

ADDIS ABABA UNIVERSITY
COLLEGE OF SOCIAL SCIENCES
SOCIOLOGY DEPARTMENT (M.A PROGRAM)

**THE IMPACT OF SOCIAL MEDIA ON POLITICAL SOCIALIZATION AND
POLARIZATION AMONG YOUNG ADULT IN ADDIS ABABA, ETHIOPIA**

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NOVEMBER, 2023
ADDIS ABABA, ETHIOPIA

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**A THESIS SUBMITTED TO THE DEPARTMENT OF SOCIOLOGY OF
ADDIS ABABA UNIVERSITY IN PARTIAL FULFILMENT OF THE
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**NOVEMBER, 2023
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ADDIS ABABA UNIVERSITY
SCHOOL OF GRADUATE STUDIES

CERTIFICATION

This is to certify that the thesis prepared by Yeabesra Wubneh, entitled: “The Impact of Social media on Political Socialization and Polarization among Young Adult in Addis Ababa” and submitted in partial fulfilment for the requirements of the Degree of Master of Arts in Sociology complies with the regulations of the University and meets them accepted standards with respect to originality and quality.

Signed by the examining committee

Examiner (Internal) _____ Signature _____ Date _____

Examiner (External) _____ Signature _____ Date _____

Advisor _____ Signature _____ Date _____

DECLARATION

I hereby declare that this study on “The Impact of social media on Political Socialization and Polarization Among Young Adult in Addis Ababa” is my original work. It has not been submitted for any degree at any other institution, nor has it been previously published. Furthermore, I have appropriately cited all sources utilized in the composition of this thesis.

Yeabesra Wubneh

Signature _____

Addis Ababa University

Addis Ababa

April, 2024

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Abstract

This research investigates the Impact of social media on Political Socialization and Polarization among Young Adult in Addis Ababa. Employing a comprehensive approach, the study examined interview responses, conducted focus group discussions, and administered surveys to 100 participants. Utilizing descriptive statistics, the data were meticulously analysed and presented in tabular form. The survey outcomes underscore the substantial impact of social media on the political polarization of young individuals in Addis Ababa. A noteworthy trend revealed that a majority of respondents frequently engage with various social media platforms, with TikTok emerging as the predominant platform for political content consumption. Additionally, a significant percentage of participants acknowledged the significant role of social media in shaping their political perspectives, attributing it to the amplification of political polarization among the Young Adult. The study's findings indicate that a considerable proportion of participants have been exposed to highly polarized viewpoints on social media. Moreover, the research suggests that social media echo chambers and filter bubbles play crucial roles in fostering such exposure. In response to these revelations, the study proposes several recommendations to mitigate the adverse impact of social media on political polarization among young people. These recommendations encompass strengthening content moderation and fact-checking mechanisms, nurturing critical thinking skills, and advocating for platform-level policy changes and regulations. In conclusion, the study underscores the shared responsibilities of social media platform providers, governing bodies, and users in safeguarding the security and well-being of individuals within these networks. It emphasizes the need for further exploration and evaluation of interventions aimed at mitigating the detrimental effects of social media on political polarization among the Young Adult.

Key Word: - TikTok, Addis Ababa, Political polarization, Political Socialization, social media, Young Adult, Impact.

Chapter One: Introduction

1.1 Background of the Study

Social media has fundamentally transformed the landscape of political communication and engagement globally. Platforms such as Facebook, Twitter, and Instagram provide unprecedented access to information, enabling users to participate in political discourse irrespective of geographic boundaries. According to a study by the Pew Research Center, 69% of U.S. adults use social media, with significant proportions engaging in political activities online (Pew Research Centre, 2021). Social media's role in shaping political opinions and mobilizing movements has been evident in events such as the Arab Spring and the Black Lives Matter movement, showcasing its potential to influence political landscapes worldwide (Howard & Hussain, 2013; Freelon, McIlwain, & Clark, 2018).

In Africa, social media's impact on political processes has been profound, albeit varied across different regions. The continent has witnessed both the empowering and divisive effects of social media. For instance, during Nigeria's #EndSARS protests, social media was instrumental in organizing demonstrations and raising global awareness about police brutality (Adedotun, 2021). Conversely, in some African countries, social media has exacerbated political tensions and ethnic divides. Governments in countries like Uganda and Tanzania have responded with social media shutdowns during elections to curb dissent and control information flow (Kakungulu-Mayambala & Risa, 2020). These examples underscore the dual-edged nature of social media in influencing political dynamics across Africa.

In Ethiopia, the proliferation of social media has significantly altered political socialization and engagement, especially among young adults. Ethiopia's political landscape, marked by its diverse ethnic composition and historical conflicts, has seen social media play a dual role. On one hand, it has been a platform for civic engagement and political mobilization, as seen during the Oromo protests, which led to significant political changes in the country (Gagliardone, 2019). And also, in the recent conflict between the Tigray regime and the federal government, On the other hand, social media has also been a conduit for misinformation and ethnic polarization, contributing to violence and unrest (Yayehyirad, 2020). The Ethiopian government's intermittent internet shutdowns highlight the contentious role of social media in the nation's politics.

Addis Ababa, Ethiopia's capital and political hub, is at the forefront of the country's social media revolution. The city's young adults, constituting a substantial portion of the population, are avid users of social media platforms, which they utilize for both social and political purposes. Social media in Addis Ababa has become a critical space for political socialization, allowing young people to express their views, mobilize for causes, and engage in political debates. However, this digital engagement has also led to increased political polarization among young adults. Social media algorithms, which often amplify sensational and divisive content, have contributed to repeat compartments where users are exposed predominantly to opinions that reinforce their own beliefs, thereby deepening ideological divides (Sunstein, 2018). The city has seen significant growth in internet coverage and usage, with increasing access to smartphones and mobile internet services (ITU, 2021). This rise in connectivity has facilitated widespread social media use, making platforms like Facebook and Twitter central to the political engagement of young adults. These platforms provide spaces for political discourse, mobilization, and information dissemination but also risk fostering partisan divisions (Pariser, 2011).

The study focuses on young adults aged 18–35 in Addis Ababa. This demographic is selected because they are highly active on social media and are at a critical stage in the formation of their political identities (Gibson & McAllister, 2015). The urban context of Addis Ababa, with its higher internet penetration and diverse population, offers a relevant setting to explore these issues. A mixed-methods approach is chosen to leverage the strengths of both quantitative and qualitative research. Quantitative data provides broad, generalizable insights into social media usage patterns, while qualitative data offers depth and context, revealing the nuanced ways in which social media influences political beliefs and behaviors (Creswell, 2014). The primary purpose of this research is to explore how social media influences political socialization and polarization among young adults in Addis Ababa. Ultimately, by shedding light on the complex interplay between social media, political socialization, and polarization among young adults in Addis Ababa, this study aims to contribute to a better understanding of the transformative impact of digital media on political processes in Ethiopia and beyond.

1.2 Problem Statement

In the global context of the digital age, the emergence and ubiquity of social media platforms have fundamentally transformed the landscape of political engagement and discourse, particularly among Young Adult. Within the African continent, including the nation of Ethiopia, and more specifically, its capital city Addis Ababa, the pervasive influence of social

media on political socialization and polarization among young individuals has become an increasingly salient topic of inquiry. This problem statement aims to delineate the multifaceted nature of this issue, expound upon the existing research gap, and propose avenues for further investigation.

At a global level, social media platforms have democratized access to information, facilitated transnational communication, and empowered individuals to participate in civic and political processes like never before. However, the phenomenon of digital repeat slots, wherein users are algorithmically exposed to ideologically homogeneous content, has raised concerns about the potential exacerbation of political polarization and the erosion of deliberative democracy (Pariser, 2011). This global trend underscores the imperative of understanding the nuanced dynamics of social media's impact on political attitudes and behaviours among Young Adult cohorts.

Within the African context, the intersection of social media and politics is shaped by unique historical legacies, socio-economic disparities, and technological infrastructures. The African Young Adult, often touted as the continent's demographic dividend, represents a critical constituency whose political attitudes and behaviours are increasingly influenced by digital platforms (Fuchs & Trottier, 2015). Nevertheless, empirical studies examining the impact of social media on political socialization and polarization in African contexts remain scarce, leaving a significant gap in our understanding of this phenomenon. Dubois and Blank's (2018) research, particularly in the United States, establishes a correlation between social media use and political polarization. Their findings suggest that algorithms employed by social media platforms in content curation may contribute to the creation of echo chambers, reinforcing preexisting political ideologies. Conversely, prior research, such as that by Levy (2021), highlights social media's potential to enhance political engagement and Young Adult political literacy.

Ethiopia, as one of Africa's most populous nations and a key regional player, presents a compelling case study for investigating the interplay between social media and political dynamics. Against the backdrop of Ethiopia's complex ethnic landscape, historical tensions, and recent political reforms, understanding the role of social media in shaping Young Adult political attitudes is of paramount importance. While preliminary research has hinted at a positive correlation between social media usage and political polarization in Ethiopia

(Gebremariam & Herrera, 2016), the precise mechanisms through which social media influences political socialization remain inadequately explored.

Addis Ababa, as the political, economic, and cultural epicentre of Ethiopia, encapsulates the converging forces of tradition and modernity, globalization and localization, shaping the political consciousness of its youthful population. However, empirical studies specifically examining the impact of social media on political socialization and polarization among Young Adult in Addis Ababa are notably lacking. This research gap underscores the need for a context-specific investigation into the nuanced dynamics of social media usage and its implications for political attitudes and behaviours within the urban milieu of Addis Ababa.

Therefore, this study aims to bridge this research gap by adopting a comprehensive mixed-methods approach to explore the impact of social media on political socialization and polarization among Young Adult in Addis Ababa, Ethiopia. By combining quantitative surveys to analyse social media usage patterns and political attitudes with qualitative methods such as interviews and focus group discussions to delve into the underlying mechanisms, this research endeavours to provide nuanced insights into the complex interplay between social media and Young Adult political engagement in Addis Ababa.

In summary, the evolving nexus between social media and political dynamics within the global, African, Ethiopian, and Addis Ababa contexts underscores the urgency of investigating the impact of social media on political socialization and polarization among Young Adult. By elucidating the nuanced mechanisms through which social media influences political attitudes and behaviours, this study aspires to inform evidence-based interventions aimed at fostering inclusive political discourse and mitigating the deleterious effects of polarization on societal cohesion.

1.3 Objectives of the Research

1.3.1 General Objective

- ✚ To explore the Impact of social media on Political Socialization and Polarization among Young Adult in Addis Ababa, Ethiopia

1.3.2 Specific objective

- ✚ To analyze the frequency and extent to which individuals are exposed to extreme polarized views on social media platforms.

- ✚ To examine the factors that contribute to the exposure of individuals to extreme polarized views on social media, such as, user preferences, and online echo chambers.
- ✚ To compare the level of exposure to extreme polarized views on different social media platforms and determine which platforms have a higher likelihood of exposing individuals to such views.
- ✚ To explore the strategies and interventions that can mitigate the exposure of individuals to extreme polarized views on social media and promote more balanced and nuanced perspectives.

1.4 Significance of the Study

This study is academically significant as it addresses a critical gap in the existing literature on the impact of social media on political socialization and polarization among Young Adult in Addis Ababa, Ethiopia. By exploring this underexamined area, the research enhances the broader academic discourse on digital media and political dynamics, especially within rapidly transforming urban societies. Additionally, the study contributes to theoretical understanding by providing empirically grounded insights and fostering interdisciplinary dialogue, thereby enriching academic scholarship and paving the way for future research on digital media and political engagement in urban African contexts.

Secondly, the study will help to identify the factors that contribute to the exposure of individuals to extreme polarized views on social media. This is important because extreme polarization can lead to social unrest, violence, and conflict. By understanding the factors that contribute to polarization, policymakers and social media platforms can take steps to mitigate its effects.

Thirdly, the study will be comparing the level of exposure to extreme polarized views on different social media platforms. This is important because it will help to identify which platforms are more likely to expose individuals to extreme views. This information can be used to develop strategies to promote more balanced and nuanced perspectives.

Finally, the study also examines methods and interventions that may reduce the likelihood that people will encounter extremely polarised views on social media. This is significant because it will support the development of an informed, involved populace, which is necessary for a strong democracy. In general, the study has significant implications for Ethiopian politicians, social media web pages, and young people.

1.5. Scope of the Study

This study aims to investigate the impact of social media on political socialization and polarization among young adults in Addis Ababa. The focus will be on the thematic areas of political socialization and polarization. The geographic scope of the study will be limited to Addis Ababa, the capital city of Ethiopia, to provide a localized understanding of the impact of social media on political socialization and polarization among young adults. The city's diverse population and access to social media platforms make it an ideal location to study these phenomena.

The scope of this study is designed to provide a comprehensive understanding of the impact of social media on political socialization and polarization among young adults in Addis Ababa. By focusing on this demographic in a key urban centre, the study aims to contribute valuable insights into the dynamics of political engagement and ideological division in the digital age. The study employed a mixed-methods research approach, including surveys, interviews, and FGD. The findings of this study are expected to contribute to the existing literature on the impact of social media on political behaviour and provide valuable insights for policymakers and stakeholders in Addis Ababa.

1.6 Limitations of Study

This study on the impact of social media on political socialization and polarization among young adults in Addis Ababa, Ethiopia, has several limitations. Firstly, the limited sample size, focusing only on young people in Addis Ababa, may not provide a comprehensive understanding of the impact of social media on political socialization and polarization among young adults across Ethiopia. Additionally, the study may be affected by social desirability bias, where participants feel pressured to provide socially acceptable responses during interviews, which can affect the accuracy and reliability of the data collected.

Furthermore, the findings of this study may have limited generalizability. The results may not be applicable to other age groups, regions, or countries with different political and social contexts. Moreover, the study lacks control over external factors that could influence political socialization and polarization among young adults, such as family background and other sociopolitical influences. Finally, time constraints have limited the study's ability to collect sufficient data to fully explore the impact of social media on political socialization and polarization among young adults in Addis Ababa.

1.7 Organization of the paper

The paper is structured into five chapters. Chapter one includes the introduction with the background, problem statement, objectives, scope, significance, and limitations of the study. Chapter two reviews relevant literature. Chapter three discusses methods. Chapter four presents' data analysis and interpretation. The final chapter includes summary, conclusions and recommendations. Additionally, references and appendices are included with questionnaires, interview guides, and approval letter from Addis Ababa University.

Chapter Two: Review of Related Literature

2. Introduction

The purpose of this literature review is to provide an overview of current research on the impact of social media on political socialization and polarization among Young Adult in Addis Ababa, Ethiopia. This review will examine studies that investigate the relationship between social media use and political polarization, political socialization among Addis Ababa residents, and the challenges posed by social media in shaping political discourse.

2.1 Definition of Concepts

Social media refers to online platforms and technologies that facilitate the creation, sharing, and exchange of information, ideas, and multimedia content among users. These platforms enable virtual interaction and engagement, allowing users to connect and communicate with each other in various forms, including text, images, videos, and audio. Social media has revolutionized how people interact and share information, making it a central part of modern communication and social networking (Boyd & Ellison, 2007).

Political socialization is the lifelong process through which individuals acquire political values, beliefs, and behaviors. This process is often shaped by various agents such as family, education, media, and peers. Through political socialization, individuals learn about political systems, develop political identities, and form opinions on political issues. This process is crucial in understanding how citizens become informed and active participants in their political systems (Verba, Schlozman, & Brady, 1995).

Polarization refers to the process by which individuals or groups develop increasingly divergent political or ideological perspectives, often leading to heightened tension, conflict, or the formation of distinct and opposing factions. This phenomenon can result in significant divisions within society, affecting political discourse and decision-making. Polarization is a critical concept in understanding contemporary political dynamics and the challenges of achieving consensus in a highly divided political landscape (Sunstein, 2018).

Young adult refers to individuals in the 18-35 age group, often called the "young adult" or "millennial" demographic. This age group is characterized by distinct characteristics and trends that significantly impact various industries and sectors. According to a report by the Pew

Research Center, millennials, defined as individuals born between 1981 and 1996, have unique social, economic, and political behaviors that distinguish them from other age groups. Their influence on market trends, technological adoption, and cultural shifts makes them a focal point for researchers, marketers, and policymakers (Pew Research Center, 2019).

2.2 Types of Social media

Social media can be classified into various categories based on the nature of the content shared, the platform's format, and its intended purpose. The following are some common types of social media:

Social networks: These platforms enable users to establish profiles, connect with others, and share a wide range of content. Prominent examples include Facebook, Twitter, Instagram, and LinkedIn.

Image-based sites: These platforms primarily focus on the sharing of visual content, such as photographs and graphics. Notable examples include Pinterest, Instagram, and Snapchat.

Video sharing/streaming platforms: These platforms facilitate the uploading, sharing, and viewing of videos. Well-known examples include YouTube, Vimeo, and TikTok.

Discussion forums: These platforms are specifically designed for online discussions, allowing users to ask questions, express opinions, and engage in conversations. Prominent examples include Reddit and Quora (Mangold & Fauldsb, 2009).

Social review sites: These platforms enable users to share and read reviews of products, services, and businesses. Examples include Yelp and TripAdvisor.

Blogging platforms: These platforms enable users to create and publish blog posts on various topics, as well as interact with a community of readers. Prominent examples include WordPress and Medium.

Social messaging apps: These platforms facilitate messaging, voice and video calls, and content sharing among friends or groups. Notable examples include WhatsApp, Facebook Messenger, and WeChat (Boyd, 2011).

In summary, the various types of social media platforms offer distinct features and approaches to engaging with content and other users. Understanding these distinctions can assist individuals and businesses in selecting the most suitable platform for their specific needs.

2.3 Historical context of the launch and acceptance of social media

The historical context of the launch and acceptance of social media globally, particularly in Africa, Ethiopia, and at the Addis Ababa level, reflects a multifaceted narrative intertwined with technological advancements, socio-political dynamics, and cultural shifts. Globally, the emergence of social media can be traced back to the late 1990s and early 2000s, with platforms like Six Degrees, Friendster, and Myspace laying the groundwork for what would become a transformative force in communication and connectivity. However, it was the launch of platforms like Facebook (2004), YouTube (2005), and Twitter (2006) that truly catalyzed the widespread adoption of social media on a global scale. These platforms offered new avenues for self-expression, interaction, and information dissemination, rapidly reshaping the way individuals and communities engaged with each other and the world around them (Boyd & Ellison, 2007).

In Africa, the adoption of social media followed a similar trajectory but was shaped by unique contextual factors. The continent's diverse linguistic, cultural, and socio-economic landscape influenced the uptake and usage patterns of social media platforms. Despite challenges such as limited internet penetration, infrastructure deficits, and regulatory constraints, social media usage in Africa witnessed exponential growth, driven by increasing access to mobile devices and improving internet connectivity. As of 2021, there were over 216 million social media users in Africa, with platforms like Facebook, Twitter, and WhatsApp being the most popular (Internet World Stats, 2021). Social media has played a key role in enabling Africans to connect with each other, share news and information, and mobilize for social and political causes (Mare, 2018).

Ethiopia, like many other African countries, experienced a relatively late entry into the social media landscape due to factors such as government censorship, restricted internet access, and a predominantly rural population. However, the tide began to turn with the liberalization of the telecommunications sector and the subsequent expansion of internet infrastructure. The introduction of 3G and 4G networks, coupled with the proliferation of affordable smartphones, fueled the uptake of social media among urban youth and the burgeoning middle class (Gagliardone, 2016).

At the Addis Ababa level, the acceptance of social media mirrored broader national trends but was also shaped by local dynamics. As the capital city and economic hub of Ethiopia, Addis

Ababa served as a focal point for social and technological innovation. Youth-led movements, activism, and civil society initiatives played a crucial role in driving the adoption of social media as a tool for advocacy, mobilization, and community organizing (Adams, 2016). Additionally, the emergence of digital influencers, content creators, and online entrepreneurs contributed to the diversification of Addis Ababa's social media landscape.

However, it is important to note that the acceptance of social media in Addis Ababa, Ethiopia, and Africa at large has not been without challenges. Concerns regarding online misinformation, digital divide, privacy issues, and government censorship continue to shape the evolving social media landscape in these contexts (Abebe, 2020).

2.4 Social media and Political Socialization

Social media has become a significant force in political socialization, influencing how individuals form and develop their political attitudes, beliefs, and behaviors. Political socialization refers to the process through which people acquire their political values, knowledge, and orientations, often influenced by family, peers, education, and media (Dawson & Prewitt, 1969). In the digital age, social media platforms like Facebook, Twitter, and Instagram have emerged as powerful tools for political engagement and socialization, particularly among younger demographics.

One of the primary ways social media influences political socialization is through the dissemination of political information. Platforms provide users with access to a vast array of news sources, opinion pieces, and political discussions, enabling individuals to stay informed about current events and political issues (Loader, Vromen, & Xenos, 2014). This easy access to information can enhance political knowledge and awareness, facilitating more informed political opinions and participation. Moreover, social media fosters political socialization by enabling direct interaction and engagement with political content. Users can follow politicians, join political groups, participate in discussions, and share their views with a broad audience. This interactive aspect of social media allows individuals to actively engage with political content, which can reinforce their political identities and promote civic participation (Gil de Zúñiga, Jung, & Valenzuela, 2012).

However, the impact of social media on political socialization is not without its challenges. The phenomenon of echo chambers, where users are exposed primarily to information and

opinions that reinforce their existing beliefs, can limit the diversity of perspectives and contribute to political polarization (Sunstein, 2001). Social media algorithms often prioritize content that aligns with users' preferences, creating a feedback loop that amplifies homogenous viewpoints and diminishes exposure to opposing ideas (Pariser, 2011). This can hinder critical thinking and reduce opportunities for constructive political dialogue.

Furthermore, the spread of misinformation and fake news on social media poses a significant threat to informed political socialization. False information can distort individuals' understanding of political issues and events, leading to misguided beliefs and decisions. The virality of fake news, often driven by sensationalism and emotional appeal, can exacerbate the problem, making it difficult for users to discern credible information from falsehoods (Allcott & Gentzkow, 2017).

Social media platforms serve as dynamic spaces where individuals encounter diverse political content, engage in discussions, and form opinions. These virtual environments expose users to a plethora of political ideologies, fostering an environment conducive to political socialization (Bode, Vraga, Smith, & Iyengar, 2020). The accessibility of information on these platforms allows individuals to engage with a wide range of perspectives, contributing to the shaping of their political identity. One notable impact of social media on political socialization lies in its role in exposing users to diverse political opinions and perspectives. The algorithms employed by these platforms tailor content to users' interests, potentially amplified or reinforced by communication and repetition inside a closed system where individuals predominantly encounter information that aligns with their existing views (Pariser, 2011). This phenomenon can contribute to political polarization and limit exposure to contrasting viewpoints.

Moreover, social media has facilitated increased engagement in political discussions and activism. Platforms such as Twitter and Facebook enable individuals to connect with like-minded peers, fostering the organization of protests, rallies, and other forms of political action (Bimber et al., 2012). Examining the context of Addis Ababa, social media presents opportunities for Young Adult to actively engage with political issues, enhancing their political knowledge. However, the prevalence of misinformation and disinformation on these platforms poses a potential threat to political socialization, potentially contributing to heightened political polarization. In summary, social media has wielded a considerable impact on political socialization, influencing how individuals shape their political beliefs and participate in political activities.

In conclusion, social media plays a crucial role in political socialization by providing access to information, facilitating engagement, and reinforcing political identities. However, its influence is complex, with both positive and negative implications. While social media can enhance political knowledge and participation, it also risks fostering echo chambers and spreading misinformation. Understanding these dynamics is essential for leveraging the benefits of social media for political socialization while mitigating its potential harms.

2.5 Opportunities and Challenges of Social media

2.5.1 Opportunities of Social media

Enhanced Communication and Global Connectivity: - Social media platforms facilitate instant communication and connectivity, breaking geographical barriers and enabling people to interact in real-time. This has profound implications for both personal and professional relationships. Individuals can stay connected with friends and family across the globe, while businesses can engage with customers and partners from different regions effortlessly. Facebook and WhatsApp allow users to connect through messages, calls, and video chats, fostering global communication and collaboration (Boyd & Ellison, 2007).

Marketing and Brand Building: - social media has become an essential tool for marketing and brand building. Companies can create and share content that resonates with their target audience, engage with customers directly, and build brand loyalty. Social media advertising allows for precise targeting, ensuring that promotional content reaches the right audience. Instagram's visual platform is ideal for brands to showcase their products, engage with followers through stories and posts, and collaborate with influencers to reach a broader audience (De Veirman, Cauberghe, & Hudders, 2017).

Customer Engagement and Feedback: - Businesses can use social media to interact directly with customers, addressing queries, resolving issues, and gathering feedback. This immediate interaction helps improve customer satisfaction and fosters a sense of community around the brand. Twitter is often used by companies for customer service, where users can tweet their concerns and receive prompt responses, enhancing the customer experience (McFarland & Ployhart, 2015).

Networking and Professional Growth: - Platforms like LinkedIn provide opportunities for professional networking, job searching, and career development. Users can connect with industry peers, join professional groups, share insights, and access job postings, facilitating

career advancement and professional growth. LinkedIn allows professionals to showcase their skills, endorsements, and recommendations, making it a valuable tool for job seekers and recruiters alike (Skeels & Grudin, 2009).

Access to Information and News: - social media serves as a vital source of information and news, offering real-time updates on global events, trends, and topics of interest. Users can follow news outlets, public figures, and subject matter experts to stay informed about developments in various fields. Twitter and Facebook are widely used for sharing breaking news and updates, allowing users to stay informed and engaged with current events (Kwak, Lee, Park, & Moon, 2010).

Community Building and Social Activism: - Social media platforms are powerful tools for community building and social activism. They provide a space for like-minded individuals to come together, share ideas, and mobilize for causes. Social movements and campaigns can gain traction and visibility through social media, driving social change. For Instance: The #MeToo movement gained global momentum through social media, highlighting issues of sexual harassment and empowering individuals to share their experiences and advocate for change (Xiong, Cho, & Boatwright, 2019).

The opportunities presented by social media are vast and varied, impacting personal communication, business practices, professional growth, information dissemination, and social activism. By leveraging these opportunities, individuals and organizations can enhance their engagement, productivity, and impact in the digital age.

2.5.2 Challenges of Social media

Privacy Concerns: - One of the foremost challenges of social media is the issue of privacy. Users often share personal information, which can be accessed and misused by malicious actors. The collection and use of personal data by social media companies for targeted advertising also raise significant privacy concerns. The Cambridge Analytica scandal highlighted how Facebook users' data was harvested without their consent for political advertising, leading to widespread outrage and calls for stricter data protection laws (Isaak & Hanna, 2018).

Cybersecurity Threats: - Social media platforms are frequent targets for cyberattacks, including phishing, hacking, and identity theft. Users can be deceived into disclosing personal information or clicking on malicious links, compromising their security. Twitter has

experienced numerous high-profile hacks, such as the 2020 breach where the accounts of prominent individuals were hijacked to promote a cryptocurrency scam, exposing vulnerabilities in the platform's security measures (Fried, 2020).

Spread of Misinformation: - The rapid dissemination of information on social media can lead to the spread of misinformation and fake news. This can have serious consequences, including influencing public opinion, undermining trust in institutions, and affecting election outcomes. During the COVID-19 pandemic, social media platforms were flooded with misinformation about the virus, treatments, and vaccines, complicating public health efforts and contributing to vaccine hesitancy (Pulido, Villarejo-Carballido, Redondo-Sama, & Gómez, 2020).

Impact on Mental Health: - Social media usage has been linked to various mental health issues, including anxiety, depression, and loneliness. The pressure to present a curated, idealized version of life can lead to negative self-comparison and reduced self-esteem. Studies have shown that heavy usage of platforms like Instagram, which emphasize visual content and personal appearances, can lead to body image issues and mental health problems, particularly among young people (Fardouly, Diedrichs, Vartanian, & Halliwell, 2015).

Cyberbullying and Harassment: - Social media platforms can be conduits for cyberbullying and online harassment, which can have severe psychological effects on victims. The anonymity afforded by these platforms often emboldens individuals to engage in harmful behavior. Cyberbullying incidents on platforms like Twitter and Facebook have led to significant emotional distress for victims, sometimes resulting in tragic outcomes such as self-harm or suicide (Kowalski, Giumetti, Schroeder, & Lattanner, 2014).

The challenges posed by social media are multifaceted and complex, affecting privacy, security, mental health, and societal cohesion. Addressing these challenges requires concerted efforts from individuals, policymakers, and social media companies to create a safer and more equitable online environment.

2.6 The Impact of Social media Use on World Politics

social media has profoundly reshaped world politics, influencing political communication, public opinion, and even the outcomes of elections and political movements. Platforms like Facebook, Twitter, and Instagram have revolutionized how information is disseminated and how political actors engage with the public, contributing to significant changes in political dynamics globally.

One of the most notable impacts of social media on world politics is the democratization of information. Social media platforms allow for the rapid spread of news and political content, making it easier for individuals to access a diverse range of information sources. This increased accessibility has empowered citizens, enabling them to become more informed about political issues and more engaged in political discourse (Shirky, 2011). Moreover, social media has provided a voice to marginalized groups, allowing them to raise awareness about their issues and mobilize support on a global scale (Howard & Parks, 2012).

One way that social media has impacted world politics is through the spread of misinformation and propaganda. Social media algorithms can amplify false information and conspiracy theories, leading to the spread of fake news (Woolley & Howard, 2016). This can have serious consequences, such as the Russian interference in the 2016 US presidential election (Mueller Report, 2019).

Madueke et al (2017) suggest that social media has become an increasingly important tool for political campaigns in African countries. The 2011 Nigerian general election saw President Goodluck Jonathan and his rivals, including Mohamedu Buhari, heavily utilizing Facebook. Similarly, the Arab spring in 2011 was fueled by social media, which played a crucial role in building collective identity, mobilization, and providing alternative information sources (Spasojevic, 2017). While social media has enabled citizens to hold leaders accountable and exchange information and ideas, there are concerns about the spread of fake news and disinformation that can undermine elections and fuel political instability.

However, the impact of social media on world politics is not always positive. A study by Woolley and Howard (2016) found that social media bots (automated accounts) were used to spread political propaganda during the 2016 US presidential election, potentially influencing public opinion and election outcomes.

Overall, the impact of social media on world politics is complex and multifaceted, with both positive and negative effects. Further research is needed to fully understand the role of Social media in shaping political beliefs, and behaviours.

2.7 The Impact of Social media Use in Ethiopia

As noted by Human Rights Watch (2014), Ethiopia was the first sub-Saharan African country to start blocking internet sites in 2006, a move that has been widely criticized by international human rights organizations. The report also discussed the government's handling of the Muslim

protests that began in 2012 at Awolia school, which included monitoring and censoring social media. The report cited incidents where Aljazeera's website and YouTube channel were briefly blocked in May 2012 after airing a critical documentary about the government's handling of the protests, and again on August 2, 2012, following a program critical of Ethiopia's treatment of Muslim issues.

The International ICT (2018) report reveals that Cameroon and Ethiopia have experienced significant internet shutdowns in recent years, with Cameroon shutting down for 94 days and Ethiopia for 36 days between 2015 and 2017. Ethio-telecom also shut down social media multiple times in 2018 to suppress protests, while the NISS conducts communications surveillance, email hacking, and blog blocking under the Anti-Terrorism Proclamation No. 652/2009. Nevertheless, after assuming office in April 2018, Prime Minister Abiy Ahmed opened up all sites, signalling a shift towards greater internet freedom in Ethiopia (International ICT, 2018).

Ethiopia experienced minimal protests related to the Arab Spring, except for a prolonged Muslim protest that lasted over 18 months. This particular protest was not politically driven but focused on government interference in religious matters. The protesters effectively utilized social media as a mobilization tool, spreading their message with the widely recognized motto "Dimitsachin Yisema" on various social media platforms. In November 2015, an Oromo protest erupted in Ginchi due to the alleged misappropriation of school land for personal use by officials. This event triggered a broader range of demands related to the Addis Ababa Master plan case (Ayele, Y. T. (2016)). About a year later, the Amhara protest emerged, primarily motivated by the Wolkaite issue. These protests were ethnically based and presented different grievances against the government.

Human rights organizations, such as Human Rights Watch (2015/16/17/18), have documented the severe government crackdown on the protests, which eventually led to the declaration of three states of emergency (SOE). The government's response to the protests has been described as brutal. Throughout the years of demonstrations, social media played a crucial role in mobilization and reaching a wide audience. Hashtags like #Oromoprotest and #Amharaprotest were widely used to share personal stories and raise awareness about the events. The protests persisted until the regime underwent reform.

The research examined so far indicates that social media platforms significantly influence the political socialization and polarization in Addis Ababa, the capital city of Ethiopia. These

platforms utilize methods such as exposing individuals to different viewpoints, encouraging participation in online discussions, and spreading political information in order to shape people's political beliefs, and behaviours. However, there is concern over social media's ability to increase political polarization and spread false information. To effectively address these issues, further investigation is needed to fully understand these processes and develop appropriate approaches to mitigate the problems caused by social media use in Addis Ababa.

2.8 Political Polarization and socialization among Young Adult in Addis Ababa

The rise of social media has profoundly influenced political socialization and polarization globally, with unique implications in different regional contexts. This literature review focuses on the impact of social media on political polarization among Young Adult in Addis Ababa, Ethiopia. Understanding this phenomenon within the specific context of Addis Ababa is crucial for grasping the broader implications for Ethiopian society and political stability.

Political polarization refers to the growing ideological divide between different political groups. Social media platforms, by design, often exacerbate this polarization through algorithms that create echo chambers, where users are primarily exposed to content that reinforces their pre-existing beliefs (Sunstein, 2018). This effect is particularly pronounced among Young Adult, who are prolific users of social media and are at a formative stage in their political socialization.

Addis Ababa, the capital city of Ethiopia, is a vibrant hub of political and social activity. The city's Young Adult, who represent a significant portion of the population, are active users of social media platforms like Facebook, Twitter, and Telegram. These platforms have become essential tools for political engagement and social interaction. According to recent studies, a majority of young people in Addis Ababa access news and engage in political discussions through social media, which influences their political views and behaviour (Gagliardone, 2019).

Political socialization is the process through which individuals acquire political attitudes, beliefs, and behaviours. In Addis Ababa, social media serves as a critical platform for political socialization among Young Adult. It provides them with access to diverse political content, enabling them to form and express political opinions. However, this digital engagement is not without its drawbacks. The same platforms that facilitate political socialization also contribute to the polarization of political views (Yayehyirad, 2020).

The algorithms used by social media platforms play a significant role in shaping political polarization. By prioritizing content that generates high engagement, these algorithms often amplify sensational and divisive content. In Addis Ababa, this has led to the formation of ideological echo chambers, where young users are exposed primarily to viewpoints that align with their own, deepening their existing political biases (Sunstein, 2018).

The political polarization among Young Adult in Addis Ababa has broader implications for Ethiopian society. As the Young Adult become more polarized, it poses challenges for national unity and political stability. The Ethiopian government's intermittent internet shutdowns, aimed at curbing the spread of misinformation and controlling dissent, highlight the contentious role of social media in the nation's politics (Yayehyirad, 2020).

The impact of social media on political polarization among Young Adult in Addis Ababa is a reflection of broader global trends, yet it is deeply influenced by the specific political and social context of Ethiopia. Understanding this phenomenon is essential for policymakers, educators, and civil society organizations aiming to foster a more informed and cohesive political environment. Further research is needed to explore the long-term effects of social media-induced polarization and to develop strategies to mitigate its negative impacts.

2.9 Theoretical Framework

2.9.1 Social Learning Theory

The theoretical framework for understanding the impact of social media on political socialization and polarization among Young Adult in Addis Ababa draws upon Albert Bandura's Social Learning Theory. This theory posits that individuals learn through observation, imitation, and modelling of the behaviours, attitudes, and beliefs of others within their social environment (Bandura, 1977).

According to Social Learning Theory, political socialization occurs through the process of observational learning, wherein individuals acquire political attitudes, beliefs, and behaviours by observing and modelling the actions of influential figures in their social networks, including peers, family members, and public figures (Bandura, 1977). In the context of social media, Young Adult in Addis Ababa are exposed to a myriad of political content shared by their peers, influencers, and political leaders. Through the observation of these diverse perspectives, they internalize and adopt political ideologies and viewpoints.

Social Learning Theory also provides insights into the phenomenon of political polarization. As individuals selectively expose themselves to information and viewpoints that align with their pre-existing beliefs, they reinforce their ideological positions through observational learning (Bandura, 1977). In the context of social media, algorithms that prioritize content based on user preferences create echo chambers, where individuals are primarily exposed to viewpoints that reinforce their own, leading to heightened political polarization among Young Adult in Addis Ababa.

The application of Social Learning Theory to the study of social media's impact on Young Adult in Addis Ababa elucidates several key implications. Firstly, it underscores the influential role of social media as a platform for political socialization, where Young Adult learn and internalize political attitudes and beliefs through observational learning processes. Secondly, it highlights how the selective exposure to information on social media contributes to the polarization of political opinions among Young Adult, deepening ideological divides within the community.

Social Learning Theory offers a valuable theoretical lens through which to understand the complex dynamics of political socialization and polarization among Young Adult in Addis Ababa in the context of social media. By examining how observational learning processes shape political attitudes and behaviours, this framework enhances our understanding of the mechanisms driving Young Adult engagement with political content online.

To Address the Research objectives of Frequency and Extent of Exposure to Extreme Polarized Views: - Social Learning Theory helps analyse how individuals are exposed to extreme polarized views on social media platforms. By observing and modelling the behaviours of others, individuals may selectively engage with content that aligns with their pre-existing beliefs, leading to the reinforcement of extreme viewpoints (Bandura, 1977).

Factors Contributing to Exposure to Extreme Polarized Views: The theory also allows for an examination of the factors contributing to exposure to extreme polarized views, such as user preferences and online echo chambers. Social Learning Theory suggests that individuals are more likely to be exposed to content that reinforces their existing beliefs, contributing to the formation of echo chambers where extreme views are amplified (Bandura, 1977).

Comparison of Exposure Across Different Social Media Platforms: - Social Learning Theory facilitates the comparison of exposure to extreme polarized views across different social media

platforms. By understanding how observational learning processes operate within each platform's unique environment, researchers can determine which platforms have a higher likelihood of exposing individuals to such views (Bandura, 1977).

Strategies and Interventions to Mitigate Exposure to Extreme Polarized Views: - Lastly, the theory provides a framework for exploring strategies and interventions to mitigate exposure to extreme polarized views on social media. By understanding the mechanisms through which individuals learn and internalize political content, researchers can develop interventions aimed at promoting more balanced and nuanced perspectives (Bandura, 1977).

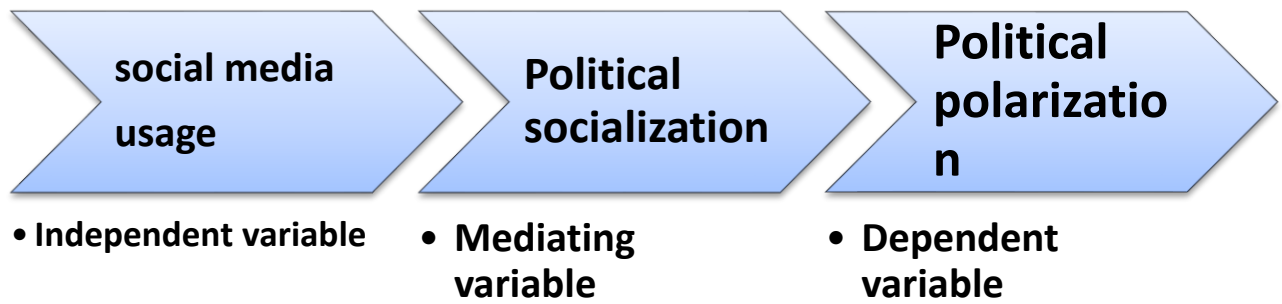
Social Learning Theory offers a comprehensive framework for understanding the complex dynamics of political socialization and polarization among Young Adult in Addis Ababa through social media. By examining how observational learning processes shape individuals' exposure to political content and beliefs, this theoretical framework enhances our understanding of the mechanisms driving Young Adult engagement with extreme viewpoints online.

2.10 Conceptual Framework

The conceptual framework for this study is based on the assumption that social media usage has an impact on political socialization among Addis Ababa Young Adult, which in turn influences their level of political polarization. Social media usage is the independent variable in this study, and it is defined as the extent to which Young Adult in Addis Ababa use various social media platforms to access and share political information and opinions.

Political socialization is the mediating variable that is expected to explain the relationship between social media usage and political polarization. Political socialization refers to the process through which individuals acquire political attitudes, values, and principles that influence their political performance. In this study, political socialization is assumed to be influenced by social media usage, as young people are likely to be exposed to a diverse range of political opinions and perspectives through social media platforms.

Political polarization is the dependent variable in this study, and it is defined as the degree to which individuals hold extreme political views that are at odds with those of others. In the context of this study, political polarization is expected to be influenced by social media usage and political socialization.



Figures 0.1 conceptual framework

The conceptual framework suggests that social media usage has a direct impact on political socialization, which in turn influences political polarization among Addis Ababa Young Adult. The framework has been tested by collecting data from a sample of Young Adult in Addis Ababa through surveys and analysing the relationships between the variables using statistical methods.

2.11 Conceptualization

Conceptualization involves defining and clarifying the concepts and ideas central to a study. This research focuses on the impact of social media on political socialization and polarization among young adults in Addis Ababa, Ethiopia.

Social media refers to digital platforms that enable individuals to share and exchange information, ideas, and opinions. It has become a ubiquitous form of communication and information sharing among young adults in Addis Ababa. These platforms serve multiple purposes, including political communication and information dissemination (Boyd & Ellison, 2007).

Political Socialization is the process by which individuals acquire political attitudes, standards, and views that shape their political behaviour. Influential factors in political socialization include family, education, social networks, and media exposure. Recently, social media usage has emerged as a significant factor in political socialization among young adults in Addis Ababa (Sears & Levy, 2003).

Political Polarization refers to the extent to which individuals hold extreme political views that are significantly different from those of others. The rise in political polarization has been partly attributed to social media usage. Social media platforms are often criticized for fostering

echo chambers and filter bubbles, which limit exposure to diverse political views and perspectives, thereby exacerbating political polarization (Sunstein, 2001).

By conceptualizing these variables social media, political socialization, and political polarization this study aims to elucidate the complex relationships among them, particularly focusing on the young adults in Addis Ababa, Ethiopia. This conceptual framework will help in understanding how social media influences political behaviours and attitudes in this demographic.

2.12 Operationalization

Operationalization is the process of defining the variables in a study in measurable terms. In this study, the researcher aims to operationalize the variables of social media usage, political socialization, and political polarization among Young Adult in Addis Ababa, Ethiopia.

Social media usage was operationalized by asking participants to report their frequency and duration of usage on various social media platforms such as Facebook, Twitter, Instagram, and YouTube. The survey also asks about the types of political content they consume on social media.

Political socialization was operationalized by asking participants about their exposure to political information and opinions and their level of political engagement. Participants were also be asked about their level of political knowledge.

Political polarization was operationalized by asking participants to rate their level of agreement or disagreement with various statements on a Likert scale, ranging from strongly agree to strongly disagree. The researcher also asks participants about their level of political engagement, including their participation in political discussions and activities.

The data collected from the survey was analysed using statistical methods to test the relationships between social media usage, political socialization, and political polarization. By operationalizing these variables, we can obtain measurable data to help us better understand the impact of social media on political socialization and polarization among Young Adult in Addis Ababa, Ethiopia.

Chapter Three: Methodology

3. Introduction

This section outlines the research design and methodological approaches utilized to investigate the impact of social media on political socialization and polarization among young adults in Addis Ababa. Given the intricate nature of the topic, a mixed-methods approach was selected as most appropriate for capturing both the breadth and depth of the phenomena under examination. This approach enables the integration of quantitative data, offering broad, generalizable insights, and qualitative data, which provides a deeper understanding of individual experiences and perspectives.

The study is rooted in the context of Addis Ababa, a bustling metropolitan area known for its diverse population and widespread use of social media. This urban backdrop provides a distinctive setting to explore how social media influences political polarization and socialization among young adults aged 18-35. This demographic is particularly pertinent as they are actively forming their political views and extensively engaging with digital platforms.

This section provides a detailed account of the research design, data collection methods, sampling strategies, and analytical techniques that employed to address the research inquiries. Through the implementation of a comprehensive methodology, the study aims to offer robust and nuanced insights into how social media shapes political socialization and contributes to political polarization among young adults in Addis Ababa.

3.1 Research Design

The research design for this study uses mixed-methods strategy, integrating quantitative and qualitative research. This approach provides a comprehensive perspective by integrating numerical data with detailed narrative accounts, thus enriching the analysis and interpretation of complex social phenomena (Creswell, 2014). Quantitative research, described as a strategy focusing on quantification in data collection and analysis, aims to find patterns in human behaviour by breaking down the social world into measurable parts known as variables that can be expressed in numerical terms (Bryman, 2012). This allows researchers to explore relationships through statistical methods and systematic measurement techniques (Payne and Payne, 2004). The researcher opted for a quantitative research approach primarily because quantitative results can be applied to a larger population or subgroup due to the use of a randomly selected and larger sample size (Carr, 1994). Additionally, data analysis is more

efficient and less time-consuming with the use of statistical software like SPSS (Connolly, 2007).

The quantitative data collection involved a structured survey administered to young adults aged 18-35 in Addis Ababa. The survey captured patterns of social media use, including frequency, types of platforms used, and the nature of political content consumed and shared. This approach enables the collection of data that can be statistically analyzed to identify trends among variables related to social media use and political attitudes. Qualitative data were obtained through interviews and focus group discussions (FGDs) to gain detailed descriptions and interpret the meanings behind participants' experiences and actions. Qualitative research is essential for understanding the context and nuances of participants' perspectives, providing insights that quantitative data alone cannot offer (Merriam, 2009). The interviews and FGDs focused on participants' personal experiences with social media, their perceptions of political content, and the impact of social media interactions on their political beliefs and polarization.

3.2 Sampling Technique and Sample Size

Sampling and selection are critical principles and procedures for identifying, choosing, and gaining access to relevant data sources for data generation using a chosen method (Maxwell, 2005). In this study, the researcher employed a purposive sampling method, a type of non-random sampling, to select study participants for data collection. Nonprobability sampling, specifically purposive sampling, involves selecting individuals or elements from the population based on non-random criteria. This technique was chosen due to practical considerations such as time, budget, and the need to target a specific population subset, namely young adults who actively use social media platforms.

According to Bandura (2015), a sample can be defined as a part of the population that is effectively utilized to deduce results about the entire population. It is crucial for the sample to accurately represent the whole population. Just as a chef checks the taste of an entire meal by tasting a few portions, sampling is a procedure in which an investigator selects parts of the population that accurately represent the whole. In this research, an appropriate sample size in nonprobability sampling was determined based on the desired depth of understanding and achieving data saturation. A sample size of 100 participants was chosen for this study, ensuring that the results are reliable and representative of the entire population.

3.3 Method and data sources

3.3.1 Primary Data Sources

Primary data were collected through survey, semi-structured interviews and Focus Group Discussions (FGDs) conducted with Young Adult in Addis Ababa. The interviews aimed to capture individual experiences, perceptions, and attitudes towards social media usage and its influence on political socialization and polarization. FGDs, on the other hand, facilitated group discussions to explore shared experiences, social norms, and collective opinions on the subject matter.

3.3.1.1. survey

According to Bell (1996), the survey method was selected for its inclusiveness in studying various variables and its low cost for development and administration. In order to ensure better understanding among respondents, a self-administered questionnaire was prepared, translated into Amharic language, duplicated, and distributed to a total of 100 survey participants. The questionnaire items were created by the researcher, as there were few or no previous studies available on the topic.

3.3.1.2 Semi-Structured Interviews

Eight participants were purposively selected to represent diverse demographic characteristics, including age, gender, and educational background. Recruitment was conducted through personal networks. This diverse selection aimed to capture a wide range of perspectives and experiences regarding social media usage and its impact on political socialization and polarization. A semi-structured interview guide was developed, consisting of open-ended questions designed to explore participants' experiences, attitudes, and behaviors regarding social media usage and its impact on political socialization and polarization. The guide was carefully crafted to ensure comprehensive coverage of relevant topics while allowing flexibility for participants to express their thoughts in depth.

Interviews were conducted in a private and comfortable setting, in person. Each interview lasted approximately 45-60 minutes and was audio-recorded with participants' consent to ensure accuracy in data collection. Participants were asked open-ended questions that allowed for detailed responses and exploration of their experiences, attitudes, and behaviors related to social media and politics. Examples include: " Can you share any personal experiences or observations of how social media has influenced political views among Young Adult in Addis Ababa?"

and "In your opinion, what factors contribute to individuals being exposed to extreme polarized views on social media? Is it user preferences, online echo chambers, or something else?" Probing techniques were used to elicit further information or clarification on specific topics. Follow-up questions such as "Can you provide an example of a time when you encountered a polarized view on social media?" were employed to delve deeper into participants' responses and uncover underlying motivations or perspectives. Interviewers practiced active listening techniques to demonstrate empathy, understanding, and engagement with participants' narratives. This encouraged participants to feel heard and valued, leading to more open and candid responses. Detailed notes were taken during interviews to capture non-verbal cues, contextual information, and key points raised by participants. This helped ensure comprehensive data collection and facilitated subsequent analysis of the interview transcripts.

Audio recordings of the interviews were transcribed verbatim, and thematic analysis was conducted to identify recurring themes and patterns in participants' responses. Codes were generated based on key concepts and themes emerging from the data. Throughout the research process, ethical considerations were prioritized. Participants were provided with informed consent forms detailing the study's purpose, their rights, and assurances of confidentiality and anonymity. Ethical approval was obtained from the relevant institutional review board, ensuring that the research adhered to the highest standards of ethical conduct. By employing these comprehensive methods and adhering to ethical guidelines, the study aimed to provide a thorough understanding of the complex relationships between social media usage, political socialization, and polarization among young adults in Addis Ababa.

3.3.1.3 Focus Group Discussions (FGDs)

Focus Group Discussions (FGDs) were organized with groups of 6-8 participants, bringing together young adults from different social circles and backgrounds. The discussions were moderated to encourage open dialogue and exploration of shared experiences and perspectives related to social media and politics. FGDs provided a platform for participants to exchange ideas, challenge assumptions, and collectively analyse the impact of social media on political dynamics in Addis Ababa. Four FGDs were organized, each with 6-8 participants, recruited through personal connections. Efforts were made to ensure diversity in the composition of each group.

A moderator's guide and a set of discussion prompts were developed to guide the FGDs. Discussions were audio-recorded to capture participants' input accurately. FGDs lasted

approximately 90-120 minutes, allowing sufficient time for in-depth discussion and interaction among participants. The moderator encouraged active participation, ensured equitable distribution of speaking opportunities, and managed any conflicts or disruptions that arose during the discussions.

The trained moderator guided the FGDs according to the predetermined script while allowing for spontaneous interaction among participants. The moderator ensured that all participants had an opportunity to contribute and that the discussion remained focused on the research objectives. Techniques for managing group dynamics, such as setting ground rules, encouraging active participation, and mediating conflicts, were employed to maintain a constructive and respectful atmosphere throughout the FGDs. This ensured that all voices were heard and that diverse perspectives were represented. FGDs were audio-recorded with participants' consent to capture the nuances of the discussion accurately. This allowed for a comprehensive review of the conversation during the data analysis phase and ensured that no valuable insights were missed.

Audio recordings of the FGDs were transcribed verbatim, and thematic analysis was conducted to identify common themes and patterns across groups. The transcripts were coded, and key findings were synthesized to inform the overall study. The interviews and FGDs provided rich qualitative data on the impact of social media on political socialization and polarization among young adults in Addis Ababa. Throughout the research process, ethical considerations were prioritized, with participants provided informed consent forms detailing the study's purpose, their rights, and assurances of confidentiality and anonymity. Ethical approval was obtained from the relevant institutional review board, ensuring adherence to the highest standards of ethical conduct. By employing rigorous data collection and analysis methods, this research aims to offer valuable insights into the complex dynamics of social media usage and its implications for political engagement among Ethiopian young adults.

3.3.2. Secondary Data Sources

In addition to primary data collection, secondary data sources were consulted to provide context, background information, and theoretical frameworks for the study. These sources included academic literature, research reports, and media articles related to social media usage, political behavior, and young adult engagement in Ethiopia, Africa and globally. The utilization of both primary and secondary data sources enriches the study on the impact of social media on political socialization and polarization among young adults in Addis Ababa. By

triangulating findings from diverse sources, this research aims to offer a holistic understanding of the complex relationship between social media and political dynamics in the Ethiopian context. This approach not only strengthens the validity of the findings but also ensures a comprehensive analysis that considers multiple perspectives and dimensions of the issue.

3.4 Population

The research population for the study on the impact of social media on political socialization and polarization among young adults in Addis Ababa comprises young individuals residing in the city. This population encompasses a diverse range of demographic characteristics, including age, gender, and educational background.

Characteristics of the Population: - The research population includes individuals within the young adult demographic, typically ranging from adolescence to early adulthood (18-35 years old). This age group is particularly relevant due to their high levels of social media usage and susceptibility to political influence and socialization. Both male and female participants are represented within the research population, allowing for a gender-sensitive analysis of social media usage patterns, political attitudes, and polarization tendencies.

To be included in the research population, individuals must meet the following criteria: they must currently reside in Addis Ababa to ensure the study's geographic relevance; they should fall within the defined young adult demographic, typically ranging from 18 to 35 years old; and they must express willingness to participate in interviews or Focus Group Discussions (FGDs) and provide informed consent for data collection and analysis.

Participants who do not meet these inclusion criteria are excluded from the research population. Additionally, individuals who are unable or unwilling to participate in the study due to language barriers, cognitive limitations, or other factors that may hinder their ability to engage meaningfully with the research topic are also excluded.

3.5 Variables

In this study, the independent variable was social media usage among young adults in Addis Ababa, Ethiopia. The dependent variables encompassed political knowledge, political attitudes, and political behavior among the same demographic group in Addis Ababa. Additionally, control variables were included to account for factors that might influence political socialization and polarization, including age, gender, and education level. These

variables were carefully selected to ensure a comprehensive analysis of the relationship between social media use and political dynamics among young adults in the Ethiopian context.

3.6 Method of Data Analysis

The data analysis involves both quantitative and qualitative methodologies. The mixed-method approach enables a comprehensive understanding of how social media influences political behaviours and beliefs among young adults in this region. This section outlines the steps taken to analyse the collected data.

In the quantitative phase, collected data were first checked for completeness and then entered into the Statistical Package for Social Sciences (SPSS) version 20 after coding variables to match questionnaire formats. The data, gathered through a structured questionnaire distributed to a sample of 100 young adults aged 18-35 in Addis Ababa, covered demographic details, frequency and types of social media usage, levels of political engagement, and indicators of political polarization. Subsequently, responses were analyzed using SPSS statistical software. Descriptive statistics were employed to summarize demographic characteristics such as age, gender, and education level among respondents. Additionally, the analysis summarized the frequency and types of social media platforms used, as well as the extent of political engagement facilitated by these platforms.

Qualitative data were collected through semi-structured interviews with 10 young adults purposefully selected based on their active involvement in social media and politics. The interviews aimed to delve deeper into personal experiences and perceptions regarding the role of social media in political socialization and polarization. Thematic analysis was conducted on the interview transcripts to identify recurring themes and patterns. The process involved several steps: transcripts were thoroughly read to become acquainted with the content; initial codes were generated to highlight significant statements related to political socialization and polarization; codes were organized into broader themes that encapsulated the essence of the data, including themes like the impact of social media on political awareness, civic engagement, and experiences of political polarization; themes were reviewed and refined to ensure coherence and consistency across the dataset; and final themes were clearly defined and named to provide a comprehensive understanding of each theme's focus and scope.

The findings from both quantitative and qualitative analyses were integrated to offer a comprehensive perspective on the impact of social media on political socialization and polarization. While quantitative results identified general trends and relationships, qualitative insights provided context and depth to these findings. This integrated approach facilitated a nuanced understanding of not only the extent but also the nature and mechanisms through which social media influences political behaviors and attitudes among young adults in Addis Ababa. This methodological combination ensures a robust exploration of the research questions, enriching the study's conclusions with diverse and complementary data sources.

3.7 Data Validity and Reliability

This study utilizes purposive sampling techniques to select participants for interviews and Focus Group Discussions (FGDs), ensuring a diverse sample that encompasses variations in age, gender, and educational background. This diversity enhances the validity of the findings by ensuring they reflect the broader young adult population in Addis Ababa. The use of semi-structured interviews facilitates a thorough exploration of individual experiences and perspectives, contributing to data validity. Participants were encouraged to express their thoughts and feelings freely, providing rich qualitative insights into their engagement with social media and its impact on political socialization and polarization.

The study conducted eight semi-structured interviews and four FGDs. Although the sample size may appear small, qualitative research prioritizes depth over breadth, focusing on data saturation rather than representativeness. The number of interviews and FGDs was sufficient as data collection continued until no new themes or insights emerged.

Each interview and FGD provided rich qualitative data on participants' experiences, attitudes, and behaviors related to social media and politics. This depth of exploration allowed for a comprehensive understanding and nuanced analysis of the research topic, enhancing the validity and reliability of the findings.

The study employed triangulation by combining data from multiple sources, including interviews, FGDs, and secondary sources. This method corroborates themes and patterns across different data sources, thereby strengthening the overall credibility of the study.

Through meticulous participant selection, in-depth exploration, and a well-justified questionnaire process, this study effectively addresses issues of representation, validity, and reliability in its data collection process. By employing rigorous qualitative research methods

and triangulating data from various sources, the study ensures robust findings that significantly contribute to understanding the impact of social media on political socialization and polarization among young adults in Addis Ababa.

3.8 Ethical Considerations

The following ethical considerations were taken into account during the research process:

1. **Informed Consent:** Prior to participating in the study, participants were provided with a consent form that outlined the purpose of the study, the voluntary nature of participation, and the confidentiality of their responses. Participants were given the opportunity to ask questions and provide their consent before proceeding with the survey.
2. **Confidentiality:** The confidentiality of participants' responses was maintained throughout the research process. Participants were assured that their responses would be kept confidential and anonymous, and that their personal information would not be shared with any third parties.
3. **Data Protection:** The data collected during the study was stored securely and only accessible by the researcher. The data was used solely for the purpose of this study and will not be used for any other purposes without the explicit consent of the participants.
4. **Respect for Participants:** Participants were treated with respect and dignity throughout the research process. The researcher ensured that participants were not subjected to any harm or discomfort during the study.
5. **Cultural Sensitivity:** the researcher was aware of the cultural norms and values of the Ethiopian society and took these into consideration when designing and conducting the study. The researcher ensured that the study did not violate any cultural or religious beliefs of the participants.
6. **Beneficence:** The researcher ensured that the study had potential benefits for both the participants and the wider society. The findings of the study may contribute to a better understanding of the impact of Social media on political socialization and polarization among Young Adult in Addis Ababa, Ethiopia.
7. **Non-Discrimination:** The researcher ensured that all participants were treated fairly and without discrimination based on their gender, ethnicity, religion, or any other personal characteristics.

Overall, this study was conducted in an ethical manner, with due consideration given to the rights and well-being of the participants. The ethical considerations outlined above were followed throughout the research process to ensure that the study was conducted with integrity and respect for the participants.

Chapter Four: Data Presentation, Interpretation, & Discussion

4.1 Introduction

In this chapter, the researcher has presented the findings of the research study on the impact of social media on political socialization and polarization among Young Adult. This chapter aims to provide a comprehensive analysis of the collected data, presenting the main trends, patterns, and themes that emerged from the study. By analysing and presenting the data, the researcher aims to contribute to the existing literature on the impact of social media, on politics, and Young Adult. The data presented in this chapter will serve as evidence to prove or disprove the research objective.

4.2 Socio-demographic Characteristics of the Respondents

The socio-demographic characteristics of the respondents were examined to provide context for understanding the impact of social media on political socialization and polarization among Young Adult.

Table 1 Socio-Demographic Characteristics of the Respondents

Age	Frequency	Percent
18-25 years	67	67.0
26-35 years	33	33.0
Sex		
Male	52	52.0
female	48	48.0
Highest Level of Education		
University degree	46	46.0
High school	32	32.0
Other	22	22.0

The table illustrates that the sample was predominantly composed of young adults, with 67% falling within the 18-25 age group and 33% in the 26-35 age group. In terms of gender distribution, 52% of the participants identified as male, while 48% identified as female. Regarding educational attainment, 46% of the respondents held a university degree, 32% had completed high school, and 22% reported other levels of education.

4.3 Impact of Social media on Political Socialization and Polarization

The data presented in below Tables provide evidence of the impact of social media on political socialization and polarization among Young Adult. The majority of respondents acknowledged the influence of social media on their political views, with varying degrees of polarization experienced. While social media was recognized as a tool for promoting political awareness and engagement, concerns were raised regarding biases and the potential spread of misinformation.

Table 2. Influence of Social media on Political Views

	Frequency	Percent
Moderately influential	35	35.0
Not very influential	25	25.0
Extremely influential	19	19.0
Not influential at all	12	12.0
Unsure	9	9.0
Total	100	100.0

Table 2 illustrates the diverse perceptions regarding the influence of social media on individuals' political views. Among the respondents, 35% perceive social media to be moderately influential, while 25% consider it not very influential. A notable proportion (19%) finds social media extremely influential in shaping their political perspectives. On the contrary, 12% believe that social media is not influential at all, and 9% express uncertainty regarding its impact.

The above findings suggest a multifaceted relationship between social media and political views. While some individuals acknowledge the influence of social media on their opinions, others remain sceptical or uncertain about its effect. This complexity aligns with existing research that emphasizes the dual nature of social media as both a platform for information dissemination and a potential source of misinformation and polarization (Smith, 2019).

Qualitative insights obtained through interviews provide a deeper understanding of how specific experiences on social media platforms shape individuals' political beliefs. For instance,

Weyneshet is a 26-year-old female participant who views social media as influential in shaping her political views. She engages with diverse content and opinions on platforms like Facebook and TikTok, which exposes her to a wide range of perspectives. Although she acknowledges the impact of social media on her political beliefs, she remains cautious about its potential biases and misinformation, preferring not to rely solely on it as the primary influence on her political opinions.

She shared the following perspective:

“Social media has played a significant role in shaping my political views. I would categorize it as moderately influential. The diverse content and opinions I encounter on platforms like Facebook and TikTok expose me to a wide range of perspectives. While it has certainly influenced my views to some extent, I wouldn't say it has an extreme impact. I am aware of the potential for biases and misinformation, which makes me cautious in fully embracing social media as the sole influencer of my political beliefs.”

These qualitative responses align with the quantitative data presented in Table 2, indicating that a significant proportion of respondents found social media to be either extremely or moderately influential in shaping their political views.

During the focus group discussion, participants shared diverse perspectives on the influence of social media on their political views. The participants echoed the sentiments captured in the quantitative data, reflecting varying degrees of influence.

Eyob is a 29-year-old male participant who finds social media to be influential in shaping his political views. He appreciates that it exposes him to various viewpoints, but he remains cautious about accepting information at face value. Aware of the mix of reliable and misleading content on these platforms, Eyob emphasizes the importance of discernment when engaging with social media. *“I believe Social media is influential. Its exposes me to different viewpoints, but I am cautious about taking everything at face value. There's a mix of reliable and misleading information out there.”*

Dagmawit is a 21-year-old female participant who holds a contrasting view on the influence of social media. She finds social media to be not very influential on her political beliefs, preferring to obtain her political information from more traditional sources. Dagmawit believes that social media can sometimes amplify extreme views and contribute to unnecessary polarization.

"For me, Social media is not very influential. I prefer getting my political information from more traditional sources. I feel that Social media can sometimes amplify extreme views and create unnecessary polarization."

The data collected from the FGDs, Informant 1 from the first FGD emphasized the nuanced perceptions of social media's influence on political views, highlighting the mix of acknowledged impact and reservations. They stressed the importance of critical evaluation and discernment when engaging with political content.

Table 3. Contribution of Social media to Political Polarization among Young Adult

	Frequency	Percent
Yes, to a great extent	38	38.0
Yes, to some extent	37	37.0
No, not really	11	11.0
Unsure	10	10.0
No, not at all	4	4.0
Total	100	100.0

Table 3 reveal that a significant proportion of respondents (38%) believe that social media contributes to political polarization to a great extent, while an additional 37% perceive it to contribute to some extent. Conversely, only 4% of respondents feel that social media does not contribute at all to political polarization.

Qualitative responses from the interviews provide additional context to the quantitative data, highlighting the complexity of social media 's role in shaping political attitudes and the potential for both positive and negative effects.

For example, Selam is a 21-year-old female participant who believes that social media contributes to political polarization, but not to a great extent. She notes that while social media exposes people to diverse perspectives, the polarization is often driven by individual choices and personal biases. Selam highlights the repeat recommendation effect and emphasizes that social media is just one of many factors influencing polarization.

"I would say that social media does contribute to political polarization, but not to a great extent. While it exposes people to different perspectives and opinions, I think the polarization is often fuelled by individual choices in terms of the content one engages with. Social media platforms do play a role, but it's not the sole factor responsible for polarization. I believe personal biases and the echo chamber effect, where people tend to interact with like-minded

individuals, also contribute significantly. Therefore, while social media is a part of the equation, it's essential to consider individual choices and other factors influencing polarization."

During the focus group discussion, participants shared diverse perspectives on the contribution of social media to political polarization among Young Adult. The participants echoed the sentiments captured in the quantitative data, reflecting varying degrees of agreement with the idea that social media plays a role in political polarization.

Informant 2 from the first FGD, strongly believes social media significantly contributes to political polarization by creating algorithm-driven content.

"I strongly agree that Social media contributes to political polarization, especially to a great extent. The algorithms show us content that aligns with our existing beliefs, creating a bubble that separates us from diverse opinions."

The FGD highlighted the complexity and diversity of opinions regarding the impact of social media on political polarization among Young Adult. While some participants strongly agreed with the contribution of social media, others emphasized the role of individual choices and responsibility in shaping one's exposure to diverse political perspectives.

Table 4. Personal Experience of Political Polarization across polarized content on Social media

	Frequency	Percent
Yes, frequently	39	39.0
Yes, occasionally	33	33.0
No, not really	14	14.0
No, not at all	12	12.0
Unsure	2	2.0
Total	100	100.0

Table 4 shows that 39% of the participants reported experiencing political polarization frequently, while 33% indicated experiencing it occasionally. On the other hand, 14% stated that they did not really experience political polarization on social media, and 12% reported not experiencing it at all. Additionally, 2% of the respondents were unsure about their experiences of political polarization through polarized content on social media.

Studies like Smith et al. (2019) have highlighted how exposure to polarized content on social media can contribute to individuals' perceptions of political polarization. The findings align

with the notion that social media platforms often serve as echo chambers, reinforcing existing beliefs and contributing to increased polarization within society.

Further qualitative exploration through interviews was conducted, and Abenezer, a 32-year-old male university student, occasionally experiences political polarization on social media. He values the exposure to diverse opinions and makes an effort to engage with varied content for a well-rounded understanding of political issues.

"Yes, I have indeed experienced political polarization on Social media. I would classify my experience as occasional rather than frequent. The nature of social media exposes me to a diverse array of opinions, and while this variety is enriching, it also comes with instances of polarized content. I make a conscious effort to engage with content that offers different perspectives, but occasionally, I do come across content that is strongly polarized. Despite this, I recognize the importance of being exposed to diverse viewpoints to cultivate a well-rounded understanding of political issues."

Throughout the focus group discussion, participants shared their perspectives on personal experiences of political polarization across polarized content on social media. The participants' responses reflected a variety of encounters with polarized content.

Mahelet, a 25-year-old female voiced, *"I frequently come across politically polarized content on Social media. It's hard to avoid, especially when algorithms show you content similar to what you engage with. It sometimes feels like you're in a bubble of your own opinions."*

In disparity, Dagmawit shared, *"I try to curate my Social media feed to avoid extreme views, so I don't experience political polarization very often. It's about being selective about the content you consume."*

The FGD highlighted the diversity of experiences among participants, emphasizing the role of individual curation in shaping personal encounters with political polarization on social media.

Table 5. Role of Social media in Shaping Political Views

	Frequency	Percent
yes	73	73.0
no	27	27.0
Total	100	100.0

Table 5 provides insights into the perceived role of social media in shaping political views among respondents. A majority (73%) acknowledge that social media plays a role in shaping their political perspectives, while 27% indicate otherwise.

Qualitative insights from interviews were sought to gain a deeper understanding of individual experiences.

Selam shared the following perspective:

"Yes, Social media definitely plays a role in shaping my political views. The constant stream of information, opinions, and discussions on platforms like Twitter and Instagram provides me with diverse perspectives. While I am aware of the potential for bias and misinformation, I believe it's an essential tool for staying informed and engaging with a variety of political content."

In the focus group discussion, participants expressed their views on the role of social media in shaping political perspectives. The participants' responses reflected a range of attitudes toward the impact of social media.

Informant 2 from the second FGD, A 26-year-old male participant stated *"Social media is a significant influencer in shaping my political views. The content I see and the discussions I engage in contribute to my understanding of political issues. It's a dynamic platform that exposes me to a variety of voices."*

In contrast, another 30 years old female participant, Informant 3 from the second FGD shared, *"I try not to let Social media influence my political views too much. I prefer to verify information from multiple sources before forming opinions. Social media can sometimes be a bubble, and it's important to break out of it for a well-rounded understanding."*

The FGD highlighted the diverse perspectives within the group, underscoring the complex role of social media in shaping political views and the importance of individual approaches to information consumption.

Table 6. Change in Political Views due to social media Posts or Discussions

	Frequency	Percent
yes	62	62.0
no	38	38.0
Total	100	100.0

Table 6 investigates the extent to which social media posts or discussions contribute to changes in individuals' political views. A substantial majority (62%) of respondents' report

experiencing a transformation in their political perspectives due to social media, while 38% indicate no such influence.

To provide a more nuanced understanding, an in-depth interview was conducted with Asrat 34-year-old male respondent. The interviewee shared the following perspective:

"Yes, Social media has played a role in changing my political views. The constant flow of information and discussions on platforms like Twitter and Facebook exposes me to diverse perspectives. It's not just the content itself; it's also the interactions and debates that challenge my existing beliefs. While I stay cautious about misinformation, I appreciate the opportunity to broaden my understanding through these online discussions."

During the focus group discussion, participants engaged in a dialogue regarding the impact of social media on their political views. The discussion underscored the diversity of opinions within the group.

Informant 1 from the 3rd FGD expressed, *"I've definitely experienced a change in my political views because of Social media. It's like a continuous dialogue with different voices, and that exposure has made me reconsider and refine my own opinions."*

The FGD illuminated the dynamic nature of individuals' experiences with social media 's influence on political views, emphasizing the importance of critical engagement and discernment in navigating online content.

Table 7. Impact of Social media on Political Polarization among Young Adult

	Frequency	Percent
Positive	28	28.0
Negative	27	27.0
Neutral	23	23.0
I don't know	22	22.0
Total	100	100.0

Table 7 investigates the perceived impact of social media on political polarization among Young Adult. Respondents expressed varied opinions, with 28% attributing a positive impact, 27% identifying a negative impact, 23% remaining neutral, and 22% unsure of the influence.

Dagmawit says *"I believe Social media can have both positive and negative impacts on political polarization. On one hand, it provides a platform for diverse voices and perspectives. On the other hand, the echo chamber effect can intensify polarization. It*

depends on how individuals use and engage with social media. Being conscious of the content we consume and engaging in open-minded discussions can help mitigate the negative impact."

During the focus group discussion, participants engaged in a conversation about the impact of social media on political polarization among Young Adult. The discussion highlighted the diversity of perspectives within the group.

Informant 2 from the 3rd FGD shared, *"I've seen positive discussions and awareness on Social media that challenge my views. It has broadened my understanding of political issues."*

Informant 3 from the 3rd FGD expressed, *"I feel like Social media tends to amplify extreme views, creating more polarization. It's challenging to find a balanced perspective sometimes."*

The FGD emphasized the nuanced views of participants, showcasing the dual role of social media in shaping political polarization and the need for thoughtful engagement to navigate its impact effectively.

Table 8. Promotion of Political Awareness and Engagement among Young Adult through Social media

	Frequency	Percent
Yes, to a great extent	42	42.0
Yes, to some extent	35	35.0
No, not really	18	18.0
No, not at all	5	5.0
Total	100	100.0

Table 8 displays Out of 100 valid responses, 42% reported that social media promotes political awareness and engagement to a great extent, 35% reported that it promotes to some extent, 18% reported that it does not really promote, and 5% reported that it does not promote at all. The results from this survey further support the notion that social media plays a significant role in shaping the political attitudes and behaviours of young people.

As a respondent Informant 1 from the 4th FGD expressed in the focus group discussion on the "Promotion of Political Awareness and Engagement among Young Adult through Social media,

" I believe that harnessing the power of social media is crucial in today's digitally connected world to empower Young Adult with political awareness and engagement.

Through Social media platforms, young people can access information, participate in discussions, and mobilize for political causes. Furthermore, social media provides a space for Young Adult to amplify their voices, connect with like-minded individuals, and drive social and political change. By leveraging the reach and influence of social media, we can foster a more informed, engaged, and active Young Adult population in political discourse and decision-making processes.

In Conclusion, based on the data presented in the above Tables, it is clear that social media has a significant impact on political socialization and polarization among Young Adult. The influence of social media on political views, the contribution to political polarization, and the personal experiences of political polarization on social media all underscore the power of these platforms in shaping political opinions.

Furthermore, the reliance on social media as a trusted source for political information and the role it plays in shaping political views further emphasize its influence. However, there are differing perspectives on the impact of social media, with some perceiving it as positive and others as negative. Despite the potential for political awareness and engagement, concerns remain regarding biases and the spread of misinformation. Overall, the data suggests that Social media has become an influential factor in political socialization and polarization among Young Adult, warranting further research and analysis.

4.4 Exposure to Extreme Polarized Views on Social media Platforms

This section investigates the frequency and extent of exposure to extreme polarized views on social media platforms through the integration of interviews and a literature review.

The data analysis reveals insights into the role of social media in exposing individuals to polarized views. A majority of respondents reported using social media multiple times a day, indicating a high level of activity on these platforms. Furthermore, a substantial proportion engaged in political discussions or debates on social media, highlighting the potential for exposure to polarized views.

The data also indicates a frequent encounter with political content on social media, with a significant number spending 1-2 hours per day engaging with such content. This underscores the substantial role of social media in providing avenues for individuals to regularly engage with political content.

Table 9. Frequency of Social media Use

	Frequency	Percent
Multiple times a day	56	56.0
Once a day	18	18.0
Few times a week	15	15.0
Few times a month	5	5.0
Rarely or never	4	4.0
Other	2	2.0
Total	100	100.0

A significant majority (56%) reported using social media multiple times a day, followed by 18% once a day, and 15% a few times a week. A smaller percentage reported using Social media a few times a month (5%), rarely or never (4%), or provided other responses (2%).

Research by Smith and Anderson (2018) emphasizes the pervasive nature of Social media in daily life, aligning with the high frequency reported in Table 9.

Selam, provided additional insights into social media usage:

"I use Social media multiple times a day, mainly to stay connected with friends and get updates on current events. It's become a routine for me, and I find it convenient to access information and engage with various content."

In focus group discussion, participants shared their experiences with social media usage frequency. The discussion highlighted diverse patterns within the group.

Informant 1 from the 4th FGD expressed,

"I use Social media multiple times a day. It's a quick way to catch up on news and see what my friends are up to."

In contrast, Informant 4 from the 3rd FGD expressed shared, *"I intentionally limit my Social media use to once a day. I prefer a more focused and intentional approach to consuming content."*

The FGD underscored the varied social media usage habits among participants, reflecting individual preferences and approaches to online engagement.

Table 10. Engagement in Political Discussions or Debates on Social media

	Frequency	Percent
Yes, occasionally	45	45.0
Yes, frequently	33	33.0
No, not really	14	14.0
No, not at all	5	5.0
Unsure	3	3.0
Total	100	100.0

Table 10 explores 45% of respondents reported engaging occasionally, while 33% engaged frequently. Fourteen percent indicated not engaging really, and 5% reported not engaging at all. An additional 3% were unsure about their engagement in political discussions on social media.

Research by Bode and Dalrymple (2018) emphasizes the role of social media as a platform for political discourse and civic engagement, aligning with the reported engagement frequencies in Table 10.

Dagmawit provided further context:

"I find myself engaging in political discussions on Social media. It depends on the topic and how passionate I feel about it. I try to keep the discussions respectful, but it's interesting to hear different perspectives."

Focus Group Discussion (FGD) Response. Participants shared their experiences with engaging in political discussions on social media. The discussion highlighted diverse levels of involvement.

Informant 6 from the 4th FGD stated, *"I often participate in political discussions on Social media. It's a way to express my views and learn from others."*

Another Informant 5 from the 3rd FGD expressed shared, *"I avoid political discussions on Social media. It can get too heated, and I prefer to have those conversations in person."*

The FGD emphasized the varying degrees of political engagement on Social media, reflecting individual preferences and approaches to online discourse.

Table 11. Frequency of Political Content Encountered on Social media

	Frequency	Percent
Several times a day	68	68.0
Once a day	14	14.0
A few times a week	11	11.0

Rarely	4	4.0
Never	3	3.0
Total	100	100.0

The majority (68.0%) reported encountering political content several times a day, indicating a high level of exposure to political information online. This finding resonates with studies highlighting the pervasive nature of political content on social media platforms (Boulianne, 2015).

Moreover, 14.0% of respondents reported encountering political content once a day, while 11.0% indicated encountering it a few times a week. This suggests varying degrees of exposure to political information among users. Additionally, a small percentage reported rare (4.0%) or no (3.0%) encounters with political content on social media.

The data underscores the prevalence of political content on social media and its impact on users' information consumption habits.

Table 12. Daily Time Spent Engaging with Political Content on Social media

	Frequency	Percent
1-2 hours	41	41.0
Less than 1 hour	36	36.0
2-4 hours	12	12.0
4-6 hours	6	6.0
More than 6 hours	5	5.0
Total	100	100.0

The table shows that 41% of respondents spent 1-2 hours per day engaging with political content, while 36% spent less than 1 hour. Additionally, 12% spent 2-4 hours, 6% spent 4-6 hours, and only 5% spent more than 6 hours per day engaging with political content on Social media. These findings are consistent with previous research that has shown individuals spend a significant amount of time on social media (Perrin, 2018).

The data highlights the potential for social media to have a significant impact on political attitudes and behaviours, given the amount of time individuals spend engaging with political content on these platforms.

Table 13. Encounter with Extreme Polarized Views on Social media Platforms

	Frequency	Percent
Yes, frequently	58	58.0
Yes, occasionally	22	22.0
No, I have not encountered extreme polarized views	16	16.0
I'm not sure	4	4.0
Total	100	100.0

The table shows that 58% of respondents reported encountering extreme polarized views frequently, while 22% reported encountering them occasionally. Only 16% reported not encountering extreme polarized views at all, and 4% were unsure. These findings are consistent with previous research that has found a high level of polarization on social media (Barberá et al., 2015).

The data suggests that individuals may be exposed to extreme polarized views on social media, which can have negative effects on political discourse and decision-making. Political campaigns and organizations should be aware of this and take steps to mitigate the impact of extreme polarized views on their supporters.

Table 14. Contribution of Social media Platforms to the Promotion of Extreme Polarized Views

	Frequency	Percent
Agree	57	57.0
Strongly agree	28	28.0
Neutral	7	7.0
Strongly disagree	5	5.0
Disagree	3	3.0
Total	100	100.0

A majority (85.0%) either agreed or strongly agreed that social media plays a role in amplifying extreme viewpoints. This finding resonates with research highlighting the potential of online platforms to facilitate the dissemination of polarized content and echo chambers (Barberá et al., 2015).

Moreover, a small proportion of respondents (7.0%) expressed a neutral or opposing stance towards social media 's influence on promoting extreme polarization. This suggests a diversity

of opinions regarding the impact of digital platforms on the proliferation of polarized perspectives.

The data underscores the prevalent belief among participants that social media platforms contribute to the amplification of extreme polarized views, underscoring the need for critical engagement with online content.

In Summary, the data presented in this chapter indicates that a majority of the surveyed individuals are active users of social media platforms and frequently encounter political content, including extreme polarized views. While a significant portion of respondents engage in political discussions or debates on social media, there is also a sizable proportion who do not actively participate. The perceptions about the contribution of social media platforms to the promotion of extreme polarized views are varied, with a majority agreeing that these platforms play a role in their amplification. These findings provide valuable insights into the extent and nature of exposure to extreme polarized views on social media platforms among the surveyed individuals.

4.5 Comparing Exposure Levels on Different Social media Platforms

This Section aims to compare the exposure levels on different Social media platforms regarding political content. The Section will present the main arguments supported by data from various tables. It will discuss the most used Social media platform for political content, the frequency of engagement with content aligned with and challenging political beliefs, the influence of extreme polarized views, the factors influencing exposure to extreme polarized views, and the Social media platforms with a higher likelihood of exposing individuals to extreme polarized views.

A key finding is that TikTok is the most commonly used and influential platform for political content, with the highest likelihood of exposing individuals to extreme polarized views. Facebook closely follows TikTok in terms of usage and influence, while Instagram, YouTube, and Twitter have varying degrees of exposure to extreme polarized views. These findings highlight the importance of critical thinking when consuming political content on Social media and being aware of the complex factors at play in shaping individuals' exposure to extreme polarized views.

Table 15. Most Used Social media Platform for Political Content

	Frequency	Percent
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TikTok	35	35.0
Facebook	33	33.0
YouTube	11	11.0
Instagram	10	10.0
Twitter	9	9.0
Other	2	2.0
Total	100	100.0

TikTok and Facebook emerge as the leading choices, with 35% and 33% of respondents, respectively. YouTube follows with 11%, Instagram with 10%, and Twitter with 9%. An additional 2% of respondents mentioned other platforms.

Danel, provided additional insights into platform preferences:

"I find myself drawn to TikTok for political content. The short, engaging videos provide a different and often more entertaining perspective on political issues. It feels less overwhelming than scrolling through lengthy articles."

During the focus group discussion, participants shared their most-used Social media platforms for political content. The discussion revealed diverse preferences within the group.

For example, Informant 3 from the 4th FGD expressed stated, "I rely on Facebook for political updates. It's where I follow news pages and engage in discussions with friends."

In contrast Informant 4 from the 4th FGD expressed shared, *"I prefer YouTube for in-depth political analysis. There are many informative channels that break down complex issues."*

The FGD emphasized the varied choices of social media platforms for political content consumption, reflecting individual preferences and the unique features of fered by each platform.

Table 16. Frequency of Engagement with Content Aligned with Political Beliefs on Each Social media Platform

	Frequency	Percent
TikTok	47	47.0

Facebook	25	25.0
Instagram	14	14.0
Twitter	9	9.0
Other	5	5.0
Total	100	100.0

TikTok emerges as the most popular platform for such engagement, with 47% of respondents reporting frequent interactions. In contrast, Facebook, Instagram, and Twitter exhibit lower levels of engagement, with 25%, 14%, and 9% of respondents respectively reporting frequent interactions. This distribution reflects the diverse landscape of Social media platforms and their varying roles in fostering political alignment among users.

The data underscores the significance of TikTok as a prominent platform for engaging with politically aligned content, signalling its growing importance in influencing public opinion and discourse

Table 17. Frequency of Engagement with Content Challenging Political Beliefs on Each Social media Platform

	Frequency	Percent
TikTok	40	40.0
Facebook	38	38.0
Instagram	12	12.0
Twitter	6	6.0
Other	4	4.0
Total	100	100.0

The table illustrates that TikTok and Facebook emerge as the most prominent platforms for encountering such content, with 40% and 38% of respondents respectively reporting frequent interactions. This finding aligns with existing literature highlighting the role of TikTok and Facebook in facilitating diverse viewpoints and challenging established political beliefs (Smith & Anderson, 2020).

In contrast, Instagram and Twitter exhibit lower levels of engagement, with 12% and 6% of respondents respectively reporting frequent encounters with content challenging their political beliefs. The data suggests a varied landscape of Social media platforms in terms of fostering discussions that challenge political ideologies.

The results underscore the significance of TikTok and Facebook as key platforms for encountering content that challenges political beliefs, reflecting their potential to shape discourse and promote diverse perspectives.

Table 18. Influence of Extreme Polarized Views on Political Beliefs and Opinions on Social media Platforms

	Frequency	Percent
TikTok	40	40.0
Facebook	39	39.0
Twitter	11	11.0
Instagram	10	10.0
Total	100	100.0

The data shows that out of 100 respondents, 40% believe that TikTok has a significant influence on promoting extreme polarized views, followed by Facebook with 39%, Twitter with 11%, and Instagram with 10%. This finding is consistent with a study by the Pew Research Center, which found that Social media platforms, including TikTok, have become a key source of news and information for many young people, but also a platform for the spread of misinformation and extreme views.

Table 19. Factors Influencing Exposure to Extreme Polarized Views on Social media

	Frequency	Percent
Social media echo chambers and filter bubbles	45	45.0
Personal preferences and interests	28	28.0
moderation	17	17.0
Influence from friends and followers	10	10.0
Total	100	100.0

Table 19 explores the factors influencing exposure to extreme polarized views on Social media. Echo chambers and filter bubbles are identified by 45% of respondents as the primary factor, followed by personal preferences and interests at 28%. Algorithms and content recommendation systems account for 17%, and influence from friends and followers represents 10%.

Research by Sunstein (2017) emphasizes the role of echo chambers and filter bubbles in shaping individuals' exposure to information online. The findings in Table 19 align with the literature, highlighting the impact of these digital environments on the consumption of polarized views.

Mahelet, provided additional context:

The interplay between user preferences, algorithms, and online social networks. *"I've noticed that my exposure to extreme polarized views is often shaped by the content that aligns with my existing preferences. The algorithms seem to understand what I like, and sometimes I find myself in a bubble of similar opinions. It's important to actively seek out diverse perspectives to counteract this effect."*

During the focus group discussion, participants shared their experiences with factors influencing exposure to extreme polarized views on social media. The discussion revealed diverse perspectives within the group.

Informant 7 from the 3rd FGD expressed *"I think repeat slots are a big issue. We tend to follow and engage with content that reinforces what we already believe. It creates a narrow view of the world."*

In disparity, Informant 5 from the 3rd FGD expressed shared, *"Personal preferences play a role too. If you're interested in a particular topic, the algorithms show you more of it. It's not always a bad thing, but it can contribute to polarization."*

The FGD emphasized the multifaceted nature of factors influencing exposure to extreme polarized views on social media, illustrating

Table 20. Social media Platforms with Higher Likelihood of Exposing Individuals to Extreme Polarized Views

	Frequency	Percent
TikTok	35	35.0
Facebook	30	30.0
Instagram	20	20.0
YouTube	11	11.0
Twitter	4	4.0
Total	100	100.0

The data shows that out of 100 respondents, 35% believe that TikTok has a higher likelihood of exposing individuals to extreme polarized views, followed by Facebook with 30%,

Instagram with 20%, YouTube with 11%, and Twitter with 4%. These findings are consistent with previous research, which has highlighted the role of Social media in shaping individuals' political attitudes and behaviours (Baumgartner & Morris, 2010; Tsftati & Cappella, 2003).

Additionally, research has shown that Social media platforms differ in their content moderation policies and algorithms, which can affect the level of exposure to extreme polarized views (Guess et al., 2018; Tufekci, 2018). These findings underscore the need for Social media platforms to take responsibility for their role in shaping public discourse and to implement measures to mitigate the spread of extreme polarized views.

To Wrap-up, this section has compared exposure levels on different Social media platforms for political content. The data presented in above tables highlights the dominance of TikTok in the political content space, as well as its influence on political beliefs and opinions. It also underscores the significance of echo chambers, filter bubbles, and personal preferences in shaping individuals' exposure to extreme polarized views. Additionally, the section has discussed the platforms with a higher likelihood of exposing individuals to such views. This information can aid political campaigns and organizations in effectively reaching and influencing their target audience while highlighting the importance of critical thinking and fact-checking when consuming political content on Social media platforms.

4.6 Strategies to mitigate exposure to extreme polarized views on Social media

In this section, the researcher discussed strategies and interventions to mitigate exposure to extreme polarized views on Social media. The study found that most of respondents' state that they are very concerned. Other argument presents the interventions or strategies identified by respondents to mitigate exposure to extreme polarized views on Social media, with improved content moderation and fact-checking mechanisms being the most commonly identified intervention. Encouraging diverse viewpoints and promoting critical thinking skills, user education on media literacy and responsible Social media use, and platform-level policy changes and regulations were also identified as important interventions. These findings support the need for a multi-faceted approach to addressing the issue of extreme polarization on Social media.

Table 21. Concern about the Influence of Extreme Polarized Views on Social media

	Frequency	Percent
Very concerned	61	61.0
Somewhat concerned	28	28.0

Neutral	7	7.0
Not very concerned	2	2.0
Not concerned at all	2	2.0
Total	100	100.0

A majority, 61%, reported being very concerned, while 28% were somewhat concerned. Seven percent remained neutral, and only 2% expressed not very concerned or not concerned at all.

Research by Tufekci (2018) underscores the increasing concern about the impact of extreme polarized views on online platforms. The findings in Table 21 align with a prevalent sense of worry among respondents regarding the influence of such content on Social media.

Selam, provided additional insights into the concern levels:

"I'm very concerned about the influence of extreme polarized views on Social media. It feels like these views are becoming more extreme, and the echo chambers amplify them. It's essential to address this issue to maintain a healthy online discourse."

During the focus group discussion, participants shared their concerns about extreme polarized views on social media. The discussion highlighted diverse perspectives within the group.

Informant 1 from the 1st FGD expressed *"I'm very concerned because extreme views can create division and hinder constructive discussions. It's vital to address this issue to foster a more inclusive online environment."*

Another Informant 3 from the 1st FGD expressed shared, *"I'm somewhat concerned. While extreme views are problematic, I believe individuals have a responsibility to filter the content they consume and engage with."*

The FGD emphasized the range of concern levels among participants, reflecting individual perspectives on the potential impact of extreme polarized views on Social media.

Table 22. Interventions or Strategies to Mitigate Exposure to Extreme Polarized Views on Social media

	Frequency	Percent
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Improved content moderation and fact-checking mechanisms	36	36.0
Encouraging diverse viewpoints and promoting critical thinking skills	27	27.0
User education on media literacy and responsible Social media use	20	20.0
Platform-level policy changes and regulations	17	17.0
Total	100	100.0

The table shows the most commonly identified intervention is improved content moderation and fact-checking mechanisms, with 36% of respondents choosing this option. Encouraging diverse viewpoints and promoting critical thinking skills is the second most commonly identified intervention, with 27% of respondents choosing this option. User education on media literacy and responsible Social media use is chosen by 20% of respondents, while platform-level policy changes and regulations are chosen by 17% of respondents. Overall, the table highlights the importance of addressing extreme polarized views on social media through a range of interventions and strategies.

Table 23. Responsibility for Implementing Strategies to Mitigate Exposure to Extreme Polarized Views on Social media

	Frequency	Percent
Social media platform companies	52	52.0
Government and regulatory bodies	22	22.0
Users themselves	18	18.0
Media literacy organizations	8	8.0
Total	100	100.0

Table 23 investigates respondents' perceptions regarding the responsibility for implementing strategies to mitigate exposure to extreme polarized views on Social media. Social media platform companies are considered the primary responsible entity by 52% of respondents, followed by government and regulatory bodies at 22%, users themselves at 18%, and media literacy organizations at 8%.

Research by Tufekci (2018) and Sunstein (2017) highlights the shared responsibility among various entities in addressing the challenges posed by extreme polarized views on Social media. The findings in Table 23 reflect a notable emphasis on the role of Social media platforms in implementing effective mitigation strategies.

Weyneshet, provided additional context:

"I believe Social media platforms should take the lead in implementing strategies to mitigate exposure to extreme polarized views. They have the resources and technology to monitor and regulate content effectively. However, users also play a role in being discerning about the content they engage with."

During the focus group discussion, participants discussed the responsibility for implementing strategies to mitigate exposure to extreme polarized views on Social media. The discussion revealed diverse perspectives within the group.

Informant 6 from the 3rd FGD expressed *"Social media platforms should take responsibility because they control the algorithms and content. They need to create an environment that promotes balanced perspectives."*

The FGD emphasized the varied views on responsibility, illustrating the complex nature of addressing extreme polarized views on Social media through collaborative efforts.

In Summary, this section has highlighted the concern levels of individuals regarding the influence of extreme polarized views on Social media. The data showed that a significant majority of respondents expressed concern, with "very concerned" being the most common response. The chapter also identified specific interventions or strategies that can help mitigate exposure to extreme polarized views. Improved content moderation and fact-checking mechanisms, encouraging diverse viewpoints and promoting critical thinking skills, user education on media literacy and responsible Social media use, and platform-level policy changes and regulations were among the strategies identified.

Lastly, the chapter explored the entities responsible for implementing these strategies, with Social media platform companies being identified as the primary responsible entity. Overall, the chapter emphasizes the importance of addressing extreme polarized views on Social media through a range of interventions and holding relevant entities accountable for their role in promoting a healthier online environment.

Chapter Five: Summary of Findings, Recommendation and Conclusion

5. Introduction

This chapter provides a summary of the research findings, draws conclusions, and provides recommendations based on the results of the survey conducted on the impact of social media on political polarization among Young Adult in Addis Ababa.

5.1 Summary of Findings

This section of the research study focuses on the impact of social media on political socialization and polarization among Young Adult. The chapter presents various findings based on the collected data, providing insights into the socio-demographic characteristics of the respondents, the influence of social media on political views, the contribution of Social media to political polarization, exposure levels to extreme polarized views on Social media platforms, concern levels regarding the influence of extreme polarized views, and strategies to mitigate exposure to such views.

The socio-demographic characteristics of the respondents reveal that the sample primarily consists of young adults, with a significant portion falling within the 18-25 age group. Gender distribution is relatively equal, and a substantial proportion holds a university degree.

The impact of social media on political socialization and polarization is explored, with diverse perceptions among respondents. While some individuals find Social media moderately influential in shaping their political views, others consider it not very influential. The majority acknowledges the influence of social media on their political perspectives. The data also indicates that social media contributes to political polarization, with a significant proportion of respondents believing that it contributes to a great extent.

Frequent exposure to politically polarized content on social media is reported, with TikTok and Facebook emerging as the most commonly used platforms for political content. Concern levels regarding the influence of extreme polarized views are high, with the majority expressing significant concern.

Various interventions and strategies to mitigate exposure to extreme polarized views on social media are identified by respondents. Improved content moderation and fact-checking

mechanisms, encouraging diverse viewpoints and promoting critical thinking skills, user education on media literacy and responsible social media use, and platform-level policy changes and regulations are suggested as important interventions.

Regarding responsibility, social media platform companies are considered the primary responsible entity for implementing these strategies, followed by government and regulatory bodies. Users themselves and media literacy organizations are also acknowledged to have a role in addressing the issue.

In conclusion, this research provides valuable insights into the impact of social media on political socialization and polarization among Young Adult. The findings emphasize the need for strategies to mitigate exposure to extreme polarized views on social media, with improved content moderation, encouraging diverse viewpoints, and user education on media literacy identified as important interventions. The responsibility for implementing these strategies lies with social media platform companies, government and regulatory bodies, users, and media literacy organizations.

5.2 Conclusion

In light of the survey results, it can be deduced that social media exerts a noteworthy influence on the political polarization of young individuals in Addis Ababa. The outcomes indicate that a considerable proportion of the participants frequently utilize social media platforms, with TikTok being the most popular platform for political content. Furthermore, a significant number of respondents acknowledged that social media plays a substantial role in shaping their political opinions, exacerbating the already existing political polarization among young people. The study also revealed that many individuals are exposed to highly polarized viewpoints on social media, indicating the prevalence of echo chambers and filter bubbles.

To address the negative impact of social media on political polarization among Young Adult, the survey findings suggest that interventions and strategies are required. The majority of the respondents believed that improved content moderation and fact-checking mechanisms, promoting critical thinking skills, and platform-level policy changes and regulations can be effective interventions. Moreover, the respondents opined that Social media platform companies should take responsibility for implementing strategies to mitigate exposure to extreme polarized views.

The data presented in this research study highlights the significant impact of Social media on political socialization and polarization among Young Adult. The majority of respondents acknowledged the influence of social media on their political views, with varying degrees of polarization experienced. Concerns were raised regarding biases and the potential spread of misinformation on social media platforms.

To mitigate exposure to extreme polarized views on social media, several strategies and interventions can be implemented. Improved content moderation and fact-checking mechanisms are essential to flag and remove extremist content. Encouraging diverse viewpoints and promoting critical thinking skills can help individuals navigate through polarized content and foster a well-rounded understanding of political issues.

User education on media literacy and responsible social media use is crucial to empower individuals to critically evaluate information and verify sources. Platform-level policy changes and regulations can ensure responsible content curation and moderation practices while promoting algorithmic transparency.

The responsibility for implementing these strategies lies with various entities. Social media platform companies play a significant role in content moderation, algorithms, and promoting responsible use. Government and regulatory bodies can enact and enforce regulations to ensure platforms prioritize responsible practices. Users themselves have a responsibility to engage in critical evaluation and discernment of content. Media literacy organizations can contribute by providing resources and training programs to promote media literacy skills.

By implementing these strategies and involving multiple stakeholders, it is possible to mitigate the impact of extreme polarized views on social media and foster a more balanced and responsible online discourse among Young Adult.

5.3 Recommendations

Based on the findings presented in this paper, the following recommendations are suggested to mitigate the impact of extreme polarized views on social media and promote a more balanced and responsible online discourse among Young Adult:

1. Social media Platform Companies:

- Implement improved content moderation and fact-checking mechanisms to flag and remove extreme polarized content.

- Develop algorithms that promote diverse viewpoints and prevent filter bubbles and echo chambers from reinforcing extreme views.
- Enhance transparency in content policies and algorithms to foster user trust and facilitate informed decision-making.
- Collaborate with external organizations and experts to continuously improve content moderation and fact-checking practices.

2. Government and Regulatory Bodies

- Enact and enforce regulations to ensure social media platforms prioritize responsible content moderation practices and algorithmic transparency.
- Collaborate with educational institutions to integrate media literacy and critical thinking skills development into curricula.
- Foster partnerships with social media companies to establish industry-wide standards for responsible content curation and moderation.

3. Users:

- Take responsibility for critically evaluating content and verifying information before accepting it as factual.
- Actively seek out diverse viewpoints and engage in respectful discussions to foster a well-rounded understanding of political issues.
- Practice media literacy skills and share accurate information to counteract the spread of extreme polarized views.
- Report and flag instances of extreme polarized content to social media platforms for review and action.

4. Media Literacy Organizations:

- Collaborate with educational institutions and social media platforms to develop and deliver media literacy training programs for Young Adult.
- Promote the development of critical thinking skills in evaluating online content and navigating social media platforms responsibly.
- Provide resources and tools for users to assess the credibility and bias of information encountered on social media.

These recommendations aim to ensure a multi-faceted approach to addressing extreme polarization on social media. By actively involving social media companies, government and regulatory bodies, users, and media literacy organizations, it is possible to mitigate the exposure to extreme polarized views and foster a healthier online environment for political discourse among Young Adult.

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DEPARTMENT OF SOCIOLOGY

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ADDIS ABABA UNIVERSITY

ADDIS ABABA, ETHIOPIA

Date: August 29, 2023

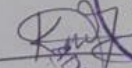
Ref.No. SOCI/2015/2022-23/158

To Whom It May Concern

Yeabsira Wubneh is a MA student in the Department of Sociology, College of Social Sciences, Addis Ababa University. She is currently carrying out a research on **“The Impact of social media on Political Socialization and Polarization among Youth in Addis Ababa, Ethiopia.”** under the supervision of Dr. Ezana Amdework staff members of the department of Sociology. Hence, the department requests your esteemed organization to collaborate with the student during his data collection and the research undertaking.

We are hereby requesting your kind cooperation to the Student.

Sincerely,
Department of
Sociology


Dr. Kassahun Asres
Head, Department of Sociology

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Appendix-I

Addis Ababa University

School of Graduate Studies

Department of Sociology (MA Program)

Survey Questionnaire CODE: _____/_____/_____

Date: ____/____/_____

General Instruction: Write your answer on blank spaces for open ended questions. **Tick** () **the** boxes choice items for multiple choice. If anything is not clear, please ask the enumerator/data collector.

Title: The Impact of Social media on Political Socialization and Polarization among Young Adult in Addis Ababa, Ethiopia.

Introduction: Thank you for participating in this survey on the impact of Social media on political socialization and polarization among Young Adult in Addis Ababa, Ethiopia. The purpose of this survey is to gather your opinions and experiences related to the impact of Social media on political socialization and polarization among Young Adult. Your responses will remain anonymous and will only be used for research purposes. Please answer each question to the best of your knowledge and personal experience. Your contribution is greatly appreciated.

Section 1: Demographic Information

Age: _____

Sex: _____

Educational level: _____

Section 2: General Question

Personal experiences and opinions.

1. Have you ever used Social media
 - a. Yes (1) No (2)

2. How often do you use Social media platforms?
 - a. Multiple times a day
 - b. Once a day
 - c. Few times a week
 - d. Few times a month
 - e. Rarely or never
 - f. Other (Please specify: _____)

3. Which Social media platform(s) do you use the most for political content?
 - a. Facebook
 - b. Twitter
 - c. Instagram
 - d. TikTok
 - e. YouTube
 - f. Other (Please specify: _____)
 - g. None

4. How influential do you find Social media in shaping your political view?
 - a. Extremely influential
 - b. Moderately influential
 - c. Not very influential
 - d. Not influential at all
 - e. Unsure

5. In your opinion, does Social media contribute to political polarization among the Young Adult?
- a. Yes, to a great extent
 - b. Yes, to some extent
 - c. No, not really
 - d. No, not at all
 - e. Unsure
6. Have you personally experienced political polarization on Social media platforms?
- a. Yes, frequently
 - b. Yes, occasionally
 - c. No, not really
 - d. No, not at all
 - e. Unsure
7. How well-informed do you consider yourself about political issues in Addis Ababa?
- a. Very well-informed
 - b. Moderately informed
 - c. Not very well-informed
 - d. Not informed at all
 - e. Unsure
8. Which information sources do you trust the most for political news and opinions?
- a. Social media
 - b. Television
 - c. Newspapers
 - d. Radio
 - e. Word of Mouth
 - f. Other (Please specify: _____)

9. Do you think Social media has played a role in shaping your political views?

Yes (1)

No (2)

10. Have you ever changed your political views as a result of seeing posts or discussions on Social media?

Yes (1)

No (2)

11. How do you perceive the impact of Social media on political polarization on Young Adult people?

a. Positive

b. Negative

c. Neutral

d. I don't know

12. Do you engage in political discussions or debates on Social media?

a. Yes, frequently

b. Yes, occasionally

c. No, not really

d. No, not at all

e. Unsure

13. In your opinion, does Social media help promote political awareness and engagement among Young Adult?

a. Yes, to a great extent

b. Yes, to some extent

c. No, not really

d. No, not at all

e. Unsure

Section 3: Frequency and Extent

14. When using Social media platforms, how often do you come across political content?

- a. Several times a day
- b. Once a day
- c. A few times a week
- d. Rarely
- e. Never

15. On average, how much time do you spend engaging with political content on Social media per day?

- a. Less than 1 hour
- b. 1-2 hours
- c. 2-4 hours
- d. 4-6 hours
- e. More than 6 hours

16. How often do you engage with content that aligns with your political beliefs on each of the following Social media platforms?

- a. Facebook
- b. Twitter
- c. Instagram
- d. TikTok
- e. Other (please specify) _____

17. How often do you engage with content that challenges your political beliefs on each of the following Social media platforms?

- a. Facebook
- b. Twitter
- c. Instagram
- b. TikTok
- a. Other (please specify) _____

Section 4: Exposure to Extreme Polarized Views

18. How interested are you in politics?

- a. Not at all interested
- b. Slightly interested
- c. Moderately interested
- d. Very interested
- e. Other (please specify) _____

19. Do you think exposure to extreme polarized views on each of the following Social media platforms has influenced your political beliefs and opinions?

- a. Facebook
- b. Twitter
- c. Instagram
- d. TikTok
- e. Other (please specify) _____

20. Have you encountered extreme polarized views on Social media platforms?

- a. Yes, frequently
- b. Yes, occasionally
- c. No, I have not encountered extreme polarized views
- d. I'm not sure

21. How often do you engage with or respond to extreme polarized views on Social media?

- a. Regularly, I frequently participate in discussions
- b. Occasionally, if I feel strongly about the topic
- c. Rarely, I prefer to avoid engaging with extreme polarized views
- d. Never

22. Do you believe Social media platforms contribute to the promotion of extreme polarized views?

- a. Strongly agree
- b. Agree

- c. Neutral
- d. Disagree
- e. Strongly disagree

Section 5: Factors Influencing Exposure to Extreme Views

23. What factors do you believe contribute to individuals being exposed to extreme polarized views on Social media? (Select all that apply)

- a. Personal preferences and interests
- b. Algorithms and content recommendation systems
- c. Social media echo chambers and filter bubbles
- d. Influence from friends and followers
- e. Other (please specify) _____

24. Which Social media platforms do you believe have a higher likelihood of exposing individuals to extreme polarized views? (Select all that apply)

- a. Facebook
- b. Twitter
- c. Instagram
- d. YouTube
- e. TikTok
- f. Other (please specify) _____

Section 6: Mitigation Strategies

25. How concerned are you about the influence of extreme polarized views on social media?

- a. Very concerned
- b. Somewhat concerned
- c. Neutral
- d. Not very concerned
- e. Not concerned at all

26. Do you think there are interventions or strategies that can mitigate the exposure of individuals to extreme polarized views on social media? (Select all that apply)

- a. Improved content moderation and fact-checking mechanisms
- b. Encouraging diverse viewpoints and promoting critical thinking skills
- c. User education on media literacy and responsible social media use
- d. Platform-level policy changes and regulations
- e. Other (please specify) _____

27. In your opinion, who should be responsible for implementing strategies to mitigate the exposure to extreme polarized views on social media?

- a. Social media platform companies
- b. Government and regulatory bodies
- c. Users themselves
- d. Media literacy organizations
- e. Other (please specify) _____

Thank you for taking the time to complete this survey. Your input is invaluable for the research.

Appendix – II

Interview Guide for the Informants

Addis Ababa University

School of Graduate Studies

Department of Sociology (MA Program)

Introduction: Welcome to the interview session. The purpose of this interview guide is to gather information on the Impact of social media on Political Socialization and Polarization among Young Adult in Addis Ababa, Ethiopia.

Step

1. Greeting and introducing the moderator and note taker with participants.
2. Introducing the main objectives of the study.
3. Obtaining consent and ask for permission to record the interview.

Basic information

Age: _____

Sex: _____

Educational level: _____

General Questions

1. Can you describe your experience with social media and how often you use it?
2. Have you ever come across extreme polarized views on social media? If so, can you provide specific examples?
3. How do you think Social media platforms contribute to political socialization among Young Adult in Addis Ababa, Ethiopia?
4. Can you share any personal experiences or observations of how social media has influenced political views among Young Adult in Addis Ababa?
5. In your opinion, what factors contribute to individuals being exposed to extreme polarized views on social media? Is it user preferences, online echo chambers, or something else?

6. Do you believe certain social media platforms have a higher likelihood of exposing individuals to extreme polarized views than others? If so, which platforms and why?
7. How do you think the exposure to extreme polarized views on social media affects Young Adult in terms of their political beliefs and behaviors?
8. Have you witnessed any strategies or interventions aimed at mitigating the exposure to extreme polarized views on social media? If so, what were they and how effective do you think they were?
9. What do you believe can be done to promote more balanced and nuanced perspectives on social media, particularly among Young Adult in Addis Ababa?
10. Are there any specific policies or regulations you think should be in place to address the impact of social media on political socialization and polarization among Young Adult in Addis Ababa?

Thank you for your time and valuable input!

Appendix – III

Guide for Focus Group Discussion (FGD) Questions

Introduction:

- a. Can you briefly introduce yourself, including your age and occupation?
- b. How often do you engage with social media platforms?

Exposure to Polarized Views:

- a. Have you encountered extreme polarized views on social media platforms recently?
- b. How frequently do you come across such content?

Factors Contributing to Exposure:

- a. What factors do you think contribute to individuals being exposed to extreme polarized views on social media?
- b. Do you believe user preferences play a role in the exposure to polarized content?

Platform Comparison:

- a. Which Social media platforms do you use most frequently?
- b. In your experience, which platforms have a higher likelihood of exposing individuals to extreme polarized views?

Mitigating Exposure:

- a. What strategies do you think can help mitigate the exposure of individuals to extreme polarized views on social media?
- b. Do you think platform algorithms play a role in amplifying polarized content? How could this be addressed?

Conclusion:

- a. Do you have any additional thoughts or comments on this topic that haven't been discussed?

Appendix – IV

አዲስ አበባ የኒሽርሲት

የድህረ ምረቃ ትምህርት ቤት

የሶሻሎሎጂ ክፍል (ኤምኤ ፕሮግራም)

የዳሰሳ መጠይቅ ኮድ: _____/_____/_____

ቀን:- _____/_____/_____

አጠቃላይ መመሪያ:- ክፍት ለሆኑ ጥያቄዎች መልስዎን በባዶ ቦታዎች ላይ ይጻፉ። የሳጥኖቹ ምርጫ ንጥሎችን ለብዙ ምርጫ ምልክት ያድርጉ (☐) ። ግልጽ ካልሆነ፣ እባክዎ መረጃ ሰብሳቢውን ይጠይቁ።

ርዕስ:- የማህበራዊ ሚዲያ ተጽእኖ በፖለቲካዊ ማህበራዊነት እና በወጣቶች መካከል ክፍፍል በአዲስ አበባ፣ ኢትዮጵያ።

መግቢያ:- በዚህ የዳሰሳ ጥናት ላይ ስለተሳተፉ እና መሰግናለን። የዚህ የዳሰሳ ጥናት አላማ የማህበራዊ ሚዲያ በፖለቲካዊ ማህበራዊነት እና በወጣቶች መካከል ክፍፍል ወይም መለያየት ላይ ከሚያሳድረው ተጽእኖ ጋር የተያያዙ አስተያየቶችን እና ልምዶችን ለመሰብሰብ ነው። የእርስዎ ምላሾች ስም-አልባ ሆነው ይቆያሉ እና ለምርመራ ዓላማዎች ብቻ ጥቅም ላይ ይውላሉ። እባክዎን እያንዳንዱን ጥያቄ በእውቀትዎ እና በግላዊ ልምድዎ መጠን ይመልሱ።

ክፍል 1: መሰረታዊ መረጃ

ዕድሜ: _____

ጾታ: _____

የትምህርት ደረጃ: _____

ክፍል 2: አጠቃላይ ጥያቄ

1. ማህበራዊ ሚዲያ ተጠቅመው ታውቃሉ?

ሀ. አዎ አይደለም

2. የማህበራዊ ሚዲያ መድረኮችን ምን ያህል ጊዜ ይጠቀማሉ?

ሀ. በቀን ውስጥ ብዙ ጊዜ

ለ. በቀን አንድ ጊዜ

ሐ. በሳምንት ጥቂት ጊዜ

መ. በወር ጥቂት ጊዜ

ሠ. አልፎ አልፎ ወይም በጭራሽ

ረ. ሌላ (እባክዎ ይግለጹ) : _____

3. የትኛውን የማህበራዊ ሚዲያ መድረክ(ዎች) ለፖለቲካዊ ይዘቶች በብዛት ይጠቀማሉ?

ሀ. ፌስቡክ

ለ. ትዊተር

ሐ. ኢንስታግራም

መ. ቲክቶክ

ሠ. ዩቲብ

ረ. ሌላ (እባክዎ ይግለጹ: _____)

ሰ. ምንም

4. የፖለቲካ አመለካከትህን በመቅረጽ ረገድ ማህበራዊ ሚዲያ ምን ያህል ተፅዕኖ አለው?

ሀ. እጅግ በጣም ተፅዕኖ ፈጣሪ

ለ. በመጠነ ተፅዕኖ ያለው

ሐ. በጣም ተፅዕኖ ፈጣሪ አይደለም

መ. ምንም ተጽእኖ የለውም

ሠ. እርግጠኛ አይደለሁም

5. በእርሶ አስተያየት ማህበራዊ ሚዲያ በወጣቶች መካከል የፖለቲካ ክፍፍል ወይም መለያየት እንዲፈጠር አስተዋጽኦ ያደርጋል?

ሀ. አዎ፣ በከፍተኛ ደረጃ

ለ. አዎ፣ በተወሰነ ደረጃ

ሐ. አይደለም

መ. አይ, በጭራሽ

ሠ. እርግጠኛ አይደለሁም

6. በማህበራዊ ሚዲያ መድረኮች ላይ በግል የፖለቲካ ክፍፍል ወይም መለያየት አጋጥሞታል?

ሀ. አዎን, በተደጋጋሚ

ለ. አዎ፣ አልፎ አልፎ

ሐ. አይደለም, አይደለም

መ. አይ, በጭራሽ

ሠ. እርግጠኛ አይደለሁም

7. ስለ አዲስ አበባ የፖለቲካ ጉዳዮች ምን ያህል በደንብ ያውቃሉ?

ሀ. በጣም ጥሩ መረጃ ያለንኝ

ለ. በመጠኑ መረጃ

ሐ. በደንብ ያልተረዳሁም

መ. በፍፁም አልተነገረም።

ሠ. እርግጠኛ አይደለሁም

8. ለፖለቲካዊ ዜናዎች እና አስተያየቶች የትኞቹን የመረጃ ምንጮች በጣም ያምናሉ?

ሀ. ማህበራዊ ሚዲያ

ለ. ቴሌቪዥን

ሐ. ጋዜጦች

መ. ሬዲዮ

ሠ. የአፍ ቃል

ረ. ሌላ (እባክዎ ይግለጹ፡ _____)

9. ማህበራዊ ሚዲያ የእርስዎን የፖለቲካ አመለካከት በመቅረጽ ረገድ ሚና የተጫወተ ይመስልዎታል?

ሀ. አዎ

ለ. አይደለም

10. በማህበራዊ ድረ-ገጾች ላይ የሚለጠፉ ጽሁፎችን ወይም ውይይቶችን በማየታችሁ ምክንያት የፖለቲካ አመለካከትቶን ቀይረው የውቃሉ?

ሀ. አዎ

ለ. አይደለም

11. የማህበራዊ ሚዲያ በፖለቲካ ክፍፍል ወይም መለያየት በወጣቶች ላይ የሚያሳድረውን ተጽእኖ እንዴት ይገነዘባሉ?

ሀ. አዎንታዊ

ለ. አሉታዊ

ሐ. ገለልተኛ

መ. አላውቅም

12. በማህበራዊ ሚዲያ ላይ ፖለቲካዊ ውይይቶች ወይም ክርክሮች ውስጥ ትሳተፋሉ?

ሀ. አዎን, በተደጋጋሚ

ለ. አዎ፣ አልፎ አልፎ

ሐ. አይደለም, አይደለም

መ. አይ, በጭራሽ

ሠ. እርግጠኛ አይደለሁም

13. በእርስዎ አስተያየት፣ ማህበራዊ ሚዲያ በወጣቶች መካከል የፖለቲካ ግንዛቤን እና ተሳትፎን ለማሳደግ ይረዳል?

ሀ. አዎ፣ በከፍተኛ ደረጃ

ለ. አዎ፣ በተወሰነ ደረጃ

ሐ. አይደለም, አይደለም

መ. አይ, በጭራሽ

ሠ. እርግጠኛ አይደለሁም

ክፍል 3: ድግግሞሽ እና መጠን

14. የማህበራዊ ሚዲያ መድረኮችን ስትጠቀም ምን ያህል ጊዜ ፖለቲካዊ ይዘት ያገኛሉ?

ሀ. በቀን ውስጥ ብዙ ጊዜ

ለ. በቀን አንድ ጊዜ

ሐ. በሳምንት ጥቂት ጊዜ

መ. አልፎ አልፎ

ሠ. በጭራሽ

15. በአማካይ በቀን በማህበራዊ ሚዲያ ላይ ከፖለቲካዊ ይዘት ጋር ለመሳተፍ ምን ያህል ጊዜ ታጠፋለህ?

ሀ. ከ 1 ሰዓት በታች

ለ. 1-2 ሰአታት

ሐ. 2-4 ሰአታት

መ. 4-6 ሰአታት

ሠ. ከ 6 ሰዓታት በላይ

16. በሚከተሉት የማህበራዊ ሚዲያ መድረኮች ላይ ከፖለቲካ እምነትዎ ጋር በሚስማማ ይዘት ምን ያህል ጊዜ ይሳተፋሉ?

ሀ. ፊስቡክ

ለ. ትዊተር

ሐ. ኢንስታግራም

መ. ቲክቶክ

ሠ. ሌላ (እባክዎ ይግለጹ) _____

17. በሚከተሉት የማህበራዊ ሚዲያ መድረኮች ላይ የፖለቲካ እምነትህን ከሚፈታተኑ ይዘቶች ጋር ምን ያህል ጊዜ ትሳተፋለህ?

ሀ. ፊስቡክ

ለ. ትዊተር

ሐ. ኢንስታግራም

ለ. ቲክቶክ

ሀ. ሌላ (እባክዎ ይግለጹ) _____

ክፍል 4: ለከፍተኛ የክፍፍል እይታዎች መጋለጥ

18. በፖለቲካ ውስጥ ምን ያህል ፍላጎት አለዎት?

ሀ. ምንም ፍላጎት የለኝም

ለ. ትንሽ ፍላጎት ያለው

ሐ. መጠነኛ ፍላጎት ያለው

መ. በጣም ፍላጎት

ሠ. ሌላ (እባክዎ ይግለጹ) _____

19. በእያንዳንዳቸው የሚከተሉት የማህበራዊ ሚዲያ መድረኮች ላይ ለከፍተኛ የክፍፍል አመለካከቶች መጋለጥ በፖለቲካ እምነትዎ እና አስተያየትዎ ላይ ተጽዕኖ አሳድሯል ብለው ያስባሉ?

ሀ. ፊስቡክ

ለ. ትዊተር

ሐ. ኢንስታግራም

መ. ቲክቶክ

ሠ. ሌላ (እባክዎ ይግለጹ) _____

20. በማህበራዊ ሚዲያ መድረኮች ላይ ከፍተኛ የክፍፍል እይታዎችን አጋጥሞታል?

ሀ. አዎን, በተደጋጋሚ

ለ. አዎ፣ አልፎ አልፎ

ሐ. አይ፣ ጽንፈኛ የክፍፍል እይታዎች አጋጥመውኝ አያውቁም

መ. እርግጠኛ አይደለሁም

21. በማህበራዊ አውታረመረቦች ላይ ለከፍተኛ የክፍፍል እይታዎች ምን ያህል ጊዜ ይሳተፋሉ ወይም ምላሽ ይሰጣሉ?

ሀ. በመደበኛነት ፣ በውይይት ውስጥ ብዙ ጊዜ እሳተፋለሁ።

ለ. አልፎ አልፎ፣ በርዕሱ ላይ ጠንካራ ስሜት ከተሰማኝ።

ሐ. አልፎ አልፎ፣ ከከፍተኛ የክፍፍል እይታዎች ጋር መሳተፍን እመርጣለሁ።

መ. በጭራሽ

22. የማህበራዊ ሚዲያ መድረኮች እጅግ በጣም የክፍፍል እይታዎችን ለማስተዋወቅ አስተዋጽኦ ያደርጋሉ ብለው ያምናሉ?

ሀ. በጠንካራ ሁኔታ ይስማሙ

ለ. ተስማማ

ሐ. ገለልተኛ

መ. አልስማማም።

ሠ. በጣም አልስማማም።

ክፍል 5: ለከፍተኛ እይታዎች መጋለጥን የሚነኩ ምክንያቶች

23. ግለሰቦች በማህበራዊ ድረ-ገጻች ላይ ለጽንፈኛ የክፍፍል አመለካከቶች እንዲጋለጡ አስተዋጽኦ ያደርጋሉ ብለው ያምናሉ? (የሚመለከተውን ሁሉ ይምረጡ)

ሀ. የግል ምርጫዎች እና ፍላጎቶች

ለ. አልጎሪዝም እና የይዘት ምክሮች ስርዓቶች

ሐ. ማህበራዊ ሚዲያ አስተጋባ ክፍሎች እና ማጣሪያ አረፋዎች

መ. ከጓደኞች እና ተከታዮች ተጽእኖ

ሠ. ሌላ (እባክዎ ይግለጹ) _____

24. ግለሰቦችን ለጽንፈኛ የክፍፍል አመለካከቶች የማጋለጥ እድላቸው ከፍ ያለ የትኛዎቹ የማህበራዊ ሚዲያ መድረኮች ናቸው ብለው ያምናሉ? (የሚመለከተውን ሁሉ ይምረጡ)

ሀ. ፊስቡክ

ለ. ትዊተር

ሐ. ኢንስታግራም

መ. ዩቱብ

ሠ. ቲክቶክ

ረ. ሌላ (እባክዎ ይግለጹ) _____

ክፍል 6: የመቀነስ ስልቶች

25. በማህበራዊ ድረ-ገጻችሁ ላይ በጣም የተጋነኑ አመለካከቶች ተጽእኖ ምን ያህል ያሳስባሉ?

ሀ. በጣም ያሳስባል።

ለ. በመጠኑ ያሳስባል።

ሐ. ገለልተኛ

መ. በጣም አሳሳቢ አይደለም

ሠ. ምንም አልተጨነኩም።

26. በማህበራዊ ሚዲያ ላይ የግለሰቦችን ለጽንፈኛ የክፍፍል አመለካከቶች መጋለጥን የሚቀንስ ጣልቃ ገብነት ወይም ስልቶች ያሉ ይመስላችኋል? (የሚመለከተውን ይምረጡ)

ሀ. የተሻሻለ የይዘት ልክኝነት እና የእውነታ መፈተሻ ዘዴዎች

ለ. የተለያዩ አመለካከቶችን ማበረታታት እና የሂሳዊ አስተሳሰብ ችሎታዎችን ማሳደግ

ሐ. በሚዲያ ማንበብና መጻፍ እና ኃላፊነት የሚሰማው የማህበራዊ ሚዲያ አጠቃቀም የተጠቃሚ ትምህርት

መ. የመድረክ-ደረጃ ፖሊሲ ለውጦች እና ደንቦች

ሠ. ሌላ (እባክዎ ይግለጹ) _____

27. በእርስዎ አስተያየት በማህበራዊ ሚዲያ ላይ ለጽንፈኛ የክፍፍል አመለካከቶች ተጋላጭነትን ለመቀነስ ስልቶችን የመተግበር ሃላፊነት ያለበት ማን ነው?

ሀ. የማህበራዊ ሚዲያ መድረክ ኩባንያዎች

ለ. የመንግስት እና የቁጥጥር አካላት

ሐ. ተጠቃሚዎች እራሳቸው

መ. የሚዲያ ማንበብና መጻፍ ድርጅቶች

ሠ. ሌላ (እባክዎ ይግለጹ) _____

ይህን የዳሰሳ መጠይቅ ለማጠናቀቅ ጊዜ ስለወሰዱ እናመሰግናለን!

Appendix- V

አዲስ አበባ የኒሽርሲት

የድህረ ምረቃ ትምህርት ቤት

የሶሻሎሎጂ ትምህርት ክፍል (ኤምኤ ፕሮግራም)

መግቢያ: እንኳን ወደ ቃለ መጠይቁ በደህና መጡ። የዚህ የቃለ መጠይቅ መመሪያ አላማ ማህበራዊ ሚዲያ በአዲስ አበባ፣ ኢትዮጵያ በወጣቶች ላይ በፖለቲካዊ ማህበራዊነት ክፍፍል ወይም መለያየት ላይ የሚኖረው ተፅዕኖ መረጃን ለመሰብሰብ ነው።

ደረጃ

1. አወያይ እና ማስታወሻ አቅራቢውን ከተሳታፊዎች ጋር ሰላምታ መስጠት እና ማስተዋወቅ።
2. የጥናቱ ዋና ዓላማዎችን ማስተዋወቅ
3. ስምምነትን ማግኘት እና ቃለ መጠይቁን ለመመዘገብ ፍቃድ መጠየቅ።

መሰረታዊ መረጃ

ዕድሜ: _____

ጾታ: _____

የትምህርት ደረጃ: _____

አጠቃላይ ጥያቄዎች

1. በማህበራዊ ሚዲያ ላይ ያለዎትን ልምድ እና ምን ያህል ጊዜ እንደሚጠቀሙበት ቢገልጹልን?
2. በማህበራዊ አውታረመረቦች ላይ በጣም የተጋነኑ አመለካከቶች አጋጥመውዎት ያውቃሉ? ከሆነ የተወሰኑ ምሳሌዎችን ቢገልጹልን?
3. የማህበራዊ ሚዲያ መድረኮች በአዲስ አበባ፣ ኢትዮጵያ ውስጥ በወጣቶች መካከል ለፖለቲካዊ ማህበራዊነት የሚያበረክቱት እንዴት ነው ብለው ያስባሉ?
4. ማህበራዊ ሚዲያ በአዲስ አበባ ወጣቶች መካከል የፖለቲካ አመለካከቶች እንዴት ተጽዕኖ እንዳሳደረ የሚያሳዩ የግል ልምዶችን ወይም ምልክታዎችን ቢያካፈሉን?
5. በእርስዎ አስተያየት፣ ግለሰቦች በማህበራዊ ድረ-ገጻች ላይ ለጽንፈኛ አመለካከቶች እንዲጋለጡ አስተዋጽኦ የሚያደርጉት የትኞቹ ነገሮች ናቸው?

6. አንዳንድ የማህበራዊ ሚዲያ መድረኮች ግለሰቦችን ከሌሎች ይልቅ ለጽንፈኛ አመለካከቶች የሚጋለጥ እድላቸው ከፍተኛ ነው ብለው ያምናሉ? ከሆነ፣ የትኞቹ የሚዲያ መድረኮች እና ለምን?

7. በማህበራዊ ድረ-ገጻች ላይ ለወጡ ጽንፈኛ የፖሊራይዝድ አመለካከቶች መጋለጥ ወጣቶችን ከፖለቲካ እምነት እና ባህሪ አንፃር የሚነካው እንዴት ይመስላችኋል?

8. በማህበራዊ ሚዲያ ላይ ለከፍተኛ ክፍፍል ወይም መለያየት አመለካከቶች ተጋላጭነትን ለመቅረፍ የታለሙ ስልቶች ወይም ጣልቃ ገብነቶች አይተዋል? ከሆነ ምን ነበሩ እና ምን ያህል ውጤታማ ነበሩ ብለው ያስባሉ?

9. በማህበራዊ ሚዲያ ላይ በተለይም በአዲስ አበባ ወጣቶች ላይ ሚዛናዊ እና የተዛባ አመለካከቶችን ለማስተካከል ምን መደረግ አለበት ብለው ያምናሉ?

10. የማህበራዊ ሚዲያ በአዲስ አበባ ወጣቶች ላይ በፖለቲካዊ ማህበራዊነት ክፍፍል ወይም መለያየት ላይ የሚያደርሰውን ተፅእኖ ለመቅረፍ የተወሰኑ ፖሊሲዎች ወይም መመሪያዎች አሉ ከሌሉ ምን ይደረግ ብለው ያስባሉ?

ለጊዜዎ እና ጠቃሚ ግብአትዎ እናመሰግናለን!

Appendix- VI

የትኩረት ቡድን ውይይት (FGD) ጥያቄዎች

መግቢያ

ሀ. ዕድሜዎን እና ስራዎን ጨምሮ እራስዎን በአጭሩ ማስተዋወቅ ይችላሉ?

ለ. ከማህበራዊ ሚዲያ መድረኮች ጋር ምን ያህል ጊዜ ይሳተፋሉ?

ፖሊሲዎች እይታዎች

ሀ. በቅርብ ጊዜ በማህበራዊ ሚዲያ መድረኮች ላይ ጽንፈኛ የፖሊሲዎች እይታዎችን አጋጥሟል?

ለ. እንደዚህ አይነት ይዘት ምን ያህል ጊዜ ያጋጥምዎታል?

ለመጋለጥ አስተዋፅኦ የሚያደርጉ ነገሮች:-

ሀ. በማህበራዊ ድህረ ገጽ ላይ ግለሰቦች ለጽንፈኛ የፖሊሲዎች አመለካከቶች እንዲጋለጡ አስተዋጽኦ የሚያደርጉ ነገሮች ምንድን ናቸው ብለው ያስባሉ?

ለ. የተጠቃሚ ምርጫዎች ለፖሊሲዎች ይዘት መጋለጥ ሚና አላቸው ብለው ያምናሉ?

የመድረክ ንጽጽር:

ሀ. የትኞቹን የማህበራዊ ሚዲያ መድረኮች በብዛት ይጠቀማሉ?

ለ. በተሞክሮዎ፣ ግለሰቦችን ለከፍተኛ የፖሊሲዎች እይታዎች የመጋለጥ እድላቸው ከፍ ያለ የትኞቹ መድረኮች ናቸው?

ተጋላጭነትን መቀነስ

ሀ. በማህበራዊ ሚዲያ ላይ የግለሰቦችን ለከፍተኛ የፖሊሲዎች አመለካከቶች መጋለጥን ለመቀነስ የሚረዱ ስልቶች የትኞቹ ናቸው ብለው ያስባሉ?

ለ. በማህበራዊ ሚዲያ ስልተ ቀመሮች ፖሊሲዎች ይዘትን በማጥፋት ረገድ ሚና የሚጫወቱ ይመስላችኋል? ይህ እንዴት?

ማጠቃለያ:

ሀ. በዚህ ርዕስ ላይ ያልተወያዩ ተጨማሪ ሀሳቦች ወይም አስተያየቶች አሉዎት?

ለጊዜዎ እና ጠቃሚ ግብአትዎ እናመሰግናለን!

Appendix- VII

Addis Ababa University

School of Graduate Studies

Department of Sociology (MA Program)

Consent Form

Dear Respondent!

My name is Yeabesra Wubneh. Currently, I am attending my graduate program in sociology at Addis Ababa University. As a second-year student, I am supposed to undertake research on a particular topic as a partial fulfilment of obtaining master's degree. Accordingly, now I am conducting a study entitled as "The Impact of Social media on Political Socialization and Polarization among Young Adult in Addis Ababa, Ethiopia."

The prime objective of the research is to explore if Social media leads young people to have polarized opinions. during the period of the study, with particular reference to Young Adult of Addis Ababa, central Ethiopia. Dear respondent, the objective of the research can only be attained when you are willing to provide your genuine responses to the series of questions appear in this questionnaire. I assure you 100% that your responses will never be used for any other purposes other than the research. For this, some documents, such as ethical approval are attached as testimonials witnessing that the candidate (me) is belong to the institution indicated above and that the research is being done only for the specified purpose.

Please bear in mind that you will not be paid for the sake of participating in the research since it will be considered as purchasing data which is ethically unacceptable. However, I can assure you that participating in the study will never cause any physical, moral/psychological, financial or material damage to you other than letting you sacrifice some of your time.

This is a consent form urging you to sign on the space provided for you here under to show your agreement and willingness to participate in the study. By signing, you demonstrated that you have agreed to the terms and conditions mentioned above. Thank you in advance!

Respondent's sign.: _____ Date: _____

Enumerator's sign. _____ Date: _____