



Vol 2 Issue 2 (Jan-March 2025)

ISSN (Online): 3006-4740

ISSN (Print): 3006-4732

ECHO CHAMBERS ON SOCIAL MEDIA AND ITS ROLE IN POLITICAL POLARIZATION AMONG YOUTH

Dr. Abdul Rehman Qaisar

Assistant Professor, Department of Communication and Media Studies, University of Sargodha,
Sargodha, Pakistan

Iqra Iqbal

Research Scholar, Department of Communication and Media Studies, University of Sargodha,
Sargodha

Noor Pari Mehboob

Visiting Faculty, Department of Communication and Media Studies, University of Sargodha,
Sargodha, Pakistan

Abstract

This study explores the echo chamber on social media and its role in political radicalization among youth. Echo chambers are situations where one is exposed only to opinions that are in line with their own mindset. The unit of analysis of this study was male and female students of university of Sargodha. Self-administered questionnaire used for data collection from 400 hundred respondents. SPSS and R programming was used for the data analysis. This article demonstrates how users of the internet frequently choose material that supports their point of view and disregard information that does not fit into their existing beliefs. More exposure to such information will create resistance for any other information leading users to become more radicalized. This study looks at the connection between people's selective exposure and political polarization or echo chamber effect. The result reveals that majority of respondents feel more pleasure on seeing stories showcasing success or victory of the party they are supporting. The analysis of result shows that social media produces reinforcement effect on majority of social media users which force them to remain in the same state of mind. Furthermore it is more likely that social media playing an important role in creating echo chamber through negative comments, heated debates and friendship choices. Findings further reveal that, relationship of majority of respondents affected due to supporting political party. Study observed that sharing of any political content by in group users on social media against the out group users trigger the process of radicalization. Study recommends social media literacy outreach programs to educate users about dynamics of social media contents and strategies to avoid radicalization. People frequently look for evidence to support their own



opinions. People think differently for the same situation so they mostly support the situation that relates to their own thinking and opinion.

Key words. Ingroup/outgroup political affiliation and aggressive behavior, selective social media exposure and political polarization. Social media and echo chamber

ECHO CHAMBER

Echo chambers is a situations where one is exposed only to opinions that agree with their own. Individuals' exposure to political material online may be shaped more through opinion reinforcement. People frequently look for evidence to support their own opinions. They are more inclined to look at data that supports their viewpoint. People can learn more about the justifications for their opinions from online political information sources, and becoming more politically informed can encourage involvement (Kenski & Stroud, 2006). People do have greater options and control over how much political information they are exposed to thanks to the Internet and online journalism. Although people are a little less inclined to read news articles that contain material that challenges their opinions (Garrett, 2009).

HOMOPHILIC RELATIONSHIPS ON SOCIAL MEDIA

Online encourages national discourse, expands the civil square, or worsens the propensity for likeminded individuals to band collectively, leading to echo chambers. There are numerous digital platforms where regular individuals create, publish, and share their own information, includes governmental views and beliefs. It is believed that homophilic relationships are the primary cause of echo chambers. Relationship quality is the propensity for people to associate with others who share their political views. Multiple representations is thought to be the primary factor in the development of the echo chamber's design (Takikawa et al., 2017).

It asserts that in echo chambers, only identical viewpoints are repeated, leading to the strengthening of preexisting viewpoints and the dispersion of different languages. Internet-created echo chambers. In an echo chamber, individuals can separate into homogeneous societies and have divergent ideas. Social media can either create echo chambers or advance the public sphere. Twitter is digital platform which enables its respondents to view and deliver tweets among subscribers as well as receive text messages from those they like. Twitter users have the option to join any other accounts without asking first. This attribute gives Twitter great opportunity to be an openly discussion sites, while there are also other diverse networking sites like Facebook and Instagram that can be used for national discourse as well. Twitter has been influential in both "real world" politics and political discourse online. Twitter worked well for disseminating news (Takikawa et al., 2017).

SOCIAL MEDIA AND ECHO CHAMBER

People use social media to fulfill their personal needs. Conclusively young people frequently use Facebook, WhatsApp, Twitter, and Instagram to get political news and information. Additionally, since politicians only provide them with material that is built on separation, the more divided youngsters grow as a result of their search for such political information online. Social media may limit exposure to different viewpoints and encourage the establishment of

communities of like-minded users that reinforce and frame the same narrative, or echo chambers. An enormous volume of content is directly accessible through social media platforms. Information dissemination was altered by platforms that were first created for user entertainment purposes. Social media may have an impact on political communication, the development of public discourse, particularly on divisive issues, and echo chambers. Social media is the main source for the formation of echo chamber (Cinelli et al., 2021). Social media creates a new independent public sphere and boost exposure to political diversity, it would also polarize society by creating echo chambers (Terren et al.,2021).

Where people who have the same opinions support one another's preexisting convictions. In the echo chamber likeminded people are reinforced to their preexisting views and believes. While people on the "same side" of the political spectrum routinely comment, share, and like content published by websites and users who share their ideologies, cross-ideological exchanges are seldom ever seen (Grömping, 2014).

SOCIAL MEDIA AND SELECTIVE EXPOSURE

This article demonstrates how users of the internet frequently choose material that supports their point of view, disregard information that does not, and associate with others in echo chambers who share the same viewpoints. The existence of echo chambers remains an issue on both a scientific and political level. To shed light on this matter, social media platforms, including Facebook and Twitter are considered to be the main source of echo chamber. The homophily in the social networks and the bias in information dissemination in favor of those with similar beliefs are the two key aspects along which the existence of echo chambers is quantified in this study. Across social media, this study discovers odd disparities. Indeed, all of the examined datasets show apparent echo chambers on Facebook and Twitter which is the main source of political polarization among youth. There is a great role of social media platform on news consumption and create echo chamber through Facebook and twitter. Social media platforms like Facebook that use news feed algorithms may cause the creation of echo chambers (Cinelli et al., (2020).

People can now more easily discover news and information that supports their political beliefs and attitudes and avoid news and information that challenges those beliefs or attitudes due to the new digital media landscape, which has produced a high-choice media environment. Only a few of the several well-known websites that make up social networking services include Facebook and YouTube. A few of them have even been effective in using the internet to influence a whole generation. These websites are designed to bring people together to communicate in chat rooms and offer basic publishing options through inexpensive personal Web pages. Facebook was developed to establish "friends" lists to link people with similar interests. It has developed a number of services in the last few years, including chatting, conversing, sharing photographs, and uploading vides. Recently, YouTube launched a service (www.webgranth.com) that makes films and TV shows accessible with a copyright holder's license. With the advent of social news and bookmarking sites in the middle of the 2000s, a totally new way of discovering fascinating information and learning about what's going on in the world developed. Social media platforms increased public access to news. Twitter, a 2006 startup, experienced a huge surge in popularity during the 2007 South by Southwest (SxSW)

festival (Chapman, 2009). Twitter has also spawned a number of additional websites and services, transforming it from a lone service into more of a platform. There are Twitter apps available for updating followers, managing followers, monitoring Twitter trends, and posting images and videos directly to twitter (Yusuf et al., 2014).

People can now more easily discover news and information that supports their political beliefs and attitudes and avoid news and information that challenges those beliefs or attitudes due to the new digital media landscape, which has produced a high-choice media environment. This study looks into the connection between younger political affiliation and varying political preferences. Teenagers' long-term selective media use may result in political polarization including ideological, emotive, and echo chamber polarization (Dahlgren, 2020).

Either people have become more selective to the point that they only choose information that confirms their ideas or attitudes, or they are now compelled to ignore information that contradicts their beliefs or attitudes. Judicious exposure audience demographics Bias for confirmation. The idea of selective exposure. Some people define the idea of selective exposure as any prejudice in the audience's make-up, or more particularly, as a confirmation bias (Dahlgren, 2020).

INGROUP AND OUT GROUP POLITICAL AFFILIATION

Those that belong to the in-group are treated more favorably than those who belong to the out-group. The division that emerges in this framework suppresses “in-group” differences and combines several and intergroup differences into one diversity or regular one that becomes unconstructively electric and is old to delimit the other. Therefore, it is indispensable to believe opinionated schism as a course of action in which the habitual differences and diversity in the population are increasingly aligned in a unattached dimension, as a replacement for intersecting differences are reinforced, and nation increasingly perceive and label politics and the public through the note between “we” and “they” it be supposed to be famous that the founding be included here, i.e. the environment of opinionated polarization (McCoy, Rahman, & Somer, 2018). Diverse identity is shaping echo chamber, demands, and interests of individuals. This diverse identities are as “good” and “bad” but ignores the possibility of common interests among different groups. It brings conflict and hostility between different groups. Brings stereotyping and prejudice among the out-group the reason behind of this is social media (McCoy & Somer, 2019).

SIGNIFICANCE OF STUDY

Nowadays social media is more popular than mainstream media. People depends on the social media to get information. Youth consumes social media content and develop echo chamber by watching and perceiving specific source of news. Moreover, all major political parties in Pakistani politics use social media to develop the perception of youth regarding their party so in this situation people frequently look for evidence to support their own opinions. Due to consumption of specific social media content at high rate which reflect to their own opinion, it impacts minds severely which leads an individual decision making regarding political leaders and parties as well as it brings positive or negative consequences in society. This study will find out how social media create echo chamber and what is the role of echo chamber in political

polarization among youth and how it effect youth's minds and perceptions and how they react and respond to it. And how social media frequently exacerbating political divergence by creating “echo chambers.

METHODOLOGY

A systematic framework known as research methodology is used to solve research problems by selecting the best and most practical ways to carry out the study while staying true to the study's purpose and goals. Research methodology is the systematic procedure to answering a research issue by the supply of an interpretation of the data gathered, the conclusions formed from the study data, and the supply of data collection utilizing a range of approaches. A research strategy is, at its core, the design of a study or research project (McCombes & George 2022). This study is designed to know about echo chamber on social media and its role in political polarization among youth. The unit of analysis of this study is male and female students of university of Sargodha. Present study aim to know about how echo chamber on social media effect youth’s mind and perception and what is the impact of echo chamber in political polarization among youth, influence of political polarization and echo chamber on youngsters, effect of echo chamber on political affiliations, role of echo chamber in promoting aggressive behavior among youngsters and consumption pattern in context of political polarization. Self-administered questionnaire is used for data collection from 400 respondents. SPSS is used for the data analysis.

FINDINGS OF STUDY

The research title was “**ECHO CHAMBER ON SOCIAL MEDIA AND ITS ROLE IN POLITICAL POLARIZATION AMONG YOUTH**”. Individuals' exposure to political material online may be shaped more through opinion reinforcement. People frequently look for evidence to support their own opinions. Majority of users share political content on the social media which create political polarization. Sometimes this activity becomes more harmful and emerge aggressive behavior among the social media users and create echo chamber. It brings hatred among the outgroup respondents. The study’s objectives were to find out echo chamber through social media and Influence of echo chamber on political affiliations of youths. The major findings of the study is descriptive below:

Table 5.1 respondents feel pleasure and displeasure over the success or failure of political party

			Gender		Age		Education		
			Mal	Femal	18to23	23to29	BS/M	M.phil	
Overall			e	e	3	9	A	+	
You	feel	Very							
Pleasure	on	Much	53	51	55	52.5	53.5	49	57
your	party	Much	31.2	33	29.5	28	34.5	34	28.5
success		Somewhat	14.5	13.5	15.5	18	11	15	14
		Rarely	0.25	0.5	0	0	0.5	0	0.5
		Not at all	1	2	0	1.5	0.5	2	0
You	feel	Very							
Pleasure	on	Much	33.7	33.5	34	31.5	36	34	33.5

opposite party failure	Much	44.7	46	43.5	45.5	44	42.5	47
	Somewhat	17.2	15.5	19	18.5	16	20	14.5
	Rarely	2.7	3.5	2	2	3.5	1.5	4
	Not at all	1.5	1.5	1.5	2.5	0.5	2	1
You feel Displeasure on your party failure	Very Much	43	38.5	47.5	42.5	43.5	42	44
	Much	31.2	35.5	27	32	30.5	31	31.5
	Somewhat	17.5	16	19	18.5	16.5	17.5	17.5
	Rarely	5.7	6	5.5	4.5	7	6.5	5
	Not at all	2.5	4	1	2.5	2.5	3	2
You feel Displeasure on success your opposing party	Very Much	37.7	34.5	41	35	40.5	39	36.5
	Much	34.2	35.5	33	37	31.5	32	36.5
	Somewhat	18	17.5	18.5	19	17	16.5	19.5
	Rarely	6.7	8	5.5	6.5	7	9.5	4
	Not at all	3.2	4.5	2	2.5	4	3	3.5

Table 5.1 shows respondents feel pleasure and displeasure over the success or failure of their political party. Analysis of overall findings show that (84%) respondents feel Pleasure on their party success as compared to feel Pleasure on opposite party failure (78%). And displeasure on their party failure (74%) and displeasure on success of their opposing party (71%). Exclusive analysis of the data regarding pleasure and displeasure over the success or failure of political party shows that majority of respondents feel Pleasure on their party success much (84%) as compared to somewhat (14%) and not at all (1%). Age wise analysis of data shows that older respondents feel Pleasure on their party success much (87%) as compared to younger respondents (80%). Similarly respondents feel Pleasure on opposite party failure (78%) as compared to somewhat (17%) followed by rarely (2%) and not at all (1%). Gender wise analysis of data shows that male respondents feel Pleasure on opposite party failure (89%) than the female respondents (77%) Age wise analysis of data shows that older respondents feel Pleasure on opposite party failure much (80%) as compared to younger respondents (76%). Education wise findings show little difference but not significant level as BS/ masters student feel Pleasure on opposite party failure (76%) as compare to M.Phil. (80%) student. As respondents feel displeasure on their party failure (74%) as compare to somewhat (17%) followed by rarely (5%) and not at all (2%). Similarly education wise findings show BS/ masters student feel displeasure on their party failure (73%) as compare to M.Phil. (76%) students. Similarly analysis of data regarding respondents feel displeasure on success of their opposing party shows (71%) as compared to somewhat (18) followed by rarely (6%) and not at all (3%). overall findings show that (84%) respondents feel Pleasure on their party success as compared to respondents feel Pleasure on opposite party failure (78%) And displeasure on their party failure (74%) and displeasure on success their opposing party (71%). Gender wise analysis of data shows that male respondents feel displeasure on success of their opposing party (70%) than the female respondents (74%) Age wise analysis of data show no much significant difference. Similarly education wise findings show (71%) respondents feel displeasure on success of their opposing party than M.Phil. (73%) student.

Table 5.2 Relationships of respondents affected due to supporting political party

		Overall	Gender		Age		Education	
			M	F	18-23	23-29	BS/MA	M.Phil
Relationships affected due to supporting party	Very Much	26.7	26.5	27	27	26.5	25.5	28
	Much	40.5	42	39	40.5	40.5	40.5	40.5
	Somewhat	20.7	19	22.5	19	22.5	20.5	21
	Rarely	10.7	11.5	10	12	9.5	11.5	10
	Not at all	1.25	1	1.5	1.5	1	2	0.5

Table 5.2 Show relationship of respondents affected due to supporting political party. Overall analysis of data show that (67%) Relationships of respondents affected due to supporting party as compared to somewhat (20%) followed by rarely (10%) and not at all (1%). Gender wise data analysis shows male respondent’s relationships affected due to supporting party (68%) as compare to female (66%). Age wise analysis of data shows no significant difference. Education wise findings show BS/MA student’s relationships affected due to supporting party (66%) than the M.Phil. student (68%).

Table 5.3 respondents believe which Political leader is honest in his political activities

		Overall	Gender		Age		Education	
			Male	Female	18to23	23to29	BS/M A	M.phil +
You follow other political party	Very	0.5	0	1	0	1	0.5	0.5
	Much	1.75	2.5	1	1.5	2	0.5	3
	Somewhat	10.25	9.5	11	6.5	14	6.5	14
	Rarely	15.5	16.5	14.5	17.5	13.5	20	11
	Not at all	72	71.5	72.5	74.5	69.5	72.5	71.5
Asif Zardari is honest in his political activity	Very	10.2	11	9.5	11	9.5	13.5	7
	Much	5.7	7.5	4	4.5	7	4.5	7
	Somewhat	14.5	14	15	14.5	14.5	14	15
	Rarely	27.7	26	29.5	31	24.5	30.5	25
	Not at all	41.7	41.5	42	39	44.5	37.5	46
Imran Khan is honest in his political activity	Very	33.5	30	37	28	39	28.5	38.5
	Much	16	16.5	15.5	15	17	13.5	18.5
	Somewhat	16.2	13.5	19	18	14.5	18	14.5
	Rarely	21.7	21.5	22	24	19.5	24	19.5
	Not at all	12.5	18.5	6.5	15	10	16	9
Nawaz Shareef is honest in his	Very	8	7	9	8	8	9	7
	Much	13.7	12.5	15	14	13.5	11	16.5

Political activity	Somewhat	18.5	16.5	20.5	17.5	19.5	18.5	18.5
	Rarely	29.7	30	29.5	28.5	31	32	27.5
	Not at all	30	34	26	32	28	29.5	30.5
Siraj ul huq is honest in his political activity	Very Much	23.2	24	22.5	27	19.5	24.5	22
	Much	17.2	20	14.5	17.5	17	15	19.5
	Somewhat	11.2	8.5	14	10.5	12	12.5	10
	Rarely	23.5	22	25	22	25	24.5	22.5
	Not at all	24.7	25.5	24	23	26.5	23.5	26

Table 5.3 show that respondents believe that political leaders are honest in their political activities. Analysis of overall findings show that (49%) Imran Khan is honest in his political activity as compared to Siraj ul huq (40%). And Nawaz Shareef (21%) and Asif Ali Zardari is honest in his political activity (15%). Exclusive analysis of the data regarding political leaders are honest in their political activity shows that Imran khan is honest in his political activities (49%) as compared to somewhat (16%) followed by rarely (21%) and not at all (12%). Gender wise analysis of data shows that male respondents believe Imran khan is honest in his political activities (46%) as compare to female (52%) respondents. Age wise analysis of data shows that younger respondents believe Imran khan is honest in his political activities (43%) as compared to older respondents (56%). Similarly respondents believe Siraj ul huq is honest in his political activity (40%) as compared to somewhat (13%) followed by rarely (23%) and not at all (24%). Gender wise analysis of data shows that male respondents (44%) believe Siraj ul huq is honest in his political activity than the female respondents (37%) Age wise analysis of data shows that younger respondents believe Siraj ul huq is honest in his political activity (44%) as compared to older respondents (37%). As Nawaz shareef is honest in his political activities (21%) as compare to somewhat (18%) followed by rarely (29%) and not at all (30%). Gender wise analysis of data shows that male respondents believe Nawaz shareef is honest in his political activities (19%) than the female respondents (24%) Age wise analysis of data shows that younger respondents believe Nawaz shareef is honest in his political activities much (22%) as compared to older respondents (21%).

Similarly analysis of data regarding Asif Ali Zardari is honest in his political activity shows (15%) as compared to somewhat (14%) followed by rarely (27%) and not at all (41%). Analysis of overall findings show that (49%) respondents prefer to consider Imran khan is honest in his political activity as compared to Siraj ul huq Political leader (40%). And Nawaz shareef (21%) and Asif Ali Zardari (15%). Gender wise analysis of data shows that male respondents believe Asif Ali Zardari is honest in his political activity (18%) more than the female respondents (13%) Age wise analysis of data show no much significant difference with (15%) younger respondents believe Asif Ali Zardari is honest in his political activity shows as (16%) older respondents.

Table 5.4 after getting exposure regarding politics from social media respondents do the following activities.

Overa	Gender	Age	Education
-------	--------	-----	-----------

		II	Male	Female	18to23	23to29	BS/MA	M.phil +
After getting exposure regarding politics you participate in political gathering	Very Much	47.7	50	45.5	47.5	48	49	46.5
	Much	33.2	33.5	33	31	35.5	29.5	37
	Somewhat	14.2	12.5	16	15	13.5	15	13.5
	Rarely	2.5	1.5	3.5	4	1	4	1
After getting exposure regarding politics you Share negative comments	Very Much	18.2	17	19.5	15.5	21	18	18.5
	Much	37.7	38.5	37	40	35.5	37	38.5
	Somewhat	30	30	30	28.5	31.5	30	30
	Rarely	6.5	7	6	8.5	4.5	9	4
After getting exposure regarding politics you do Heated debates	Very Much	23	22.5	23.5	23	23	23.5	22.5
	Much	49.2	54	44.5	49.5	49	46	52.5
	Somewhat	18	14	22	16.5	19.5	19	17
	Rarely	3.5	4	3	4	3	5	2
After getting exposure regarding politics you did Friendship with opposite party member	Very Much	14.2	13.5	15	11.5	17	16	12.5
	Much	25.5	32	19	23.5	27.5	21.5	29.5
	Somewhat	27	22.5	31.5	23.5	30.5	29	25
	Rarely	20	17.5	22.5	26	14	19	21
After getting exposure regarding politics you Discuss political information	Very Much	49	51.5	46.5	46	52	47.5	50.5
	Much	37.5	38	37	38.5	36.5	37.5	37.5
	Somewhat	10.25	8.5	12	10.5	10	10	10.5
	Rarely	1	0	2	1.5	0.5	1.5	0.5
Not at all	2.25	2	2.5	3.5	1	3.5	1	

Table 5.4 show that respondents after getting exposure regarding politics from social media do the following activities. Analysis of overall findings show that after getting exposure regarding

politics respondents discuss political information (86%) as compared to participate in political gathering (80%) and to do Heated debates (72%) and share negative comments (55%) as compare to do Friendship with opposite party member (39%). After getting exposure regarding politics respondents discuss political information (86%) as compared to somewhat (10%) followed by rarely (1%) and not at all (2%). Gender wise data analysis shows male respondents discuss political information (89%) more than the female respondents (83%). Exclusive data analysis show respondents participate in political gathering (80%) as compared to somewhat (14%) followed by rarely (2%) and not at all (2%). Gender wise data show male respondents (83%) participate in political gathering as compare to the female (73%). Similarly data analysis for respondents do heated debates (72%) as compare to somewhat (18%) followed by rarely (3%) and not at all (6%). Gender wise data analysis shows male do heated debates much (76%) as compare to female (73%). Education wise findings show BS/MA student (69%) do heated debates as compare to M.Phil. students (75%).

Similarly analysis of data regarding respondents share negative comments show (55%) as compared to somewhat (30%) followed by rarely (6%) and not at all (7%). Gender wise data analysis shows male (55%) share negative comments than female (56%). Education wise findings show BS/MA student share negative comments (55%) than MPhil students (57%). Similarly analysis of data regarding respondents do Friendship with opposite party member shows (39%) as compared to somewhat (27%) followed by rarely (20%) and not at all (13%). Gender wise data analysis shows male (45%) respondents do Friendship with opposite party member than the female (31%). Findings show that respondents discuss political information (86%) as compared to participate in political gathering (80%) and respondents do heated debates (72%) and you share negative comments (55%) as compare to do Friendship with opposite party member (39%).

Frequencies

Relationships affected due to supporting party

	Observed N	Expected N	Residual
Very much	107	80.0	27.0
Much	162	80.0	82.0
Somewhat	83	80.0	3.0
Rarely	43	80.0	-37.0
Not tall	5	80.0	-75.0
Total	400		

Test Statistics

	Relationships affected due to supporting party
--	--

Chi-Square	180.700 ^a
Df	4
Asymp. Sig.	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 80.0.

Chi square test shows highly significant variation against expected score of 80 the observed value of 162 for relationships affected due to supporting party validates study’s hypothesis

“It is more likely that relationships of respondents are affected more due to supporting ingroup/outgroup political party.”

Correlations

		Extent of Using Facebook	Extent of Using Twitter	After getting exposure regarding politics you participate in political gathering	After getting exposure regarding politics you Share negative comments	After getting exposure regarding politics you do Heated debates	After getting exposure regarding politics you did Friendship with opposite party member	After getting exposure regarding politics you Discuss the political information
Extent of Using Facebook	Pearson Correlation	1	.078	.238**	.094	.073	.101*	.021
	Sig. (2-tailed)		.117	.000	.059	.145	.043	.682
	N	400	400	400	400	400	400	400
Extent of Using Twitter	Pearson Correlation	.078	1	.321**	.184**	.169**	.142**	.159**

Sig. (2-tailed)	.117		.000	.000	.001	.004	.001
N	400	400	400	400	400	400	400

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Correlation test shows significant relationship between social media use and extent political engagement.

“It is more likely that social media playing an important role in political polarization through negative comments, heated debates and friendship choices”.

DISCUSSION

This study is designed to know about echo chamber on social media and its role in political polarization among youth. The unit of analysis of this study is male and female students of university of Sargodha. Self-administered questionnaire is used for data collection from 400 respondents. SPSS is used for the data analysis. Present study aim to know about how echo chamber on social media effect youth’s mind and perception and what is the impact of echo chamber in political polarization among youth, influence of political polarization and echo chamber on youngsters, effect of echo chamber on political affiliations, role of echo chamber in promoting aggressive behavior among youngsters and consumption pattern in context of political polarization. The internet has been accused of contributing to growing polarization since social media allows users to set filters and choose news items depending on their interests and traits. (Sunstein, Citation 2007) Social media has created "echo chambers" (Sunstein, Citation 2007). Selective avoidance is a strategy used by users to protect themselves from unfavorable discordant ideas by deleting undesired material and severing social links that spread these ideas (Zhu et al., 2017).

There is concern that people will become more isolated from different viewpoints as a result of filter bubbles (caused by algorithmic filtering) and echo chambers (caused by an information environment populated by social recommendations coming from overwhelmingly like-minded others) as social media, and particularly Facebook, becomes a dominant force in the flow of news (Beam et al., 2018).

The analysis of findings towards how respondents feel over the success or failure of their political party, showed that majority of respondents feel more Pleasure on their party success, than Pleasure on opposite party failure, displeasure on their party failure and displeasure on success of their opposing party” This position supported the research hypothesis that “It is more likely that majority of respondents feel more Pleasure on their favorite party success. It is extended support to Dimant & Eugen (2022) work that there is ingroup-love in outgroup hatred occurs in the perceptual domain (how close one feels to others), whereas the behavioural domain (how one helped/harmed/cooperated with others) takes place. People who are part of the in-group are treated better than people who are part of the out-group. The division that

develops within this framework stifles "in-group" distinctions and combines multiple and intergroup differences into one diversity or regular one that becomes ineffectively electrified and is established to delimit the other. Therefore, it is essential to believe opinionated schism as a course of action in which the population's diversity and habitual differences are increasingly aligned in an unattached dimension, as a replacement for intersecting differences are reinforced, and nation increasingly perceive and label politics and the public through the notation between "we" and "they" it be supposed to be famous that the founding be included here, i.e. the environment of opinionated politics.

The analysis of findings toward, relationship of respondents affected due to supporting political party, showed that majority of respondent's relationships affected due to supporting party. It is in lined with the view point of Dimant (2023) significant heterogeneous effects can be observed, such as ingroup-love occurring in the perceptual domain (how close one feels to others) and outgroup-hate occurring in the behavioural domain (how one helps/harms/cooperates with others). This study investigate the mechanics of intergroup conflict. The empirical findings endorsed the study's hypothesis that "It is more likely that relationships of respondents are affected more due to supporting ingroup/outgroup political party." Variation in gender, as male respondent's relationships affected more as compare to female respondents. Digital media sites are frequently blamed for exacerbating political divergence by creating "echo chambers" (Bail et al., 2018). By social media, youngsters have become more divided, which has indirect effects on users through many channels like the choice of politicians or social media. (Boxell et al., 2017).

Social media platforms have a tendency to draw viewers with strong ideological viewpoints or to persuade people to hold much more extremist political beliefs. Politicians polarize their constituencies by making use of digital media, encouraging aggressive and antagonistic conduct. (Hong & Kim, 2016).

The analysis of findings toward, respondents believe Political leaders are honest in their political activities revealed that majority of respondents believe Imran Khan is more honest in his political activity, than Siraj ul huq, Nawaz Shareef and Asif Ali Zardari". Variation shown in gender, as female respondents believe Imran khan is honest in his political activities more than male respondents. Users have a tendency to form polarized groups with the same point of view online, such as echo chambers, and to choose material that confirms and adheres to their convictions. Exclusive analysis of study shows that Political polarization and the proliferation of misinformation are being exacerbated by social media. Facebook users frequently create polarized groups and echo chambers by choosing material that supports their worldview. Social media may be contributing to the polarization and escalation of violent extremism. The ability of digital technologies to promote the creation of echo chambers where extreme concepts are amplified is a popular concept that is frequently advanced as an explanation tying them to political polarization (Sunstein, 2018), the fundamental benefit of social networking sites, according to this is that they make it possible for people with similar political views to connect with one another. People in this environment have only access to news that supports their political views and are kept apart from people who hold opposing views, in part because of the filtering effects of ranking algorithms that produce filter bubbles (Pariser, 2011) and encourage publishers to share click bait and hyper-partisan content (Benkler, Faris, & Roberts,2017);

Benkler, Faris, & Roberts, 2018). The result of this process is a society that is becoming more divided along party lines and in which compromise is improbable due to the rise in suspicion of public officials, the media, and common people on the opposing side of the ideological spectrum.

The analytical review of findings showed that respondents not only discuss political information after getting exposure regarding politics on social media but also significantly; participate in political gathering, heated debates, share negative comments and decline to have friendship with opposite party member. These findings significantly addressed research study's major hypothesis "It is more likely that social media playing an important role in political polarization by creating echo chamber through negative comments, heated debates and friendship choices". These findings also in line with the view point of Gerber et al., (2012) with regular conversation partners, people discussed political information as frequently as (or even more frequently than) other issues including family, work, sports, and entertainment. And age wise variation shown that older respondents discuss political information more as compared to younger respondents.

Facebook users prefer to choose options that support their worldview and form polarized communities, or echo chambers. Concentrating on the exposure of Facebook sites to systematic and conspiratorial content the users' participation within the echo chamber has an impact on their psychological behavior. Facebook atmosphere is favorable for the development of polarized groups or echo chambers. Such echo chambers only allow one type of content, therefore there is only one kind of noise within. This research distinguishes between user behavior inside the echo chamber and the structural development of the population while taking into account both user activity and expressed feeling. Users' participation in the echo chamber has an impact on both the psychological processes of the community and the users on a basis of equality. (DelVicario et al., 2016).

If citizens' networks are politically homogeneous and all the content provided by social ties is pro-attitudinal, this process of social consumption of information may still result in echo-chamber environments (Jones, Settle, Bond, Fariss, Marlow and Fowler [Jones et al. 2013](#); Bisbee and Larson [Bisbee and Larson 2017](#)).

REFERENCES

- Boxell, L., Gentzkow, M., & Shapiro, J. M. (2017). *Is the internet causing political polarization? Evidence from demographics* (No. w23258). National Bureau of Economic Research.
- Beam, M. A., Hutchens, M. J., & Hmielowski, J. D. (2018). Facebook news and (de) polarization: Reinforcing spirals in the 2016 US election. *Information, Communication & Society*, 21(7), 940-958.
- (Cinelli, M., Morales, G. D. F., Galeazzi, A., Quattrociocchi, W., & Starnini, M. (2020). Echo chambers on social media: A comparative analysis. *arXiv preprint arXiv:2004.09603*.)

- Cinelli, M., De Francisci Morales, G., Galeazzi, A., Quattrociocchi, W., & Starnini, M. (2021). The echo chamber effect on social media. *Proceedings of the National Academy of Sciences*, 118(9),
- Dahlgren, P. M. (2020). Media echo chambers: Selective exposure and confirmation bias in media use, and its consequences for political polarization.
- Dimant, E. (2022). Hate trumps love: The impact of political polarization on social preferences. *Available at SSRN 3680871*
- Dimant, E. (2023). Hate trumps love: The impact of political polarization on social preferences. *Management Science*.
- Del Vicario, M., Vivaldo, G., Bessi, A., Zollo, F., Scala, A., Caldarelli, G., & Quattrociocchi, W. (2016). Echo chambers: Emotional contagion and group polarization on facebook. *Scientific reports*, 6(1), 1-12.
- Faris, R., Roberts, H., Etling, B., Bourassa, N., Zuckerman, E., & Benkler, Y. (2017). Partisanship, propaganda, and disinformation: Online media and the 2016 US presidential election. *Berkman Klein Center Research Publication*, 6.
- Garrett, R. K. (2009). Echo chambers online?: Politically motivated selective exposure among Internet news users. *Journal of computer-mediated communication*, 14(2), 265-285.
e2023301118.
- Grömping, M. (2014). 'Echo chambers' partisan facebook groups during the 2014 Thai election. *Asia Pacific Media Educator*, 24(1), 39-59.
- Hong, S., & Kim, S. H. (2016). Political polarization on twitter: Implications for the use of social media in digital governments. *Government Information Quarterly*, 33(4), 777-782.
- McCoy, J., Rahman, T., & Somer, M. (2018). Polarization and the global crisis of democracy: Common patterns, dynamics, and pernicious consequences for democratic polities. *American Behavioral Scientist*, 62(1), 16-42.
- McCoy, J., & Somer, M. (2019). Toward a theory of pernicious polarization and how it harms democracies: Comparative evidence and possible remedies. *The Annals of the American Academy of Political and Social Science*, 681(1), 234-271.
- McCombes, S. & George, T. (2022, November 25). *What Is a Research Methodology? | Steps & Tips*. Scribbr. Retrieved January 29, 2023, from <https://www.scribbr.com/dissertation/methodology/>
- Terren, L., & Borge-Bravo, R. (2021). Echo chambers on social media: A systematic review of the literature. *Review of Communication Research*, 9, 99-118.)

Takikawa, H., & Nagayoshi, K. (2017, December). Political polarization in social media: Analysis of the “Twitter political field” in Japan. In *2017 IEEE international conference on big data (big data)* (pp. 3143-3150). IEEE

Yusuf, N., Al-Banawi, N., & Al-Imam, H. A. R. (2014). The social media as echo chamber: The digital impact. *Journal of Business & Economics Research (JBER)*, *12*(1), 1-10

Zhu, Q., Skoric, M., & Shen, F. (2017). I shield myself from thee: Selective avoidance on social media during political protests. *Political Communication*, *34*(1), 112-131.