

Reconfiguring Political Behavior: A Literature Review of Social Media and Facebook Role in Shaping Democratic Engagement

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Abstract:

In a democratic system, political power is constituted and transformed through the electoral process, reflecting the will of the people. To attain power, political parties and candidates must secure the support of voters, which is largely shaped by their voting behavior. Voting behavior, as a subset of political behavior, refers to the actions and decision-making patterns of voters within an electoral context. Political actors employ a variety of strategies to influence voter preferences and choices. Among these, social media has emerged as a powerful and influential tool in shaping political behavior. Facebook, in particular, stands out as one of the most widely used social media platforms. This literature review draws upon studies available on Google Scholar to examine the impact of Facebook on political behavior and to explore potential directions for future research in this domain.

Keywords: democracy, social media, Facebook, voting behavior, political parties.

Introduction:

In the modern era, democratic institutions first emerged in England, followed by the development of representative systems in countries such as the United States, France, and Switzerland. These nations are widely regarded as strongholds of traditional democratic governance (Held, 2006). In contrast, alternative forms of democracy, particularly those influenced by communist ideology, have been observed in countries such as Russia and China (Dahl, 1989). Despite these variations, the role of the public remains central across all democratic systems—whether liberal, pluralistic, or elitist. In a democracy, governance is established in accordance with the will of the people, and governments are expected to address their needs and aspirations (Schumpeter, 1942). When governments fail to meet these expectations, citizens possess the power to replace them through electoral processes. Elections, therefore, serve as the primary mechanism for the formation and transformation of political power (Powell, 2000). Political parties and candidates actively engage in various strategies to secure voter support, which ultimately determines electoral outcomes.

Voter support is shaped by voting behavior, a key aspect of political behavior that refers to the actions, preferences, and decision-making patterns of individuals in an electoral context (Dalton, 2020). Voting behavior is influenced by a wide range of factors, including social, economic, and political determinants such as language, religion, region, caste, ideology, age, gender, education, family background, party identification, candidate appeal, campaign strategies, economic conditions, and significant political events preceding elections (Verba, Schlozman, & Brady, 1995; Campbell et al., 1960). Among these factors, the role of media has

been particularly significant, as it serves as a major channel for information dissemination (McCombs & Shaw, 1972). With rapid technological advancements—including the proliferation of smartphones, computers, and internet connectivity—social media has emerged as a powerful medium of communication. It enables the rapid and cost-effective dissemination of information to a vast audience across the globe (Castells, 2012).

Currently, social media has approximately 4.59 billion users worldwide, with over 755 million users in India, a substantial proportion of whom belong to the 18–29 age group (Statista, 2024). Social media platforms such as Facebook, YouTube, Twitter (X), Instagram, TikTok, Clubhouse, and Koo have become integral to daily communication and information exchange. Among these, Facebook remains one of the most widely used platforms, with approximately 2.96 billion users globally and over 314 million users in India (Statista, 2024). Facebook facilitates the exchange of diverse types of information and enables interaction among users at an unprecedented scale. Existing research indicates that Facebook significantly influences various aspects of individuals' social lives (Ellison, Steinfield, & Lampe, 2007). Since political participation is an integral component of social life, it is reasonable to assume that social media—and Facebook in particular—also affects political participation, including voting behavior (Boulianne, 2015).

In this context, the present study undertakes a review of existing literature to examine the impact of Facebook on political behavior. It further aims to identify gaps in current research and suggest directions for future scholarly inquiry in this evolving field.

Objective:

To identify research gaps in the existing studies and suggest directions for future research.

Research Methodology:

The present study adopts a qualitative approach based on a systematic review of existing literature. Research papers available on the Google Scholar platform were used as the primary source of data for this literature review. A comprehensive search was conducted using relevant keywords such as political behavior, voting behavior, and Facebook to identify pertinent studies. A total of seventy-two research papers were selected for detailed analysis based on their relevance to the topic. These studies examine various dimensions of Facebook's influence, including the dissemination of information and news, user engagement patterns, behavioral intentions, political party and politician pages, user sentiments, and political participation. The review focuses on identifying key themes, patterns, and findings related to the impact of Facebook on political behavior, as well as highlighting gaps in the existing body of research. This methodological approach enables a comprehensive understanding of how Facebook contributes to political communication, opinion formation, and voting behavior in contemporary democratic societies.

Literature Review

Political Behavior:

Several studies have examined the relationship between Facebook and political behavior across different socio-political contexts. Bene (2017), in a study of university students in Hungary, found that Facebook serves as a primary source of political information among students. The

study further revealed that minority students were more active in posting political content and tended to express more negative evaluations of democracy, largely influenced by the opinions and information shared within their peer networks.

Similarly, Salvador et al. (2017) investigated the impact of Facebook on voters in urban and rural barangays of Cebu, Philippines. The findings indicated that Facebook had a stronger influence on the political practices of urban voters compared to their rural counterparts. The platform played a significant role as an electoral tool and a source of political information. However, despite a positive association between social media use and civic engagement, participation in election campaigns was not strongly correlated with increased voter participation.

Correa and Gil de Zúñiga (2017) conducted a comparative study on the use of Twitter and Facebook among Chilean youth. Their findings suggested that Twitter was more commonly used to maintain weak social ties, whereas Facebook was primarily used for interactions within strong social networks, highlighting differences in the nature of political communication across platforms.

Molina and Jennings (2018) explored the role of civility and metacommunication in Facebook discussions. Their study demonstrated that exposure to civil and metacommunicative comments positively influenced individuals' willingness to engage in political discussions, mediated through cognitive processes such as mental elaboration. Almazan and Cruz (2018) examined the impact of Facebook on political participation during the 2008 U.S. presidential election. The study found that online political activities on Facebook could translate into offline political participation, suggesting a linkage between digital engagement and real-world political involvement. Wooding and Kleinberg (2020), in their study of Facebook usage in Myanmar, highlighted how individuals use the platform to access and evaluate information. The research also found that users tend to prefer information sources that align with their pre-existing beliefs, thereby reinforcing confirmation bias and influencing political perceptions, particularly in contexts of inter-ethnic conflict.

Political Participation / Activity:

A number of studies have explored the role of Facebook and other social media platforms in shaping political participation and civic engagement. Fernandes et al. (2010), in their study of student Facebook groups supporting U.S. presidential candidates John McCain and Barack Obama, found that Facebook served as an important medium for communication and civic participation. Students actively shared campaign information, policy issues, and political opinions, thereby fostering political dialogue and engagement within online communities.

Similarly, Witek et al. (2011) observed that students at a public university engaged in moderate levels of political participation on Facebook, including posting political updates and making electoral predictions. However, Carlisle and Patton (2013) argued that personal political activity on Facebook is not as widespread as often assumed, suggesting a gap between perceived and actual levels of engagement. Expanding the scope beyond Facebook, DiGrazia et al. (2013) analyzed data from U.S. congressional elections and found a significant correlation between social media activity (such as tweets mentioning candidates) and electoral performance. In contrast, Nielsen and Vaccari (2013) found that although some political

candidates attracted large numbers of followers, direct and large-scale online interaction between politicians and citizens remained limited.

Bode et al. (2014) demonstrated that adolescents' use of social networking sites significantly influenced both the level and growth of political participation during the 2008 U.S. elections. Similarly, Kamiloglu and Erdogan (2014), in their study of Turkish university students, found that political participation on Facebook varied across different dimensions and was influenced by demographic factors, real-life political experiences, and individual perceptions. Meth et al. (2015) examined political participation in developing countries and found that citizens were often hesitant to publicly criticize governments on social media due to fear or perceived risks. Douglas et al. (2015) highlighted that social media has increased expectations for community engagement, particularly among millennials, who tend to prioritize candidates' ability to foster community connections despite limited offline interaction.

Kim (2016) explored the "spiral of silence" in the context of Facebook and found that a perceived hostile opinion climate reduced individuals' willingness to express political views online, thereby affecting participation levels. Chan (2016), using data from Hong Kong, demonstrated that Facebook network size and connections with political actors significantly influenced both political expression and participation. Yu (2016) further emphasized that political expression on social media can emerge from routine, non-political use. The study found that active (but non-political) engagement on social platforms was positively associated with increased political expression. Additionally, research on cross-cutting exposure suggests that encountering diverse political views on social media can stimulate higher levels of political participation, often mediated by emotional responses such as anger.

Political Engagement and Facebook:

A growing body of research highlights the significant role of Facebook in enhancing political engagement and shaping citizens' political attitudes. Pennington and Winfrey (2012) found that Facebook use during presidential elections increased individuals' political information efficacy, external political efficacy, and overall political engagement. This suggests that social media platforms can strengthen users' confidence in their political knowledge and their ability to understand political processes. Klostad et al. (2012) examined the role of interpersonal political disagreement and found that variations in how disagreement is conceptualized and measured can lead to different outcomes in terms of political attitudes, engagement patterns, and participation. Their findings indicate that exposure to differing viewpoints on platforms like Facebook can influence both the nature and intensity of political engagement.

Conroy, Feezell, and Murero (2012) explored the impact of online political groups on citizen engagement and found that participation in such groups is strongly associated with offline political participation. However, the study did not establish a significant relationship between online group participation and increased political knowledge, suggesting that engagement does not always translate into informed citizenship. Cucatti and Theocharis (2012) investigated the influence of personality traits on political engagement in a changing media environment. Their study revealed that traits such as openness to experience and extraversion positively affect political engagement. However, the impact of personality traits on online political participation did not significantly differ from their influence in offline contexts.

Bode (2012) examined how personal information sharing, community engagement, and the resulting social capital on Facebook influence political decision-making. The findings indicated that certain Facebook activities contribute to both online and offline participatory political behaviors, reinforcing the link between digital interaction and real-world engagement. More recent research by Schumacher (2017), focusing on Hillary Clinton's Facebook campaign during the 2016 U.S. presidential election demonstrated that different messaging strategies significantly affected user engagement. The study found that Facebook users were more inclined to engage with content that reinforced their existing preferences rather than content presenting opposing viewpoints, highlighting the role of selective exposure in online political engagement.

The Impact of Messages:

Scholarly research has extensively examined how political messages disseminated through Facebook influence political behavior and voter decision-making. Bond et al. (2012), in a large-scale experimental study involving 61 million Facebook users during the 2010 U.S. Congressional elections, demonstrated that political mobilization messages significantly affected users' political self-expression, information-seeking behavior, and actual voting. The study further highlighted the importance of social networks, showing that strong interpersonal ties amplified the spread of political behavior. Notably, the indirect effects of social transmission—through friends and extended networks—were found to be more influential than the direct effects of the messages themselves.

Auter and Fine (2016) analyzed the nature of political communication on social media and found that politicians often employed negative messaging strategies, including personal attacks, more frequently than positive appeals. This suggests that negativity plays a prominent role in online political campaigning. Lim (2018) examined the types of messages shared by legislators on their Facebook pages and found that politicians typically begin with relatively neutral and personal content, such as posts about daily life, before gradually shifting toward image-building and explicitly political messaging. The study also revealed that factors such as incumbency status, party affiliation, and political standing significantly influence the nature of content shared, with a greater emphasis on political information as elections approach.

Yadav and Parmar (2019), in their study of elections in Himachal Pradesh, found that the frequency of exposure to political campaign messages on Facebook, along with users' tendencies to share and discuss such messages, positively influenced voter preferences. This indicates that repeated exposure and interactive engagement with political content can shape electoral choices. Bora (2016), through an analysis of candidates' Facebook posts during the 2008 and 2012 U.S. presidential elections, applied functional theory to examine messaging strategies. The study found that Barack Obama's campaign relied more on positive appeals, including humor and enthusiasm, whereas candidates such as Mitt Romney and John McCain employed more fear-based appeals and attack-oriented messaging. These differences highlight how emotional tone and messaging strategies can shape political communication and voter perception.

Public Discussion of Political Issues:

Research has increasingly emphasized the role of Facebook as a platform for facilitating public discussion on political issues. Russmann (2012), in an analysis of Facebook posts and

comments by political parties and candidates during Austrian elections, found that political actors actively used the platform to communicate their positions, propose solutions to key issues, and engage in relatively respectful discourse. This highlights Facebook's potential as a medium for structured and issue-oriented political communication.

Miller, Bobkowski, and Rapoport (2015) examined political discussions among university students and identified a positive relationship between Facebook-based discourse and social engagement. Their findings suggest that students tend to engage more actively in discussions with like-minded individuals, while also utilizing privacy settings to manage and safeguard their political expressions. This indicates that although Facebook promotes political discussion, such engagement is often selective and shaped by concerns over privacy and social comfort. Douglas et al. (2014), in their study of Facebook activity during the 2011 Mississippi gubernatorial election, found that young voters used Facebook as an important tool for evaluating political candidates. Information obtained through candidates' Facebook pages contributed to shaping voter perceptions and introduced additional criteria for electoral decision-making. This demonstrates that Facebook not only facilitates discussion but also plays a critical role in informing and influencing voter judgments.

Political Preconceptions, Ideology, and Bias:

Existing research highlights the significant role of individual predispositions, ideological orientations, and social network structures in shaping political behavior on Facebook. Vraga, Thorson, Kligler-Vilenchik, and colleagues (2015) examined how personal biases, perceptions of the political environment on Facebook, and network characteristics influence individuals' attitudes and behaviors toward posting political content. Their findings indicate that pre-existing political interest and tendencies toward conflict avoidance contribute to varying levels of sensitivity to the online political environment. Moreover, exposure to contentious political disagreement can act as a key driver influencing individuals' willingness to express political views.

Bond and Messing (2015) explored the relationships between ideology, age, and social connections, and developed a model to predict the ideological orientations of politicians and their supporters. The study demonstrated that social media data provide valuable opportunities for analyzing ideological alignment and voting behavior, opening new avenues for large-scale empirical research on political ideology. Further supporting these findings, survey-based research by Vraga et al. (2015) revealed that personal biases and perceptions of the Facebook political climate significantly shape users' engagement with political content. The study found that individuals with strong preconceptions and higher sensitivity to conflict are more selective in their participation, while exposure to political disagreement can either encourage or discourage expression depending on individual tolerance levels.

Election Forecasting:

Recent studies have explored the potential of Facebook data as a tool for predicting electoral outcomes. McWilliams and McCue (2015) introduced a novel approach to election forecasting by utilizing Facebook-based data to test the accuracy of predictive models in comparison with traditional polling methods. Their findings indicated that, in 16 closely contested U.S. Senate elections in 2014, the Facebook-based model outperformed five out of six leading conventional

forecasting models, demonstrating the growing relevance of social media data in electoral prediction.

Christensen et al. (2017) further examined the predictive power of Facebook activity by analyzing how users' interactions—specifically “likes” on politicians' public posts—can serve as indicators of voter intentions within a multi-party system. The study revealed that even a single Facebook “like” can provide substantial insight into an individual's political preferences, often comparable to the predictive value of numerous other behavioral indicators. This highlights the capacity of digital traces on social media to function as reliable proxies for electoral behavior.

Political Expression / Behavior:

A substantial body of research has examined how Facebook and other social media platforms influence political expression and behavior, particularly among younger populations. Njegomir (2016) explored the impact of social media on Millennials' political behavior and found that, unlike Twitter and YouTube, Facebook was actively used for political discourse. The study suggested that Millennials often perceive engagement in political discussions on Facebook as a form of formal political participation, which may, in some cases, reduce their involvement in offline political activities.

Ferrucci, Hope, and Vargo (2019) investigated political expression on Facebook and found that offline civic engagement, bonding social capital, and ideological extremity were significant predictors of online political expression. Their findings indicate a strong and positive relationship between individuals' offline political involvement and their likelihood of expressing political views on Facebook.

Lu (2019) examined the role of political disagreement and incidental exposure to political information on Facebook. The study found that while such exposure did not directly lead to corrective political participation, it had an indirect positive effect through emotional responses such as anxiety. This effect was particularly pronounced among individuals who perceived the issue as personally relevant, highlighting the importance of emotional and psychological factors in shaping political behavior.

Zhang and Schoenberger (2021) analyzed how individuals manage their political behavior on Facebook through defensive strategies. Their findings revealed that motivations for political engagement, exposure to political content, and the expression of personal opinions significantly influence users' behavioral responses. The study also emphasized the role of enjoyment and political motivation in fostering echo chambers, where individuals are more likely to engage with like-minded content. Gondal and Shabbir (2021) examined the influence of Facebook-based political information on university students in Pakistan and found that increased reliance on such information can lead to changes in pre-existing political beliefs and attitudes. This demonstrates the persuasive power of social media in shaping political cognition. Similarly, Loh (2022), in a study of Malaysian youth, found that Facebook serves as an important source of political information, which is widely accepted by young users and significantly influences their voting behavior.

Political Ads / News / Articles:

A substantial body of research has examined how political advertisements, news, and informational content on Facebook influence political attitudes, behavior, and electoral outcomes. Kruikemeier, Sezgin, and Berman (2016) investigated the effects of personalized political advertisements on Facebook and found that such exposure activates users' persuasion knowledge. However, neither source credibility nor explanatory disclosures significantly enhanced this awareness, indicating limitations in users' critical processing of targeted political content. Vepsäläinen, Li, and Suomi (2016), in their study of the 2015 Finnish parliamentary elections, found that while Facebook "likes" were positively correlated with vote shares, they were less accurate predictors of electoral outcomes compared to traditional polling and incumbency factors. Similarly, Marder et al. (2016) demonstrated that social anxiety can discourage users from publicly engaging with political parties on Facebook, particularly through actions such as "liking" party pages.

Leigh (2018) found that participation in politically oriented Facebook groups led to greater changes in political views compared to non-political groups, with stronger effects observed among individuals with liberal orientations. Kim (2018), in the context of South Korea, highlighted that Facebook-based news consumption significantly influences offline political participation, particularly among individuals with high political interest and low conflict avoidance. Research by Shyamali et al. (2018) further indicated that Facebook has a substantial impact on shaping political opinions, raising concerns about misinformation and the need for regulatory measures. Chan (2018) explored self-censorship and found that fear of social isolation reduces individuals' willingness to publicly express political support, especially in heterogeneous social networks, whereas homophilous networks encourage expression.

Henschen (2019) revealed discrepancies between actual and self-reported political activity on Facebook, showing that users often underestimate their engagement, while political interest enhances awareness and reporting accuracy. Barfar (2019) examined reactions to political misinformation and found that such content elicits less analytical thinking and more emotional responses, particularly anger, compared to factual information. Lestari and Ratnasari (2020) demonstrated that social media significantly influences students' rational political choices, while Gondal, Munir, and Shabbir (2020) found a strong positive relationship between Facebook use and changes in political attitudes among youth. Similarly, Liberini et al. (2020) highlighted the effectiveness of micro-targeted political advertisements, showing that such ads can reinforce existing voting preferences and reduce the likelihood of attitude change.

Praet et al. (2021) found that even non-political Facebook "likes" can serve as indicators of political preferences, offering valuable insights into voters' lifestyles and orientations. Shahzad et al. (2021) demonstrated that Facebook use enhances women's political participation in Pakistan, both online and offline. De León and Trilling (2021) emphasized the role of emotions in the dissemination of political news, finding that emotionally charged content—particularly anger—spreads more widely. Henschen (2022), in a study of the 2018 U.S. midterm elections, found that targeted Facebook advertisements related to issues such as abortion rights significantly increased voter turnout, although other types of messages had limited effects. Besson et al. (2022) showed that politicians strategically use Facebook to expand their engagement, particularly in regions with strong voter bases, while Gallego and Kurer (2022) highlighted the broader impact of digitalization on political preferences and voting behavior. Finally, Heidenreich, Eberl, and Boomgaarden (2022) found that politicians are more likely to share news content that aligns with their party interests and resonates with their supporter base.

Findings:

The review of existing literature reveals that social networking platforms, particularly Facebook, have a significant influence on political behavior, participation, and engagement. Facebook has emerged as a major source of political information, especially among university students and youth, contributing to both the level and growth of political participation. Increased political information efficacy and engagement have been consistently observed among users, indicating that Facebook enhances individuals' confidence in understanding political processes. The findings suggest that users tend to prefer information that aligns with their pre-existing beliefs, reinforcing confirmation bias. Youth-oriented online communities actively promote political and civic engagement, particularly during election campaigns. However, the influence of Facebook varies across contexts, with stronger effects observed in urban populations compared to rural areas. Individual characteristics such as openness to experience and extraversion also play a role in shaping political engagement.

Facebook networks and connections with political actors significantly influence political expression and participation, both directly and indirectly. At the same time, factors such as social anxiety, fear of criticism, and conflict avoidance often discourage users from publicly expressing political opinions. Minority viewpoints are less likely to be expressed, which can limit inclusive political discourse and participation. The literature also indicates that Facebook activities—such as sharing, liking, and discussing political content—are associated with both online and offline political behavior. Political messages disseminated through Facebook have been found to influence political self-expression, information-seeking behavior, and even real-world voting. The frequency of exposure to political campaign messages, along with active engagement through sharing and discussion, significantly shapes voter preferences.

Content and communication strategies also play a crucial role. Political actors use Facebook to communicate their positions, promote policies, and engage with the public, although large-scale direct interaction remains limited. Messaging strategies, including emotional appeals and negative campaigning, have a strong impact on user engagement. Politicians' characteristics—such as incumbency, party affiliation, and status—also influence the nature of content they share. Facebook also plays a key role in shaping political perceptions and candidate evaluations. Users rely on information obtained from Facebook to form opinions about candidates and develop voting criteria. However, discussions are often limited to like-minded groups, and privacy settings are frequently used to manage political expression.

The findings further highlight that ideological predispositions, personal biases, and network structures significantly influence political behavior on Facebook. Exposure to political disagreement can either encourage or discourage participation, depending on individual tolerance levels. Additionally, Facebook data—such as “likes”—can serve as indicators of political preferences and are increasingly being used for election forecasting, although their predictive accuracy varies compared to traditional methods. Political advertising and news dissemination on Facebook have a substantial impact on voter behavior and opinion formation. Micro-targeted advertisements based on demographic and ideological factors have been found to reinforce existing preferences and influence voting decisions. Emotional content, particularly anger, tends to spread more widely, while misinformation often generates less analytical and more emotionally charged responses. At the same time, several limitations have been identified. Political activity on Facebook is not as widespread as often assumed, and direct communication between politicians and citizens remains limited. Participation in online political groups does not necessarily translate into increased political knowledge. In some

cases, online political engagement may even substitute for, rather than complement, offline participation.

Overall, the findings suggest that Facebook is a powerful tool in shaping political behavior, influencing attitudes, engagement, and voting patterns. However, its effects are complex and mediated by individual characteristics, social networks, content strategies, and broader socio-political contexts.

Research Gap:

Although existing literature establishes that Facebook significantly influences political behavior, several important gaps remain unaddressed. First, there is a lack of clarity regarding the relative influence of different sources of political information on Facebook—whether voter behavior is more strongly shaped by content disseminated through official political party pages, individual politicians' accounts, or general information related to current socio-political events.

Second, limited research has examined the accuracy and credibility of political information circulated on Facebook. The extent to which misinformation, biased content, or manipulated narratives affect voter perceptions and decision-making remains insufficiently explored. This highlights the need for systematic investigation into the role of false or misleading information in shaping political behavior.

Third, the role of algorithmic curation and artificial intelligence in shaping users' political exposure presents another critical gap. Facebook's content recommendation systems tend to display information aligned with users' prior preferences, potentially creating "filter bubbles" or "echo chambers." This restricts exposure to diverse viewpoints and may limit informed decision-making, yet empirical research on its direct impact on voting behavior is still limited.

Fourth, there is inadequate understanding of which socio-demographic groups are most influenced by Facebook. While some studies focus on youth or students, there is a need for broader, comparative research across age groups, regions (urban vs. rural), education levels, and socio-economic backgrounds.

Furthermore, although Facebook is widely used as a political communication tool, especially in countries like India, there is a noticeable lack of context-specific empirical studies examining its impact on political behavior and voting patterns. Given the extensive use of Facebook in India, this represents a significant opportunity for in-depth research.

Finally, while online political campaigning through Facebook is increasingly seen as equally or more influential than traditional methods, there is limited research comparing the relative effectiveness of online versus offline campaign strategies.

Overall, these gaps indicate the need for more comprehensive, context-specific, and methodologically diverse studies to better understand the multifaceted impact of Facebook on political behavior and voting behavior.

Conclusion:

The formation and expression of public opinion constitute the foundation of democratic governance, as they shape both the direction and legitimacy of political power. In contemporary times, social media has emerged as a significant instrument in the process of public opinion formation, with Facebook standing out as one of the most influential platforms due to its vast reach and interactive features. The reviewed literature indicates that Facebook plays a substantial role in influencing political behavior, particularly by shaping public opinion and, consequently, voting behavior. Through mechanisms such as information dissemination, political communication, targeted messaging, and user interaction, the platform has the capacity to affect individuals' attitudes, preferences, and electoral choices.

However, the influence of Facebook is complex and multifaceted, mediated by factors such as user characteristics, network structures, content strategies, and algorithmic filtering. While existing studies highlight its growing importance, significant gaps remain in understanding the extent, nature, and implications of this influence across different contexts.

Therefore, further empirical and context-specific research is essential to comprehensively assess how Facebook shapes political behavior and voting patterns. A deeper understanding of these dynamics will not only contribute to academic discourse but also have important implications for democratic processes. If Facebook's role in shaping public opinion is systematically understood and responsibly managed, it may contribute to strengthening democratic participation and governance.

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