

# POLITICAL EMPOWERMENT AMONG YOUNG VOTERS: SOCIAL MEDIA, PARTISANSHIP AND THE MODERATING ROLE OF POLITICAL INTEREST

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<https://doi.org/10.3916/C74-2023-08>

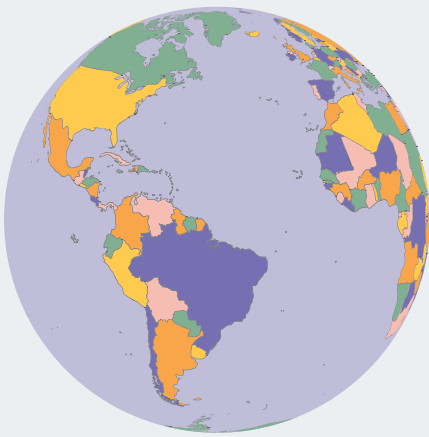
## INTRODUCTION

**Political empowerment**, despite recent efforts to examine the political outcomes of social media use, little is known about the reinforcement of political empowerment and moderating effect of political interest.



## OBJECTS AND METHODS

To offer insight into how social media use alongside other political behaviors, such as partisanship, political expression, and political interest, affect political empowerment.



Social Identity Theory (SIT) and rational choice theory provided the theoretical underpinning for the variables of this study.

- Four variables:
- 1) The use of social networks.
  - 2) Political partisanship
  - 3) Political expression
  - 4) Political interest

N=410  
of the 18-29 age group

## CONCLUSIONS

This study also expands the literature on political interest by introducing political interest as a moderator between the inconsistent relationship of political expression and political empowerment.

Our results demonstrated that partisanship and social media use positively influenced political expression among young voters. Moreover, political interest positively moderated the relationship between political expression and political empowerment.



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