research on the impact of social media platforms on decision making process. The future research can also be conducted to understand the significance of social media tool for correct information collection. Beside it, the research can also be conducted towards political activism and the user intentions in particulars of time and space.

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