



## The Impact of Online Political Participation on Offline Political Engagement: Examining the Moderating Role of Age

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### ABSTRACT

This study investigated the impact of online political participation on offline political engagement the role of age. A structured questionnaire and purposive sampling method were used to collect data from two universities i.e., Bahria University, Islamabad, and Foundation University School of Science & Technology Islamabad. The sample size was 386. The unit of analysis consisted of students from different departments of these universities. The quantitative research method was applied in this research. Survey analysis was used for quantitative research, and the questionnaire was furnished among students. Firstly, the normality of missing values was determined, followed by examining the reliability and validity of the survey questionnaire in SPSS and AMOS, respectively. Data were analyzed using techniques like linear regression through SPSS. All the results were significant and in line with the proposed model. It was found that online explained significant variation in offline. Age moderated the relationship between the online & offline political participation. Age effectively moderates the relationship between independent and dependent variables.

## Introduction

This research study examined the use of social media among students and their engagement with political views. Social media has revolutionized people's lives and is recognized as a powerful tool for driving change. Social networking sites have become fundamental for chalking out political campaigns and determining the masses' political views.

The research conducted by (Arrazak & Adnan, 2025) investigated the influence of social media usage and political trust on the political participation of Millennials and Generation Z in the elections of 2024 in Padang city. The study highlights social media's importance as the primary source for the youth and their political participation. Enhancing digital political communication strategies and literacy can increase trust in political institutions through accountability and transparency.

The evolution of the Internet and information communication technology (ICT) significantly influences youth-oriented media. With the rise of internet usage, these platforms have transformed the communication between government representatives and the public. Social media allows direct interaction between the public and the government. This research study by Fatema et al. examines how social media influence political participation and the relationship between public officials and citizens in China. This study highlights social media's significant role in enhancing public political participation (Fatema et al., 2022).

Social media has allowed adults to share content, videos, blogs, and podcasts. In the modern world, politicians have communicated with the audience through social media, actively exchanging views, influencing people, and using social media for interaction. A political campaign strategy has been changed globally; now the politicians deliver their message via social media mainly to the youth (Caplan, 2013). In the US presidential election in 2012, Social networking sites were a platform for engaging in political activities. President Barack Obama has mobilized the youth by utilizing social media and because of his energized political campaign on social media. Now, the world has seen the remarkable results of political campaigns on social media, so politicians are planning their political activities to mobilize the youth. President Obama used Facebook and Twitter to disseminate information and mobilize the youth (Parikh, 2012).

The emergence of social media and the internet has changed the background of the world. Now, the world has changed. Social media has facilitated the youth to connect themselves in politics by using social forums. To persuade potential voters in this modern era, the candidates and the political parties appreciate social media's importance (Acar, 2012).

### **Problem Statement**

Several studies have identified the widespread usage of social media among students worldwide (Lenhart A, 2011). Research conducted by (Holcomb JB, 2013) revealed that social media was initially used for socialization and communication, but it has become an increasingly dominant platform for news dissemination. (Ali A, 2017), stated that in Pakistan, social media usage for accessing news has been steadily increasing, with university students emerging as the most frequent users. This study has a reference point that social media is often considered the "fifth pillar" of democracy in Pakistan due to its influence on public and political engagement. (Zaheer, 2016) Concluded in his research that students who actively use social media platforms, particularly Facebook, were more engaged in political activities. These students participate in both online and offline forums simultaneously. The research investigates the impact of social networking site usage on political participation. A study is needed to highlight that how social media significantly influences the general public, particularly the youth, in sharing political awareness and involvement. Considering the widespread phenomena of social media platforms on various aspects of life, this study examines the role of social networking sites and student's online and offline political engagements. The difference in online and off line political participation and its relationship with the student's age is the focus that is analysed in the present research.

## **Objectives**

The significant objectives which the research is:

1. To examine the relationship between online political participation and offline political participation.
2. To analyze how age moderates the relationship between online and offline political participation.

## **Research Questions**

RQ<sub>1</sub>: What is the relationship between online political participation and offline political participation?

RQ<sub>2</sub>: How does age influence the relationship between online political participation and offline political participation?

## **Hypothesis**

H<sub>1</sub>: Online political participation has a significant relationship on offline political participation.

H<sub>2</sub>: Age will moderate the relationship between online and offline political participation.

## **Theoretical framework**

The Use and Gratification theory was applied in this study. This theory was developed by Jay Blumler and Elihu Katz in 1974, and they claimed that media users actively participated in the communication process. They both argued that according to needs, people choose media to satisfy themselves (Ling, 2003).

Uses and Gratification theory was established by Elihu Katz in 1959. During that occasion, most researchers were asked, "What do media do to people?" However, Katz asked, "What do people do with the media?" (J, 2001).

## **Literature Review**

A recent study indicates the effect of age on political participation in African countries with different levels of freedom. The researcher examines the three types of political participation: protests, electoral, and no-electoral participation. The study shows that people aged 18 to 60 in non-free countries are the most involved in political activities in elections, but the participation level drops significantly after age 60. The youth is more involved in political participation, but strict control of political participation has discouraged older people from engaging. This study highlights how political participation shapes opinion across ages (Dim & Schafer, 2024).

Extending earlier work by (Alodat et al., 2023), they argue that social media influences political participation among the Jordanian youth, focusing on gender as a moderating factor. Gender plays a key role in enhancing political participation. The study highlights the need for activists and policymakers to consider the differences in gender while using social media to support political involvement.

The research conducted by (Tariq et al., 2022) explores the role of social media in political participation in Pakistan among young voters. The OSOR communication model checks the effects on online and offline political participation. It investigates five variables: political interest, political

efficacy, political expression, partisanship and social media use. The study focuses on the positive indirect effect of social media on online political participation, even though direct effects are not always sustainable. Social media support political engagement in developing countries like Pakistan, similar to the patterns observed in developed democratic countries like the UK.

A recent investigation by (Halim et al., 2021) explores the political participation of Malaysian youth and observes the relationships between online political participation, perceived information quality, social media usage, politics, and interest. The study highlights that the youth heavily rely on Facebook to gain political knowledge before making political decisions.

A growing body of literature suggests that youth political participation spreads beyond voting, with social networking sites like Facebook and Twitter playing a key role in shaping their engagement. By examining online political participation, the researcher provides a deep understanding of online and offline youth participation in politics (Online & Offline). This study categorizes online and offline political participation. Offline participation includes voting, fundraising, working for candidates, and attending political events, while online participation includes commenting, sharing political content online, gathering political knowledge, and signing petitions (Jennings et al., 2021).

The research (Bonsón, 2019) explored the citizen and municipality engagement level through Twitter and analyzed the tweets from the most extensive municipality, Andalusia. The researcher investigated to what extent municipalities use Twitter as a communication tool to engage with Andalusia citizens. Most results showed that the local government in Andalusia has official accounts to engage with the audience. The finding of research concluded that dissemination of photos and videos showed more engagement content through (Retweets and likes) compared to other media.

A key aspect of (Stephanie Edgerly's 2019) study observed the relationship between news use and involvement by conducting a survey of US youth between the age group of 12 to 17; it revealed that half of the youth respondents were news avoiders, and they showed a low level of participation though. Half of the youth determine one of three patterns of the news. Each of the districts was examined their news source, how to seek or avoid news media forums, and their level of participation

Several studies have pointed out the citizen's discursive behavior during election days. With the rise of social networking sites in the political environment, the broad behavior of citizens has increased academic attention. The study scrutinized the three critical factors: Offline political communication mediates the association of self-effectiveness and political participation, including election campaigns; whether offline political communication's mediation effect was different from social networking sites and political talks and how the mediated effects were different according to the citizen's endorsed political ideologies. The study results showed that offline and social networking sites were statistically vital, including moderates, liberals, and conservatives. All three ideological groups positively affected offline political talks (Hye Min Kima, 2018).

Similarly (Zainon et al., 2017) found that university student's political participation reveals that participation engagement is influenced by political interest, social media communication, and internet skills. Youth earn the label of "Keyboard warriors" by actively engaging, reading, commenting, sharing, and discussing political content. The internet and social media platforms enable youth to engage more actively in political activities online and offline. This paper focuses

on strengthening the youth's trust in government and empowering e political participation to increase future political leadership.

A research study (Madueke, 2017) indicates that social media usage for political purposes has developed. US President Obama set the trend of using SNS in his presidential election in 2008 to involve the public and actively assemble the youth on social media to participate in politics. Nigeria had the first test of the consumption of social media in 2011 for its General Elections. The finding of this study is that the utilization of SNS has vastly affected the day-to-day political participation of individuals. Nigeria should not be left alone as the world has altered into the digital world. Social media assisted us in forming public opinion and to stimulate transparency and validity in the political process.

Previous researchers have found that increased online and offline political participation is associated with higher voter participation. In other words, the more informed individuals are about politics, the more likely they are to engage in politics actively, especially by voting. Furthermore, political participation tends to be more prevalent among those with greater political knowledge, demonstrating a strong positive correlation between the two.

### Methodology

This research was conducted using a quantitative research method. A self-developed questionnaire was deployed to collect data from the students of twin cities universities. The population comprised undergraduate and graduate students aged 19 to 26 years at the universities of Rawalpindi and Islamabad. Sample size is 386 of the respondents, including males and females. The researcher has selected the two universities of Rawalpindi and Islamabad, i.e. Bahria University, Islamabad and Foundation University School of Science & Technology, due to coeducation for equal participation of each gender. The researcher adopted a non-probability purposive sampling technique to select the sample of the students and universities.

**Figure 1: Characteristics of the Population/Demography**

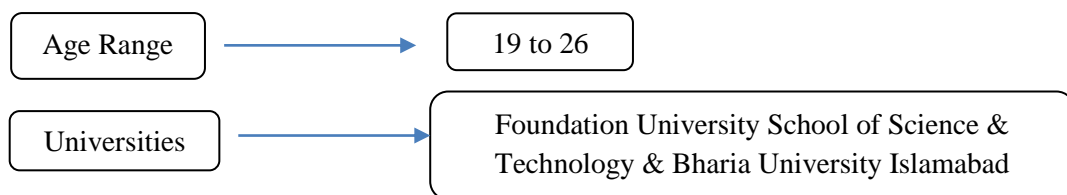


Table 1 below summarises the university-wise breakdown of participating respondents in all the questionnaires filled by the students of different departments of the sampled universities.

**Table 1: University-Wise Breakdown of Sampled Respondents**

University	Frequency	Percent	Valid Percent	Cumulative Percent
Foundation University School of Science & Technology	188	48.7	48.7	48.7
Bahria University Islamabad	198	51.3	51.3	100.0
Total	386	100.0	100.0	

Table 2 below summarises the qualification-wise breakdown of participating students from sampled universities. Two hundred forty-six (247) bachelors qualified, and 139 MPhil students were from sampled universities.

**Table 2: Qualification-Wise Breakdown of Sampled Employees**

<b>Qualification</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Bachelor	247	64.0	64.0	64.0
M.Phil.	139	36.0	36.0	100.0
Total	386	100.0	100.0	

Table 3 below summarises the department-wise breakdown of participating students from sampled universities.

**Table 3: Department-Wise Breakdown of Sampled Employees**

<b>Qualification</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Business	52	13.5	13.5	13.5
Administration	56	14.5	14.5	28.0
Psychology	49	12.7	12.7	40.7
Arts and Media	38	9.8	9.8	50.5
Management Sciences	52	13.5	13.5	64.0
Project Management	47	12.2	12.2	76.2
Media Sciences	41	10.6	10.6	86.8
English	51	13.2	13.2	100.0
Software Engineering	386	100.0	100.0	
Total				

The close-ended structured questionnaire with 15 questions was developed in English, in which the researcher was asked to select an answer by selecting the appropriate option from the scale. Questions 1 to 9 explored online political participation, comprising a scale of "Strongly Disagree, Disagree, Nor Agree, Agree, and Strongly Agree." Questions 10 to 15 helped explore offline political participation; 5 points on the Likert scale, Strongly Disagree, Disagree Nor Agree, Agree and Strongly Agree, were utilized for this purpose. Pilot testing was carried out to improve the instrument for a better understanding of the questions and to achieve the purpose of the survey (Green, 1988). A reliability value of 0.7 was ideal (Bagozzi, 1988). A reliability coefficient value of 0.5-0.6 was also measured to serve the purpose of initial research (Nunnally, Psychometric methods., 1978). Before furnishing the original questionnaire, pretesting was done on the same population. From both universities, a sample of 100 questionnaires was selected. Survey questionnaires were distributed in both universities. The researcher got 60 questions without errors and conducted a pilot study. Cronbach's alpha reliability was applied to determine the reliability of the scale used in the survey.

Table 4 shows that the alpha reliability values of both variables were 0.871 and 0.880, which shows that the data was reliable. Cronbach's alpha reliability was applied to determine the reliability of the scale used in the survey.

**Table 4: Reliability Test of Pilot Testing- Cronbach Alpha**

<b>Construct</b>	<b>Items</b>	<b>Reliability</b>
Online Political Participation	9	0.871
Offline Political Participation	6	0.880

The questionnaires were provided among students and completed in person by the respondents, and face-to-face discussions were carried out. The major problem was the time constraints. Some of the respondents did not respond to the questionnaire. The respondents were reluctant to spend time filling out the questionnaire. After collecting the data, the next step was to reduce the data. In data reduction, words and sentences are reduced into categories. Response categories, for instance, the "Male" response, was assigned "1", and the "Female" response was assigned "2" and then entered into the machine. Also, multiple choice answers were given the response, categorized from 1 to 5. The researcher used statistical software, i.e., Statistical Package for Social Scientists (SPSS Statistics, 23), to analyze the data. Besides SPSS, the researcher used AMOS 22 for confirmatory factor analysis software MS Word to write the thesis and design the charts, graphs, and tables. The following statistics, Pearson correlation, and regression analysis, were used to analyze the data collected from the survey. The researcher evaluated the Pearson correlation to analyze the product-moment correlation between two variables, which measured the data similarity in the research. The Pearson correlation was used between the variables to examine the relationship between online and offline political participation. The researcher used a statistical method, linear regression, to analyze the impact of one variable on another. ANOVA (F-test) and t-test were applied to show that ON positively influences OF in political participation. Regression analysis with age as moderators showed that both significantly affect the ON-OF relationship.

**Table 5: Data Analysis Chart**

<b>Hypothesis</b>	<b>Research Questions</b>	<b>Statistical Test Used</b>
<b>H<sub>1</sub>:</b> Online political participation has a significant relationship on offline political participation.	<b>RQ<sub>1</sub>:</b> What is the relationship between online political participation and offline political participation?	Pearson correlation was used to analyze the relationship between online and offline, Whereas regression analysis (ANOVA- F-test and t-test) showed that online positively impacts offline political participation.
<b>H<sub>2</sub>:</b> Age will moderate the relationship between online and offline political participation.	<b>RQ<sub>2</sub>:</b> How does age influence the relationship between online political participation and offline political participation?	The Coefficient regression analysis was applied to a model for online and offline with Gender and age as a moderator. It showed that the age moderates the relationship between online and offline, which is significant.

For survey analysis results, SPSS 23 was utilized from the survey for data utilization—descriptive statistics were obtained for all the study variables. Cronbach's alpha reliability, mean, and standard deviation were acquired. Pearson Correlation and Regression tests were applied to test the hypothesis.

Table 6 depicts the missing value calculations

**Table 6: Missing Values Calculations**

N	Items	Valid	Missing
Online Political Participation	9	386	0
Offline Political Participation	6	386	0

Table 7 provides the age-wise breakdown below.

**Table 7: Age-Wise Breakdown of Sampled Employees**

Age	Frequency	Percent	Valid Percent	Cumulative Percent
19-22	211	54.7	54.7	54.7
23-26	175	45.3	45.3	100.0
Total	386	100.0	100.0	

Table 8 depicts the descriptive statistics were measured on a five-point Likert scale from (1) strongly disagree (5) to strongly agree.

**Table 8: Descriptive Statistics**

Variable	N	Range	Minimum	Maximum	Mean
Online	386	35.00	10.00	45.00	31.9767
Offline	386	24.00	6.00	30.00	20.2539

Table 9 shows the study constructs' internal consistency (coefficient  $\alpha$ ), confirming acceptable reliability.

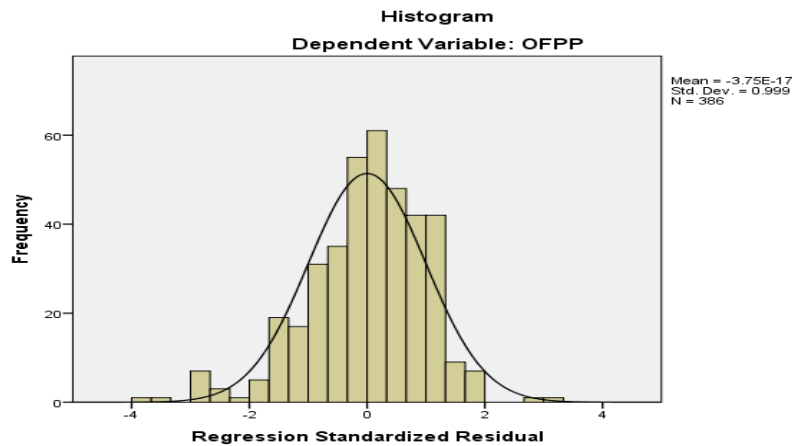
**Table 9: Reliability and Validity of Statistics (n=386)**

Construct	No of Items	Cronbach Alpha
Online Political Participation	09	.922
Offline Political Participation	06	.904

This study is designed to empirically test the proposed online and offline participation model using (SEM) Structural Equation Modelling (Hoyle S. , 1994) and is chosen over ANOVA and regression for its capacity to minimize measurement errors and assess direct, indirect, and total effects (Arbuckle, 2006). Data analysis was conducted using AMOS 22, with moderation hypotheses tested in the later section. According to (Gujrati, 2007) to satisfy this standard assumption error term,  $\mu_i$  should follow a normal distribution; otherwise, the use of t and F statistics and the respective tests did not remain valid in finite samples.

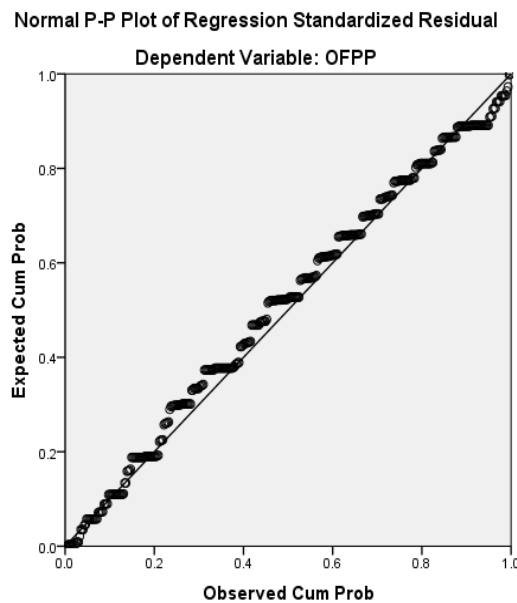
The histogram analysis showed that residuals mostly lay within the standard curve and were symmetrical. The graphs represented the normal distribution, with slight skewness to the right and some kurtosis at the peak (Gujrati, 2007).

**Figure 2: Histogram of Standard Residuals**



The plotted values generally fall along a 45° upward-sloping straight line. No value deviated significantly from the straight line, suggesting the normality of the residuals in online and offline data sets. Thus, the guess concerning the normal dissemination of residuals is fulfilled (Gujrati, 2007).

**Figure 3: Standard Probability Plot of Standardized Residuals**



The Correlation values fall between -1 and +1 (Tsui, 1995). Table 4.5.4 indicates a Pearson correlation of 0.67 between the independent variable online and the dependent variable offline showing a strong positive correlation.

**Table 10: Pearson Correlation Among Dependent And Independent Variables**

		OFFLINE	ONLINE
Pearson Correlation	OFFLINE	1.000	

ONLINE	.669	1.000
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Correlation is significant at the 0.01 level (2-tailed). \*\*

Model Summary of Online political participation and Offline political participation regression model

**Figure 4: One To One Linear Relationship Between Online & Offline**

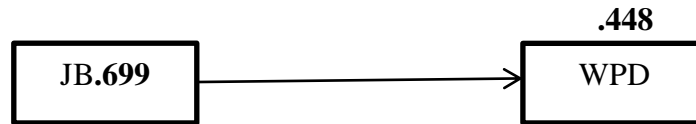


Table 11 showed a one-to-one linear relationship between online and offline, tested using linear regression. It illustrated a correlation of 0.669 and an R<sup>2</sup> value of 0.448, indicating that 44.8% of the variance in offline is explained by online, confirming a significant relationship (Gujrati, 2007).

**Table 11: Summary of Online and Offline Regression Model**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.669 <sup>a</sup>	.448	.447	4.28625	.448	311.796	1	384	.000

a. Predictors: (Constant), ONLINE

b. Dependent Variable: OFFLINE

In Table 12, The F statistic, i.e., F = 311.796 at 1%, i.e., p < 0.00, recommended that the model was statistically highly significant. The value of residual 7054.820 reflected the extent of unexplained variation in offline, whereas variation to the extent of 5728.299 has been explained (Gujrati, 2007).

**Table 12: Analysis Of Variance (ANOVA) For Online & Offline Model**

**ANOVA**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5728.299	1	5728.299	311.796	.000 <sup>b</sup>
	Residual	7054.820	384	18.372		
	Total	12783.119	385			

a. Dependent Variable: OFFLINE

b. Predictors: (Constant), ONLINE

Table 13 shows that the standardized regression coefficient is .494 at 1%, i.e., p < 0.01, showing that online positively impacts offline political participation. The t-statistic, i.e., 17.658 in the regression model, was extremely significant at 1% significance, i.e., p < 0.01, while showing that online has a statistically significant impact on offline.

**Table 13: Coefficient of the Online-Offline Regression Model Coefficients**

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.442	.922		4.819	.000
	ONPP	.494	.028	.669	17.658	.000

a. Dependent Variable: OFFLINE

Hierarchical regression analysis using process add on in SPSS was conducted to examine the moderating effects of age and gender on the relationship between online and offline political participation. Before analysis, centring was applied to all variables, and an interface term was shaped by growing the standardized data set of independent and moderating variables, serving as a third predictor (Cohen, 2013). In table 14 the Regression Analysis, the researcher applied the process procedure for SPSS written by (Hayes, 2012).

**Table 14: Age As A Moderator between Online & Offline Coefficient of the Regression Model for ON and OF With Age As A Moderator**

Model Summary						
R	R-sq	MSE	F	df1	df2	p
.7313	.5348	15.5669	146.3910	3.0000	382.0000	.0000

Table 15 showed that age moderated the relationship between online & offline which was significant at  $p < 0.01$ . Beta value for interaction term, i.e., 0.1716 significant at  $p < 0.01$ , indicating moderation in effect (Cohen, 2013).

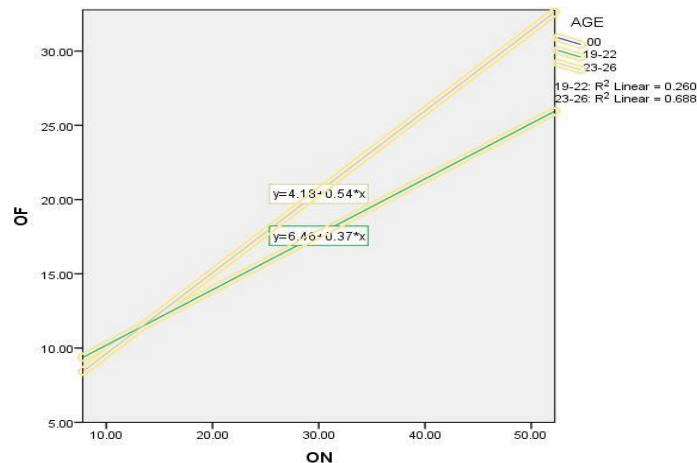
**Table 15: Age Moderation**

Model	coeff	SE	t	p
Constant	6.4613	1.1945	5.4093	.0000
Online	.3733	.0377	9.8920	.0000
Age	-.22858	1.7112	-1.3358	.1824
Int_1	.1716	.0522	3.2854	.0011

**Table 16: Conditional Effects of Moderation**

Conditional effects of the focal predictor at values of the moderator(s):						
		AGE	Effect	SE	t	p
.0000	.3733	.0377	9.8920	.0000	.	
		1.0000	.5450	.0361	15.0880	.0000

Figure 5: Age as a Moderator between Online & Offline (Graph)



Looking at Figure 5 it was very much evident that moderation took place between online and offline political participation. Further investigation by looking at the slope of the lines in the graph revealed that moderation of the age bracket (23-26) was substantial compared to the age bracket (19-22). Hypothesis H<sub>2</sub> is supported in both cases.

Table 17: Summary of the Hypothesis

Hypotheses	Results
H <sub>1</sub> : Online political participation has a significant relationship on offline political participation.	(Supported)
H <sub>2</sub> : Age will moderate the relationship between online and offline political participation. (Supported)	(Supported)

## Discussion and Implication

This study investigated the impact of social networking site usage on students' political participation, examining online and offline engagement. The findings confirmed a significant positive relationship between online & offline establishing that increased online political participation leads to greater offline political participation. Moreover, this research study explored the moderating effects of age on this relationship. The results indicated that when age was considered a moderator, the direct effect of online and offline political participation became even more pronounced. Specifically, age played a great moderating role, with students aged 23-26 years, showing a greater impact on online and offline political participation than those aged 19-22 years.

The study used a sample size of 386 students from Bharia University Islamabad and Foundation University School of Science & Technology, ensuring gender-based participation. Initially, the pilot study with 100 questionnaires was conducted to ensure the tool's reliability before the full-scale survey. Data was analyzed by using SPSS and AMOS 22. Structural Equation Modelling (SEM) was used to assess the model fit and test the hypothesis. The results supported the hypothesis that higher social media usage for political participation leads to increased offline political involvement, with age significantly moderating the effects. Previous studies support these findings, as research by (Larsson A. O., 2015) validated that young voters use social media as a

primary tool for political engagement, often influenced by peer group discussions and celebrities (Nisbett, 2016).

H<sub>1</sub>: Online political participation has a significant relationship on offline political participation

The statistically significant impact of online & offline, i.e.,  $\beta = 0.699$  for  $p < 0.01$  with the value of  $R^2$ , i.e., the goodness of fit suggested that total variance caused by an independent variable is 44.8 %.

H<sub>2</sub>: Age will moderate the relationship between online and offline political participation

The researcher employed age as a moderator. Age moderates the relationship between online and offline political participation, which was significant at  $p < 0.01$ . Beta value for interaction term, i.e., 0.1716 significant at  $p < 0.01$ , indicating moderation in effect (Cohen, 2013). Further investigation by looking at the slope of the lines in the graph revealed that moderation by students of the age bracket (23-26) was more than that of students of the age bracket (19-22). Hence, the study indicated that age is a competent moderator between online and offline political participation, whereas online has a positive and significant relationship with offline.

## **Recommendations**

Following are the recommendations for the concerned scholars and academicians. This study only focused on students from the universities of Rawalpindi and Islamabad, it could have extended to the more universities and the other cities of Pakistan. The selected sample size, and entire data has collected from two universities therefore, the generalizability of findings across other universities is uncertain. Another possibility to refine the results is that relationships, as set out in the theoretical model of this study, maybe confirmed through a longitudinal study in a new line of research including samples from different cities of Pakistani Universities. This research conducted under certain limitations; the only quantitative research design employed in it. For instance, it was a cross-sectional study, whereas behaviours were likely to change with some natural or self-regulated interventional techniques. Therefore, longitudinal or time-series data is required to achieve even better results.

## **Conclusion**

In the modern world how, youngsters join in with politics has been greatly altered by digital space. Offline and Online political means activities that has actions like engaging in political discussions on social media, signing petitions, sharing news articles, participating in online and offline political campaigns, and joining protests that may be on ground or virtual. As specified earlier, this research highlights the importance of online and offline political participation in fostering political awareness and involvement, particularly among the youth, as social media plays a vital role in political discourse. Understanding its online participation remains important for developing strategies that encourage informed and active political engagement. Youth is exposed to real-time news and diverse political perspectives through online platforms which then transforms into offline political participation, thus increasing their knowledge about political matters. Offline participation is crucial as it enhances accountability of the main political actors. Youth offline political activities such as engaging in community discussions, joining political parties, going to rallies participating in protests or demonstrations and voting, is essential in shaping government policies and leadership. In conclusion, government organizations and politicians must acknowledge the growing influence of youth on political participation, whether online or offline, as youth rely on social media for political engagements, discussions, and offline political activities. Targeting and

moulding the politicians' political strategies can be more beneficial for youth involvement and the democratic process. The political engagement of youth will only have significance if it is both online and offline. Activism of youth through online political participation therefore, raises awareness and mobilizes support whereas offline engagement ensures policy change through practical action. Democratic processes are strengthened by the combination of both online and offline political participation.

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