



Social media effects on political preferences and voters

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Abstract

Internet is one of the man-made technological wonders, which is reshaping many of the fundamental fields of human activity. Human aspirations for technological development are endless, meanwhile, developments have made us see a trajectory of progress from a web platform where you can publish, to a web platform where you interact, even govern. These platforms represent a paramount space for political war in the digital dimension. The focus of this paper is Facebook and the impact it can have on creating political preferences among students of the University of Pristina, department of Political Science. Through theoretical definition, comparison of examples, and analysis of the empirical component of the survey with students, we aim to identify and define the scale of involvement of students on Facebook; do they follow political parties, favorite politicians, televisions, and news magazines; and do they think that Facebook influences on shaping their political preferences, by impacting whom to vote for as a final result.

Keywords: internet; facebook; political-party; student