Youth Political Engagement via Facebook: A Netnographic Exploration of Political Activism in Pakistan

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ABSTRACT

This netnographic research delves into the utilization of Facebook as a medium for political activism among Pakistan's youth. It delves into the ways in which young people employ Facebook to champion various causes, voice their political viewpoints, and actively participate in shaping the national political discourse. Through the utilization of a Netnographic methodology coupled with participant observation, this study endeavors to offer insights into the drivers, trends, and consequences of youth engagement in political activism within the digital sphere. The objective is to examine and observe the involvement of young people in online political conversations, elucidating the attitudes, motivations, and ambitions that propel or inspire their engagement in political activism. The study is qualitative, and the data was collected Through participant observation of posts, content, comments, and patterns of audience involved in political discourse. A purposive sampling technique was applied to gather related data. Data was processed and analyzed with thematic analysis of online interactions, content, and discussions. The study's findings reveal that there is prevalent abusive behavior and hate speech among Facebook users, people are more comfortable by being anonymously participating in the political discourse as it provides more freedom to their voices without the fear of being judged. The study also reveals youth is more involved in political activism by participating in online hashtag movements and political mobilization. This study advances knowledge of the complex interactions that exist among technology, young culture, and political activity in Pakistan.

Keywords: Online Platforms, Facebook, Political Discourse, Online Communities, Political Activism