

Impact of Social Media on Political Engagement: Canada versus USA

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Research Objectives

- Analyze social media use patterns among adults in Canada and the USA.
- Examine the relationship between social media use and political engagement in both countries.
- Identify key differences in social media consumption between Canadian and American adults.

Literature review findings

Social media drives political participation based on individual preferences and the need for more interactive engagement strategies from political leaders ((Jain & Lalitank, 2023; Andika, Murdani, et al., 2022).



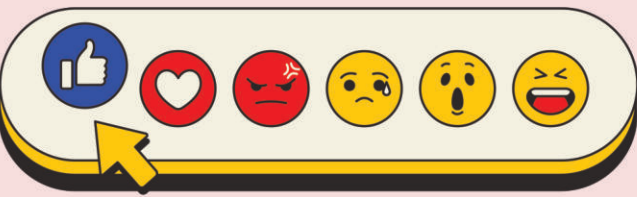
Qualitative research findings

Major themes that were highlighted:

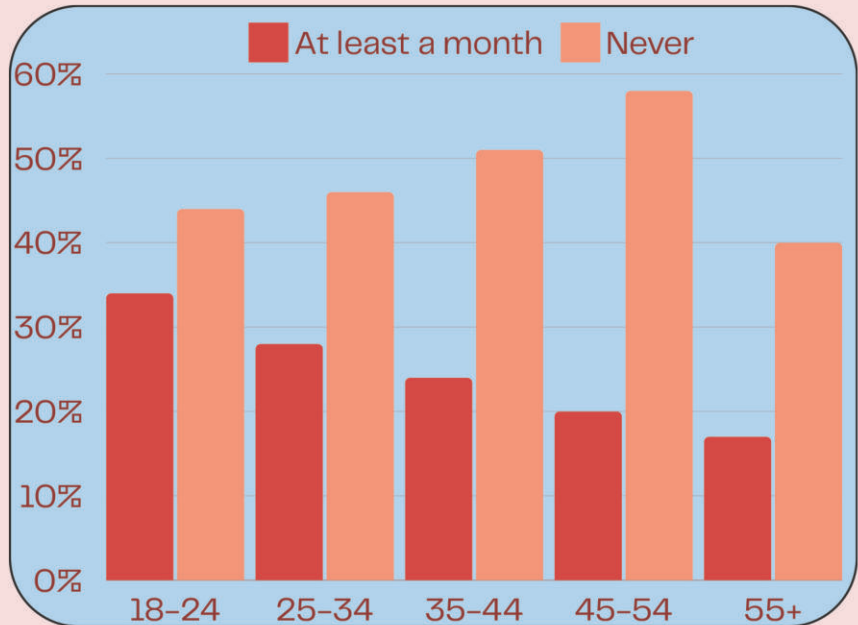
- Social media encourages sharing political information
- Social media molds political opinion
- Social media organizes civic participation.
- Echo chambers and algorithmic biases

Quantative research findings

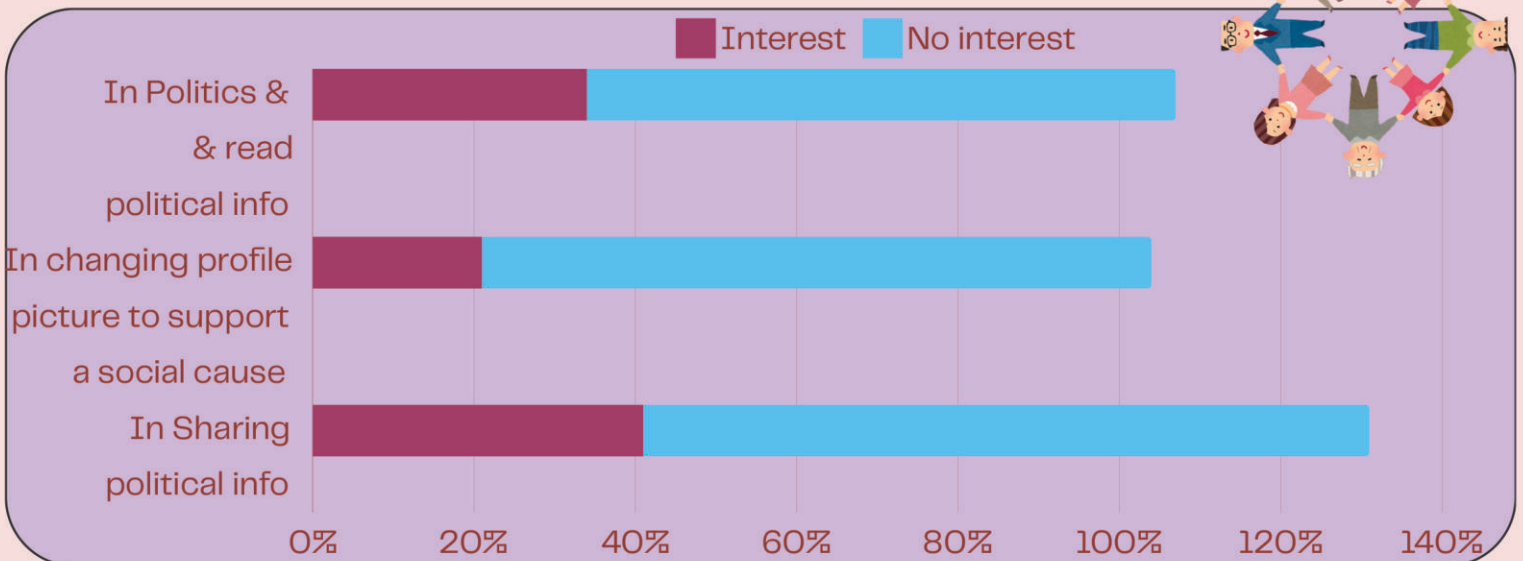
- Less politically interested people engage less with political content, while more interested people engage more.
- Most people don't share or post political campaign information, regardless of political interest.
- Most don't change profile pictures for social causes, regardless of political interest.
- Time spent on social media doesn't strongly correlate with influence on political views.



Sharing Political Opinions on Social Media by Age Group



Interest in Politics and Social Media Engagement



Recommendations

Understand age group engagement on social media

Coordinate joint campaigns

Enhance online political discourse

Increase transparency in political campaigns

Enforce stricter political ad regulations

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