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Predictors of Online Political Participation among Youth in Pakistan

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ABSTRACT The present study aims to identify the significant predictors of online political participation among youth living in urban areas of Lahore in Pakistan. A survey was administrated among the adults between 18-30 years of age. A team of professional enumerators conducted fieldwork using face to face mode of data collection from 400 respondents. Data were analyzed using statistical package for social sciences for calculating adjusted odd ratios and significant predictors of online political participation were determined. The study found that age, income, social trust, self-efficacy, time spent on Facebook and group participation are the significant predictors of online political participation among youth. The study concludes that online political participation might be increased by controlling the key influential factors of online political participation for granting benefits to both the stakeholder that is, political parties and general population.