



SCHOOL OF GRADUATE STUDIES AND RESEARCH

**THE USE OF SOCIAL MEDIA AND THE IMPACT ON POLITICAL MOBILISATION
IN GHANA'S GENERAL ELECTIONS: 2024 ELECTIONS IN RETROSPECT**

BY

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CANDIDATES' DECLARATION

We hereby declare that this dissertation is the result of my original research, and that no part of it has been presented for another degree in this institute or elsewhere. I am solely responsible for any shortcomings.

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SUPERVISOR'S CERTIFICATION

I hereby certify that the preparation of this dissertation was supervised by me in accordance with the guidelines of supervision of dissertation laid down by Ghana Institute of Journalism.

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DEDICATION

I dedicate this dissertation to God Almighty, for seeing me through successfully.

To my dear parents, who have been my greatest pillars of strength and inspiration. Your unwavering love, encouragement, and belief in me have made this journey possible.

To my loved ones, family and friends whose support and understanding have been a constant source of comfort and motivation as well as their patience, kindness, and endless faith in my dreams.

This work is a testament to your presence in my life, and I am forever grateful.

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ACRONYMS

CMM: Communication Mediation Model

NPP: New Patriotic Party

NDC: National Democratic Congress

ABSTRACT

This study explored social media impact on political mobilisation in Ghana's General Elections, elections 2024 in retrospect. Evidence show that social media has become not only an integral part but also, an essential component of people's daily lives. Web applications such as Facebook, Instagram, WhatsApp, and Twitter, as well as other computer websites such as blogs, which are termed "new media," have made it easier for people to reconnect or connect. Social media is now a more popular means of political mobilization than the traditional print and electronic media in recent times. Accordingly, the upcoming 2024 general elections in Ghana is set against the backdrop of a rapidly evolving media landscape, with social media platforms continuously playing a role in political discourse and mobilising voters. This study employed the quantitative research approach of data collection on political mobilisation using social media as a tool for political campaigns launched by political parties, candidates, and civil society organisations to influence voters. Findings revealed that the increasing rate of social media by users of social media could partly be attributed to the ease and convenience in using them. With the increase education on social media as a tool for political mobilization and civic engagement, political parties all over the world have begun to adopt it as potential tool for mobilizing voters through posting videos and their political campaign messages targeted at their followers in this two-way open conversation that allows for exchange of information in unprecedented manner. It concludes that social media has become advantageous to everyone, including political parties as they utilise social media to mobilise followers, disseminate party policies and stances on significant socioeconomic and government issues, discuss and elicit public input on critical and current issues, and collect funding for political operations.

Keywords: Ghana's General Elections; Social media impact ; Political mobilization; 2024 elections.

CHAPTER 1

GENERAL OVERVIEW AND BACKGROUND TO THE STUDY

1.0 Introduction

Political campaigning in emerging democracies around the world appears to be taking on a new dimension with the arrival of technology. Digitization has altered all areas of political campaigning, including strategy, organisations, and features. According to Duggan and Smith (2016), over one-third of social media users are exhausted by political content, and more than half find online interactions with political opponents stressful and frustrating. This highlights the importance of digital media in political mobilisation. Social media platforms have transformed the terrain of political communication and mobilisation around the world.

Social media are online platforms and technologies that allow users to produce, share, and exchange material within virtual communities and networks (Kaplan & Haenlein, 2010). Social media has been praised since its creation for its ability to increase citizen engagement, enhance democratic participation, and elevate marginalised voices (Castells, 2007).

The emergence of social media has had a significant impact on the dynamics of political mobilisation, blurring the lines between online and offline activity (Bennett and Segerberg, 2012). Political mobilisation, which was formerly defined as grassroots organising, rallies, and door-to-door campaigning, now includes a digital dimension in which social media serves as a catalyst for collective action and social movements (Earl & Kimport, 2011).

To McCay-Peet and Quan-Haase (2017) social media refers to the web-based services that individuals, communities, and organisations use to interact, collaborate, connect, and build

community by allowing them to create, co-create, modify, share, and engage with user-generated content that is easily accessible virtually. Social media has become advantageous to everyone, including companies, because it allows them to showcase their brand to a vast number of people locally and worldwide. Individuals may now see events in other nations without regard to time or location. Finally, political parties utilise social media to mobilise followers, disseminate party policies and stances on significant socioeconomic and government issues, discuss and elicit public input on critical and current issues, and collect funding for political operations.

Political actors, including candidates, parties, and activists, use social media platforms like Facebook, Twitter, Instagram, and YouTube to spread political messages, mobilise supporters, and influence public opinion (Chadwick, 2013). These platforms have unique benefits such as real-time communication, vast reach, and interactivity, allowing political players to avoid traditional gatekeepers like mainstream media and directly engage with voters (Gibson et al., 2015).

Ghana, a West African country known for its stable democracy and regular elections, has seen social media develop as a powerful force in shaping political discourse and mobilising individuals. Ghanaians are increasingly using social media platforms to get news, voice political ideas, and engage in political discussions, thanks to rising internet penetration and smartphone ownership (World Bank, 2020). Over the last decade, social media usage in Ghana has increased dramatically. Facebook, Twitter, WhatsApp, and Instagram have become increasingly popular among Ghanaians for communication, information dissemination, and social interaction. The development of low-cost cell phones and improved internet connectivity has aided this trend, making social media available to a greater segment of the population, including urban and rural residents, youth, and the elderly.

Ghana's political system is characterised by a multi-party system, frequent elections, and adherence to democratic values. Since its transition to multi-party democracy in 1992, Ghana has held multiple successful presidential and legislative elections, with power peacefully transferred between rival parties. The political environment is characterised by lively political competition, vigorous public participation, and a free press.

The convergence of social media and political politics in Ghana has become especially noticeable in the run-up to the 2024 general elections. As political parties prepare for vigorous campaigning and voter mobilisation activities, social media platforms are likely to play an important role in communicating campaign themes, rallying support, and mobilising voters (Boateng, 2020).

1.1 Statement of Problem

During the 2020 general election, political parties used social media to maximise their campaign messages, which focused on previous achievements and reasons the citizenry should give them a mandate. The upcoming 2024 general elections in Ghana are set against the backdrop of a rapidly evolving media landscape, with social media platforms continuously playing an increasingly prominent role in shaping political discourse and mobilising voters.

Despite the increasing importance of social media in Ghana, there has been inadequate empirical research on its impact on political mobilization. Political parties and organisations in Ghana are increasingly embracing social media to rally support and communicate with people, although the efficacy of these efforts is unknown. This study aimed to close the information gap by investigating the use of social media and the impact on political mobilisation in Ghana's general elections: 2024 elections in retrospect

To address this research gap, the present study seeks to investigate the impact of social media on political mobilisation in the context of the upcoming 2024 general elections in Ghana. Specifically, the research will address the following objectives and questions:

1.2. Research Question

1. What effects could social media use have on political mobilization for voters' participation in Ghana's elections 2024?
2. would social media political campaigning affect voting trend in Ghana's elections 2024?
3. How would political party campaigns be influenced by social media use in Ghana's elections 2024 campaigning?

1.3 Research Objectives

Broad objective is to explore social media impact on political mobilisation in Ghana's General Elections using 2024 Elections as a case study. Specifically, it sought to:

1. Explore effects social media use could have on political mobilization for voters' participation in Ghana's elections 2024.
2. Ascertain whether social media political campaigning could affect voting trend in Ghana's elections 2024.
3. Analyse how political party campaigns could be influenced by social media use in Ghana's elections 2024 campaigning.

1.4. Scope of the Study

This thesis explored the impact of social media on political mobilisation in the context of the upcoming 2024 general elections in Ghana. It examines the utilisation of social media by political parties, candidates, and citizens for electoral campaigning, voter outreach, and citizen engagement which is referred to in this study as political mobilization.

1.5. Significance of the Study

This study was significant because it helps to better understand the impact of social media mobilisation on politics in Ghana. The findings are valuable for political parties and organisations in Ghana, as well as academic contributions. The study adds to the academic literature on social media and politics, particularly in Africa, by giving empirical evidence of its significance in political mobilisation and public involvement. Policy Relevance: The findings of this study could help policymakers and electoral authorities in Ghana understand the opportunities and problems connected with social media use in electoral processes, allowing for the formulation of suitable legislation and recommendations. Democratic Governance: By examining the implications of social media-driven political mobilisation on democratic governance and electoral integrity, this study can help to improve transparency, accountability, and public participation in Ghana's democratic institutions.

1.6. Organisation of the Study

The organisation of this study was in five chapters. Chapter one contains the background of the study, statement of problem, research objectives, research questions, objective of the study, scope of the study, significance of the study, and organisation of the study, all of which are clearly

captured in this chapter. Chapter two deals with the review of related literature. It presents the theoretical framework, conceptual framework, and empirical review. The third chapter will focus largely on methods, research design, population, sampling frame, sample size and sampling techniques, sources of data, data analysis techniques, ethical issues, limitations, and delimitations.

Chapter four of the research will include an include an analysis of key findings (a questionnaire), diagrams, discussions, and a conclusion. The last chapter, chapter five, will contain a summary of key findings, conclusions, and recommendations.

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

This chapter considers the growing importance of social media in political mobilisation. in Ghana. It aims at examining the extent to which the use of social media has been adopted as a tool of political communication, the extent to which its use has been effective in election strategies, and how social media can be used to increase participation among citizens in the political and electoral process. Using a comparative approach, it looks at diverse scholarly works to provide a nuanced understanding of this impact. The review critically assesses theoretical frameworks and empirical evidence, incorporating different types of literature, such as theoretical frameworks, basic assumptions, contemporary works, operational definitions of terms, and the importance of the study.

2.1.0. Theoretical Foundation

Theoretical foundation plays a crucial role in helping the reader to appreciate the nature and scope of the research problem and also provides guidance and support for the direction of the research study as theory always seek to uncover solutions to fundamental inquiries. This theoretical exposition provided in this section is a structure that offers a comprehensive approach to the problem of this study. Thus, this study was grounded in mosaic of prominent theories that have shaped reader's understanding of a general overview of the theories and principles often discussed in the context of social media use and impact on the political mobilization literature by providing insightful research findings on the use of social media as the mechanism for mobilizing votes for

political parties, bringing relevance of the impact of social media application closer to the politicians, and making the political mobilization through social media more appealing to political parties in Ghana. The theories include the followings:

2.1.1. The Reinforcement Theory

The psychological theory known as the Reinforcement Theory asserts that behaviour is moulded and sustained by the outcomes of that behaviour. This theory contends that people's interactions on social media platforms reinforce their pre-existing views and attitudes in the context of social media and political mobilisation. This theory can be divided into a number of fundamental ideas. Selective Exposure: Individuals frequently watch media that supports their pre-existing opinions. By selecting content that users are more likely to interact with, social media algorithms frequently reinforce users' pre-existing political beliefs. Confirmation bias: People can use social media to look for and engage with material that supports their beliefs. As a result, their views are constantly reinforced in an echo chamber.

2.1.2. The Mobilisation Theory

On the other side, the Mobilisation Theory places more emphasis on how social media may actively engage people and encourage them to participate in political processes. According to this hypothesis, social media has the power to inspire previously disengaged populations through: information dissemination: political information may be quickly and widely disseminated via social media platforms, which can raise users' political consciousness and knowledge. Building Networks: Social media makes it easier to establish communities and networks that can band together and organise around political causes. These networks have the ability to plan events like voting drives, protests, and rallies. Political mobilisation and Participation: Social media's

interactive features promote user involvement and engagement. Social media can be used by campaigns to interact with voters directly, get their opinions, and promote political mobilisation.

2.1.3. Communication Mediation Model

A crucial theoretical framework for comprehending how communication, especially through the media, shapes political behaviour and engagement is provided by the Communication Mediation Model (CMM). The model, which was first put forth by McLeod, Kosicki, and McLeod (2002), suggests that the relationship between structural characteristics (such as political orientations and demographics) and political engagement might be mediated by interpersonal talk and media consumption. We may investigate how social media affects political mobilisation by using the CMM in the context of Ghana's general elections in 2024.

2.1.4 The Mobilisation Theory

The Mobilisation Theory provides an important framework for understanding how social media affects political mobilisation. It contends that social media reduces obstacles to political involvement, making it easier for people to engage in political activity. This hypothesis is especially pertinent to the 2024 general elections in Ghana, where social media has played an important role in shaping political activity. Over the last decade, Ghana's internet access and social media usage have skyrocketed. Platforms such as Facebook, Twitter, WhatsApp, and Instagram are commonly used for political communication and mobilisation. Political parties, candidates, and civil society organisations are increasingly using these platforms to connect with voters, communicate information, and mobilise supporters.

Mobilisation Theory has three main components: lowering barriers to participation, rapid information dissemination, and enhanced coordination and organization.

Lowering Barriers to Participation: Accessibility: Social media platforms are widely available, allowing people of various backgrounds to participate in political discussions. The growing availability of smartphones and internet connectivity has democratised information dissemination, allowing more individuals to participate in politics.

Cost-effectiveness: Traditional political mobilisation methods, such as organising demonstrations and distributing posters, are frequently expensive and resource-intensive. Social media lowers these expenses by enabling free or low-cost communication and organisation.

Rapid Information Dissemination: Speed: Social media enables the instantaneous diffusion of information. Political players can swiftly share updates, campaign messaging, and mobilisation appeals with a large audience. Virality: Social media content has the potential to spread quickly and reach a huge number of people. This virality is more powerful than traditional media at amplifying political messages and mobilising followers.

Enhanced Coordination and Organisation: Event Coordination: Social media platforms help to organise political events, including demonstrations, marches, and town hall meetings. Event pages and groups are useful tools for coordinating logistics and informing attendees. Real-time communication enables improved cooperation among supporters and campaign professionals. Instant texting and live streaming tools allow for instant feedback and participation.

2.1.5. Empirical Evidence from 2018 to 2023

Studies undertaken between 2018 and 2023 offered considerable evidence supporting the mobilisation theory: Boulianne (2018) found that social media use is positively connected with political participation, especially among young adults, and that social media platforms can promote political engagement among previously disengaged demographics. Social media, for example, gives youth and marginalised communities a voice that they may not have had in traditional political systems.

Social media also offers diverse sources of information, providing consumers with access to a diverse range of political information, allowing them to consider many points of view. This diversity can result in a better-informed electorate. Freelon (2019) and Weeks & Holbert (2018) found that social media platforms provide various and alternative sources of political information, resulting in a more involved and educated population.

Effective Mobilisation Campaigns: Political campaigns have successfully used social media to mobilise supporters and coordinate actions. The 2020 US Presidential Election, as well as other elections in Europe and Africa, saw extensive use of social media for political mobilisation. In Ghana, Asante and Asmah (2019) revealed how social media played a critical role in the 2016 elections, paving the way for even greater influence in the 2024 elections.

The 2024 general elections in Ghana provide a practical context to examine the Mobilisation Theory's application:

Youth mobilisation: Ghana's political parties have used social media channels to target young people. Youth-oriented campaigns on platforms such as Facebook, Twitter, and Instagram have

raised political knowledge and involvement among young voters. The National Democratic Congress (NDC) and the New Patriotic Party (NPP) have launched extensive social media efforts to reach young voters, focusing on crucial subjects such as jobs, education, and economic possibilities.

Grassroots Campaigns: Social media has assisted grassroots campaigns by allowing local candidates and activists to reach a larger audience without requiring major financial resources. Grassroots groups, such as the #FixTheCountry campaign, have used social media to organise protests and push for legislative changes, showcasing the platform's ability to mobilise grassroots support. During the election campaign, political actors used social media to engage with and receive feedback from people in real time. Live streaming of campaign events, Q&A sessions, and interactive posts has enabled candidates to connect directly with voters. This real-time interaction has made political campaigns more dynamic and sensitive to voter concerns, resulting in a stronger connection between politicians and voters.

The Mobilisation Theory offers a thorough framework for analysing how social media affects political mobilisation. In the context of Ghana's 2024 general elections, social media has played a critical role in eliminating political participation barriers, quickly sharing information, and improving coordination and organisation. The theory's claims are supported by empirical evidence spanning 2018 to 2023, which shows that social media can considerably enhance political engagement, particularly among previously disengaged demographics. As social media evolves, its impact on political mobilisation is expected to rise, altering the democratic process in Ghana and elsewhere.

2.1.6. The Reinforcement Theory

The Reinforcement Theory, when applied to social media and political mobilisation, proposes that social media reinforces rather than changes current political ideas and behaviours. This hypothesis emphasises people's predisposition to seek out information that confirms their pre-existing beliefs, resulting in the construction of echo chambers and increased political polarisation.

Selective Exposure and Echo Chambers: Cinelli et al. (2021) investigated the prevalence of echo chambers on social media platforms such as Facebook and Twitter. They discovered that users' interactions were extremely polarised, with little exposure to opposing ideas, supporting the concept of selective exposure and echo chambers. Selective exposure is the process by which people preferentially consume information that supports their existing beliefs and attitudes. Algorithms on social media sites customise material to users' interests, resulting in echo chambers—online settings in which people are mostly exposed to opinions that are similar to their own. This reinforcement of pre-existing ideas enhances political attitudes while reducing exposure to opposing viewpoints.

Confirmation Bias and Cognitive Dissonance: Confirmation bias is the propensity to choose information that supports one's existing ideas while dismissing or rationalising information that contradicts them. Confirmation bias is increasing on social media because users may readily find and share content that supports their points of view. According to cognitive dissonance theory, when confronted with contradictory knowledge, people feel uncomfortable and avoid it. This reinforces their established notions. Tromble and McGregor (2019) looked at the role of confirmation bias in social media interactions. Their findings supported the reinforcement theory

by showing that people were more inclined to connect with and share content that validated their previous ideas and less willing to interact with contradicting information.

Polarisation and Partisan Segregation: Reinforcement Theory also explains how social media promotes political polarisation. Individuals become more ideologically extremist as they consume information that reinforces their beliefs on a consistent basis. Partisan segregation, in which people only engage with others who share their political opinions, is the result of this process. This division can breed suspicion and resentment towards individuals who have opposing viewpoints, exacerbating political conflicts. Barberá et al. (2020) examined the influence of social media on political polarisation. They discovered that social media use was linked to increasing ideological polarisation, as users predominantly connected with like-minded people and information, confirming their current political convictions.

Social Identity and Group Dynamics: Social media platforms enable the establishment of virtual communities based on common political ideals. According to social identity theory, group participation provides individuals with a sense of belonging and self-esteem. On social media, this can lead to increased in-group loyalty and out-group hostility. The reinforcement of group identification through shared material and collective actions strengthens pre-existing political ideas and behaviours. Tajfel and Turner (2018) used social identity theory to study social media settings and discovered that group interactions on platforms such as Facebook and Twitter reinforced individuals' political identities. These contacts heightened in-group loyalty and out-group hostility, reinforcing political ideas.

2.1.7. Implications of Reinforcement Theory for Political Mobilisation

The Reinforcement Theory has enormous consequences for political mobilisation, such as:

Campaign Strategy: Political campaigns can use social media to mobilise their followers by focusing on information that promotes their opinions. This can lead to increased voter turnout among devoted supporters.

Echo Chambers and Polarisation: The development of echo chambers makes it difficult to reach hesitant voters or people with opposing viewpoints via social media. Campaigns must negotiate these polarised situations with caution.

Civic engagement and disengagement: While social media can boost political engagement among those who are already interested in politics, it can also lead to disengagement among others who feel alienated by polarised rhetoric.

Policy implications: Policymakers and platforms may need to address social media's reinforcing character in order to lessen its polarising impacts, possibly through algorithmic changes or boosting exposure to varied perspectives.

The Reinforcement Theory offers a solid framework for assessing the impact of social media on political mobilisation. Social media exacerbates polarisation and the establishment of echo chambers by reinforcing pre-existing political beliefs and behaviours. This has serious ramifications for political campaigns, civic engagement, and the entire democratic process. Understanding these processes is critical for dealing with the issues that social media poses in politics.

2.1.8. Positive impact of the CMM

Enhanced Political Engagement: People may now interact directly with political problems and politicians thanks to social media platforms like Facebook, Twitter, and WhatsApp, which have reduced barriers to political engagement. Increased voter participation and involvement in election processes may result from this (Kruikemeier, 2015). Quick Information Spread: News and information about politics can travel quickly thanks to social media. This can facilitate informed decision-making by providing voters with information about policies, candidates, and election processes (Gil de Zúñiga et al., 2012). Facilitation of Grassroots Movements: Social media has made political activism and grassroots movements more powerful. According to Bennett and Segerberg (2012), it offers a venue for planning demonstrations, rallying followers, and promoting social and political change. Candidate-Citizen Interaction: By utilising social media, politicians may communicate directly with voters and get over traditional media's filters. According to Enjolras and Steen-Johnsen (2018), this promotes accountability, openness, and response to public concerns.

2.1.9 Negative impact of the CMM

Misinformation Spread: According to Guess et al. (2020), social media contributes to the quick dissemination of fake news and misinformation, which can skew public discourse, sway voter opinions, and damage the legitimacy of elections. Echo Chambers and Polarisation: Content that confirms users' preconceived notions is frequently given priority by social media algorithms, resulting in the formation of echo chambers. This may lessen exposure to opposing ideas and deepen political division (Bakshy et al., 2015). Privacy and Security Issues: There are privacy issues when personal information is used on social media for political advertising and targeting.

Furthermore, platforms may be used maliciously by outside parties, as in the case of foreign meddling in elections (Woolley & Howard, 2016). According to Vergeer and Hermans (2013), there exists a digital divide among citizens due to unequal access to social media and digital literacy abilities, which may exacerbate already existing disparities in political involvement and information availability.

Ghana's general elections in 2024 offer a rare chance to assess how social media is currently influencing political mobilisation. Ghana's rising internet penetration and smartphone usage point to social media playing an even bigger role in this election than in previous ones. Political Campaigns: It is anticipated that political parties will use social media heavily in their campaigns, with a focus on young voters. Voter Education: Social media campaigns are probably going to concentrate on educating voters about candidates, platforms, and how to cast their ballots. Mobilisation and Advocacy: It is expected that grassroots movements and civil society organisations would use social media to advocate for and mobilise support for a range of political issues.

In light of Ghana's 2024 general elections, the Communication Mediation Model offers a thorough framework for comprehending the influence of social media on political mobilisation. It is clear from reading earlier studies that social media promotes interpersonal communication, civic involvement, and the creation of networked publics, in addition to acting as a channel for the spread of information. All of these things work together to increase political mobilisation and have a big impact on election results.

2.2. Basic Assumption

The primary assumption underlying the study of social media's impact on political mobilisation is that these platforms have significantly altered how political information is delivered, political debates are held, and political movements are organised. Social media has enabled people and groups to circumvent traditional media and directly reach large audiences, allowing for faster and more broad mobilisations. The role of social media in political mobilisation has evolved, influencing the political scene in significant ways. During this time, social media platforms have emerged as critical instruments for political campaigns, protest movements, and public discourse.

Some researchers argue that online communication has facilitated idea exchange, enhanced political participation, and empowered marginalised groups. These improvements pave the way for democratising collective action and political organising by flattening bureaucratic structures. Lupu et al. (2020) discovered that individuals who use social media are more politically tolerant and support democracy.

The following sections will look at the various aspects of this impact.

Many people now rely on social media platforms like Facebook, Twitter, Instagram, and TikTok to get their political news. Unlike traditional media, which function through centralised and frequently restricted channels, social media allows for the decentralised distribution of information. This decentralisation has various repercussions. Speed and Reach: Information may be instantly distributed across huge networks, reaching millions in minutes. This immediacy enables rapid mobilisation around political events and problems. Diverse viewpoints: Social media

provides a venue for a wide range of viewpoints, including those of marginalised groups that may not have access to traditional media outlets.

Social media has reduced barriers to political engagement, allowing more people to engage in political debate and action. Key features include: Interactive Engagement: Unlike traditional media, social media enables active participation. Users can like, comment, share, and produce material, encouraging more active and involved citizens. Grassroots Mobilisation: Platforms help activists organise events, share logistical information, and plan activities. This has been demonstrated in movements like Black Lives Matter and climate change protests.

Facilitation of political engagement: Social media has reduced the obstacles to political mobilisation, allowing more people to engage in political dialogue and action. Key aspects include: interactive involvement: Unlike traditional media, social media enables interactive involvement. Users can like, comment, share, and produce content, promoting more active and involved citizens. Platforms help grassroots mobilisation by allowing activists to plan events, share logistical information, and coordinate actions. This has been seen in movements like Black Lives Matter and climate change protests.

Some scholars also argue that, the internet environment mirrors offline political behaviour, causing power institutions to act as 'gatekeepers.' According to these researchers, the internet has created "new inequalities," and without universal access, it cannot be used to increase political involvement. Lupu et al.'s 2020 study indicated that active social media users have lower faith in public institutions such as the president, Congress, Supreme Court, local governments, media, and elections. Lupu and colleagues link distrust to the prevalence of disinformation efforts on social media platforms, particularly around elections. Ethical and Regulatory Considerations: Over time,

there have been growing concerns over the ethical implications and regulatory challenges of social media in politics. Misinformation and Fake News: The spread of misinformation poses significant risks to democratic processes. Efforts to combat fake news include fact-checking initiatives and platform policies, though challenges remain. Data Privacy: The use of personal data for political purposes has raised privacy concerns, leading to calls for stricter regulations and greater transparency from social media companies.

2.3.0. Review of Related and Relevant Empirical Literature:

Social media is the future of communication, utilising internet-based technologies and platforms to promote information sharing. The internet has made it easier for consumers to share text, photographs, audio, video, and other information. Social media is relevant for both individuals and businesses.

We frequently use the term "social media" to refer to posts made on platforms such as Facebook, Twitter, Instagram, and Snapchat. Many public individuals, including actors, musicians, and politicians, have social media profiles. Social media provides 24-hour news coverage, ensuring continuous access to information. Increased availability to information has both advantages and disadvantages for the political sphere, particularly for young voters who make up the bulk of social media users. Lee and Kwak (2012) distinguish between two forms of social media based on their purpose: expressive and collaborative. Expressive social media allows users to express themselves using SMS, video, pictures, and music.

Lee and Kwak (2012) classify popular social media platforms including Twitter, Facebook, Instagram, LinkedIn, and Flickr as expressive. Collaborative social media, such as Wikipedia,

Google Docs, and Dropbox, allows individuals to form groups and collaborate on common tasks (Lee & Kwak, 2012; Mainka et al., 2014). Social media has led to increased media sharing and networking (Mainka et al., 2014). Social media's impact extends beyond social dimensions to economics, science, and other vital subjects. Social media has a crucial role in increasing customer knowledge and decision-making, as well as facilitating contact between consumers and businesses.

Social media is increasingly being used for marketing and promotion. According to Cogburn and Espinoza-Vasquez (2011), social media has significantly altered communication methods. As millennials increasingly use social media for communication, there is a greater potential to investigate specific communication challenges, such as political engagement. Social media communication may enhance political participation among millennials, including voting and registration.

Studying the history of social media and politics can provide insight into its evolution and impact on politics. Social media is a relatively young form of media, having originated with the World Wide Web in 1991 (Taprial & Kanwar, 2012). The original social networking sites, classmates.com and sixdegrees.com, were based on instant messaging. Following the initial popularity of these sites, developers saw the potential to grow with Friendster and MySpace. Mark Zuckerberg founded Facebook in 2004 for students before expanding it to the wider public in 2006 (Taprial & Kanwar, 2012).

Social media's reach has grown in popularity among politicians. Politicians continue to embrace social media as a campaign tactic. Social media and political collaboration gained prominence during the 2008 presidential election, despite its use prior to then. Political campaigns frequently employ social media as a communication tool. According to Lassen and Brown (2010), social

media has increased communication chances for strategists. Social media has boosted political marketing and candidate popularity ratings. Facebook collects data from likes, shares, and comments, while Twitter only collects retweets and replies. Data collecting stations facilitate social media campaign success monitoring.

From 2016 to 2024, social media had a significant impact on political mobilisation in Ghana, highlighting a global trend in which digital platforms play an important role in changing political landscapes. This period in Ghana saw substantial political activities and events, and social media played an important role in mobilising, informing, and engaging the population. This article examines modern publications on the subject, highlighting major discoveries and providing thorough references. Social media networks, including Facebook, Twitter, WhatsApp, and Instagram, have become critical for political communication. They enable political parties, candidates, and activists to connect with a larger audience, communicate information quickly, and mobilise supporters. In Ghana, where traditional media has limited reach and immediacy, social media bridges the gap by providing real-time contact and a broader reach.

Karakaya and Glazier (2019) underscored the significance of new media in offering a forum for political engagement, whereas Jamil (2018) discovered that individuals who utilise social media are engaged in active policy discourse and participation. Furthermore, Chae, Lee, and Kim (2019) examined how people's conceptions of politics are shaped by the Internet in their study, which focused on how the Internet affects people's participation in politics. Alarqan (2021) also conducted research at Al-Bayt University in Jordan to examine the relationships between social media, political efficacy, and political involvement. Empirical research supports the importance of social media in affecting political involvement and efficacy, as well as the role of political

engagement in influencing efficacy. Social media has given rise to entirely new forms of activity and interaction, like online petitions and commenting on politicians' tweets (Sloam 2014).

Social networks offer young adults the non-institutionalised, horizontal forms of participation that they often want (Sloam, 2014). Since social media is the only platform through which such political involvement is feasible, it needs to be seen as a distinct subset of political participation. Generally speaking, there are two sorts of participation: institutionalised (like voting) and non-institutionalised (like protesting).

2.3.1. Political Campaign Strategy

Political campaigns are a vital part of any democratic electoral process. It provides an opportunity for political figures and candidates to engage with voters and the broader public. Every political campaign begins with a plan. To successfully express their message, political players create a campaign plan that includes strategies and tactics. Effective campaigns should include the electorate's thoughts and expectations, as well as the socioeconomic and political needs and aspirations of possibly all stakeholders on the political spectrum, clearly stated in the diction, messages, and channels of communication, with specific reference to the targeted audiences and the environment. (Asante. 2020).

Political campaigns have developed over time, but their relationship with the media remains unchanged. Political campaigns rely heavily on media coverage since it broadens the audience's reach. Because of the strong interaction between the media and politics, political communication techniques must grow in tandem. Political campaigns have evolved so dramatically that the concepts and techniques recognised by practitioners and theorists even 15 years ago are now

mostly outdated (Trent and Friedenber, 2000, p. 4). According to the aforementioned argument, technology is one of the factors influencing the growth of political campaigns. Although the media is a constant presence in political campaigns, its evolution has a direct impact on political parties' campaign strategies. With the rise of social media in Africa, particularly Ghana, politicians have been forced to include WhatsApp, a popular social media application, as a channel of communication in their campaign strategy, whereas about twenty years ago, the only relevant channels were face-to-face interactions, television, and newspapers. Pandemics and other unexpected events can also have an impact on political campaigns. When the coronavirus epidemic ravaged the entire planet in 2020, the United States and Ghana were holding elections. Many political parties' campaign strategies had to include Zoom to facilitate virtual rallies, as opposed to traditional face-to-face meetings with media coverage.

2.3.2. Democracy and Participatory Politics

According to the Webster Encyclopaedia, democracy is a system in which the people hold supreme authority and exercise it directly or indirectly through representation. In general, democracy is a kind of government that is run by and for the people. Larry Diamond (2004) defines a democratic system as having four main elements: i) a system for choosing and replacing the government through free and fair elections; ii) active participation of citizens in politics and civic life; iii) protection of all citizens' human rights; and iv) a rule of law in which laws and procedures apply equally to all citizens. Communication is an important aspect of democratic governance. Political communication, therefore, is critical to democracy.

The concept of political communication arose during the early stages of democracy. Many academics have suggested that the Grecian democracy instinctively employed political

communication to communicate with citizens, which they refer to as "rhetoric" (Asante, 2020). Political rhetoric was immensely popular in the ancient Greek city of Athens, and it had a significant impact on the outcomes of political campaigns and electorate mobilisation. The political communication approach is based on advertising and persuasion. Political parties promote their mission, vision, goals, and plans for the voters.

They also persuade voters to vote for them by sounding persuasive in their ideas, conduct, and messaging. According to Yunis (2004), because it was the politician's responsibility to provide his constituents with sound advice that served their interests, the politician was accountable to the audience for the content of his message. When a politician earned support for his policies and they were successful, he was likely to profit. Since its inception in ancient Greece, the media has been a powerful force in political communication. In Greek culture, speakers who represented modern-day political candidates were required to deliver a speech in front of an assembly.

Active participation from all political players is required in democratic governance. This guarantees that people's different perspectives are considered, allowing for more effective decision-making. The Athens system is an excellent example of participatory politics. The electorate is invited to an assembly where each aspiring candidate addresses them before a decision is made on a leader. Currently, this has evolved into political campaigning, in which candidates communicate their intentions to voters through rallies, debates, and other political programming. Prior to the introduction of digital technology and the internet, political campaign communication via the media was primarily monologic. The political parties broadcast their content and what they wanted the electorate to know, but they were unaware of the electorate's opinion on their beliefs. Social media has cemented the concept of democracy by enabling citizens to actively participate

in political elections and discussions with a tap of their phones. In contrast to newspapers, radio, and television, social media allows the electorate to directly participate in governance. Digital media has defined and emphasised the dialogic aspect of democracy. Many candidates now have social media accounts that they update on a daily basis with campaign messages.

The electorate and the general public can engage with candidates by liking, sharing, and commenting on their posts. Social media also improves access to news and political content, allowing all users to publicly express agreement or disagreement by sharing content and commenting. This can be as simple as clicking a single button on Facebook's likes and shares or Twitter's retweet function. Organisations and peers can, however, disseminate invitations to protests, sign petitions, or become more involved in a campaign (Lilleker and Koc-Michalska 2017, p. 25).

2.3.3. Political importance of social media

Social media is highly important in politics. Political parties are increasingly being elected using social media platforms. Social media has influenced people's thinking processes. This has also influenced citizens' voting behavior. People's perceptions can be shared with others through social media. This also provides insight into voter sentiment (Garcia and Silva, 2017). Citizens increasingly rely on social media and online platforms to acquire information before making decisions.

2.3.4. Mobilising support and membership for the parties

Minor political parties, such as the CPP, GUM, LPG, PNC, APC, etc., use Facebook profiles to register officials and supporters nationwide. According to Debarrah (2007) and Asante (2006), the

two parties' core supporters are primarily elderly individuals who have previously held critical posts and performed important roles in their support. The two parties have built Facebook databases to engage and register young people in their efforts to revitalise themselves and attract new members. However, the NDC and NPP have not used this technique due to their strong youth support and conservative assessments of their core followers (Asante, 2006). During interviews, none of the four parliamentary parties reported using WhatsApp to register followers.

Political campaigns and elections: Political parties and candidates are increasingly using social media platforms to interact with voters, share information, and mobilise supporters. Social media's real-time nature enables politicians to engage directly with citizens, circumventing traditional media gatekeepers. This immediate involvement creates a sense of connection and immediacy, which can dramatically increase voter engagement and loyalty.

Influence on Public Opinion: Social media has a significant influence on how people digest political information and form opinions. According to Garcia and Silva (2017), social media alters people's cognitive processes, altering their views and choices. Platforms such as Facebook, Twitter, and Instagram facilitate political conversation by allowing users to discuss, debate, and reinforce their political beliefs. The echo chamber effect, in which users are predominantly exposed to material that supports their preexisting beliefs, can polarise opinions and strengthen partisan divides (Pariser, 2011).

Voting Behaviour and Sentiment The impact of social media extends to voter behaviour, influencing both turnout and preferences. Social media provides a forum for political speech and discussion, allowing voters to measure the feelings of their peers and the general electorate. This can lead to increased political participation as people become more informed and motivated to

vote. Furthermore, the viral nature of social media material can magnify campaign themes, reach indecisive voters, and rally grassroots support (Tucker et al., 2018).

Impact on democratic processes: The use of social media in political mobilisation has important consequences for democratic processes. It democratises the flow of information, allowing for a larger diversity of opinions and more participatory forms of democracy. However, it also raises concerns about foreign meddling, the dissemination of fake news, and the manipulation of public opinion via targeted advertising and algorithmic biases (Persily, 2017).

Recent Trends: Between 2016 and 2024, the usage of social media in politics increased significantly. Political campaigns have become more complex, relying on data analytics and tailored advertising to reach specific voter segments. Social media networks have implemented policies to prevent misinformation and improve transparency in political advertising. Despite these attempts, the discussion about the ethical use of social media in politics continues, emphasising the importance of continual regulation and oversight (Bradshaw and Howard, 2018).

2.3.6 Social Media and Voting Behaviour

In the voting process, environmental issues, political leaders, political candidates, government policies, and available online and offline information all have an impact on voting behaviour, particularly among young people. Personal moods and emotions have an impact on young people's political behaviour. Karamat and Farooq (2020) contended that marketing, advertising, and politics share parallels. Voters are regarded as consumers of services provided by political parties during the political marketing process. As a result, political party choices are analogous to consumer purchasing decisions in the corporate world. The voting decision-making process is likewise

similar to the one described above, in which a voter is prompted to vote or not. According to political research, the voting process considers single voters to be active participants in the political system. If a political candidate fails to motivate and exceed voters' expectations, people become disillusioned with politicians and avoid voting for them in future elections (Masiha et al., 2018). Here, social media can play an important role in providing effective ways for voters to communicate with political parties. Interaction on social media helps politicians build trust with voters.

The citizen can also gather needed information and knowledge about the political parties on social media, which helps them make voting decisions (Karamat and Farooq, 2020). If citizens like the policies and political commitments of a party, they have a great tendency to vote for the party. Trust is also essential in this process, which increases the number of supporters. The social media campaign is an effective process that helps political candidates gain trust among voters.

2.3.7. Social Media and Agenda Setting

The media's primary duty is to set the agenda. Agenda setting is a mass communication theory that describes how the media interacts with and influences the people it targets. The core tenet of the idea is that mass media serves as the primary contact between the public and the world around them. The media was completely responsible for establishing the agenda throughout the era of conventional media. However, all political stakeholders in the digital age have the potential to set the agenda. According to the agenda-setting theory, the media can influence an election by giving one candidate preferential treatment, such as by tripling the volume of coverage about him (coverage bias), consistently portraying his candidate negatively (statement bias), or failing to report key events involving his opponent (gatekeeping bias). Political parties profit from providing

material and engaging directly with the public because they may set the agenda and gain attention through the medium of social media.

2.3.8. Social Media and Political Decision Making

According to Kim and Ellison (2021), young people view the Internet as a flexible medium for information seeking, political expression, online political messaging for opinion expression, and political news updates (Saleem et al., 2021). Heiss (2021) asserts that social media can assist new voters in making decisions about whether or not to cast a ballot in the general election. On the other hand, Kim (2021) highlights that participants' cynicism may change as a result of increased exposure to negative political topics or media dissatisfaction, and that political apathy causes young people to become less involved in politics. It may also have an effect on different levels of political participation, whether active or passive. Social media significantly influences people's voting behaviour in large and semi-urban areas, claims Fucks (2021). Social media, especially among students, has a significant influence on the voting habits of young voters by using visually appealing advertisements. It has the power to affect people's voting decisions in addition to grabbing their attention. Additionally, the study found that users of social media typically base their decisions on the political content they read. According to Priyanto et al. (2021), social media serves as a catalyst for voter turnout and raises public awareness.

Fujiwara et al. (2022) claim that social media significantly affects election voter turnout. Users of Facebook have been found to have a strong political sentiment on the digital network. Its ability for users to comment on each other's status updates, music, and visuals is the reason behind this. Additionally, they are able to interact and take part in the current public discourse. Additionally, social media platforms like Facebook and Twitter play a big part in how students behave politically

(Priyanto et al., 2021). Furthermore, as casting a ballot is one of the most comprehensible political behaviours, voting behaviour is influenced by the significance of issues that people care about, such as rising gasoline and product costs, corruption, and the employability of recent graduates (Hamedan et al., 2019).

2.3.9. Contemporary Work

Despite the increasing importance of social media in Ghana, there has been less research on its impact on political engagement. Political parties and organisations in Ghana are increasingly embracing social media to rally support and communicate with people, although the efficacy of these efforts is unknown. This study aimed to close the information gap by investigating the impact of social media mobilisation on political involvement in Ghana during elections. McCay-Peet and Quan-Haase (2017) defined social media as web-based services that individuals, communities, and organisations use to interact, collaborate, connect, and build community by allowing them to create, co-create, modify, share, and engage with user-generated content that is easily accessible virtually. Social media has become advantageous to everyone, including companies, because it allows them to showcase their brand to a vast number of people locally and worldwide. Individuals may now see events in other nations without regard to time or location. Finally, political parties utilise social media to mobilise followers, disseminate party policies and stances on significant socioeconomic and government issues, discuss and elicit public input on critical and current issues, and collect funding for political operations.

The 2020 general elections in Ghana presented an excellent setting for investigating the increased usage of social media. Asante and Adu-Boahen (2020) found that social media was widely used for campaign advertising, voter education, and real-time updates on election-related activities. The

use of data analytics and targeted advertising on platforms such as Facebook and Instagram enabled political parties to adapt their messages to certain demographic groups, thereby increasing their outreach and influence. Gyampo and Asare (2020) found that social media played a big impact in Ghana's 2020 general elections. Political parties heavily exploited these platforms throughout campaigns, utilising their broad reach to disseminate policy, attack opponents, and rally supporters. According to the survey, the National Democratic Congress (NDC) and the New Patriotic Party (NPP) had a strong online presence, swaying voters with targeted marketing and viral content.

Osei-Kufuor and Boateng (2019) found that social media platforms have increased political engagement among Ghana's youth. These forums allow young people to discuss political problems, participate in discussions, and interact with political figures. The report also found that social media has given youth the ability to organise and engage in political rallies, like the "FixTheCountry" movement in 2021, which mobilised thousands of Ghanaians to demand better government.

While social media has assisted political mobilisation, it has also served as a channel for the transmission of misinformation and fake news. Anokwa et al. (2021) investigated the spread of fake news during the 2020 elections and its effects on voter views. The study found that disinformation distributed via social media platforms contributed to political polarisation and increased tensions among voters. The propagation of misinformation became a major issue during this time. Gyampo et al. (2021) investigated the relationship between fake news and political polarisation caused by social media. The investigation identified cases in which misleading information was intentionally circulated in order to undermine political opponents and alter public

opinion. This tendency presented serious difficulties for electoral integrity and voter trust in the democratic process.

The Ghanaian government and electoral agencies have had to adapt to the growing power of social media. Efforts to govern the digital environment include initiatives to combat fake news and ensuring that political campaigns conducted online comply with ethical norms. However, as Antwi-Boasiako (2022) points out, these regulatory measures confront issues because social media sites are decentralised and transnational, making enforcement problematic.

Between 2016 and 2024, social media proved to be a crucial weapon in Ghana's political mobilisation. It has changed the way political messages are distributed and citizens interact with politics. A future study should look into the changing form of digital political engagement, the long-term impact of social media on political participation, and the balance of regulation and freedom of expression online.

2.3.10. Challenges of Social Media on Political Mobilisation

While social media provides tremendous prospects for political mobilisation in Ghana, it also poses a number of issues that may jeopardise the effectiveness and integrity of the democratic process. These obstacles include misinformation, the digital gap, privacy concerns, regulatory issues, and the possibility of echo chambers.

Misinformation and fake news: The spread of misinformation on social media poses a significant threat to democratic processes. Social media platforms are frequently used to propagate incorrect information quickly, which can mislead voters and skew public opinion. During election seasons, the spread of fake news can have a substantial impact on voter decisions and compromise the

integrity of the voting system. Despite social media firms' efforts to address the issue through fact-checking and content moderation, disinformation remains a widespread problem. The rapidity with which information is spread on these platforms makes it impossible to monitor and rectify misleading narratives in real time.

Policy and Regulatory Implications: Informing Regulation: Insights from this study would guide policymakers in crafting regulations that address the ethical and practical challenges of social media in politics, such as data privacy, platform accountability, and content moderation.

Privacy and Security Concerns

Data Privacy: Political parties and third-party organisations acquire and exploit personal data for targeted campaigns, which raises serious privacy concerns. Voters may be ignorant of how their information is being used or shared, leading to distrust in the political process.

Cybersecurity Threats: Social media networks are vulnerable to cybersecurity attacks, such as hacking and data breaches. These dangers have the potential to jeopardise both the integrity of political campaigns and users' privacy.

The difficulties associated with the use of social media for political mobilisation in Ghana underline the need for comprehensive solutions to these problems. These initiatives could include increasing public digital literacy, improving regulatory frameworks to promote fair and transparent use of social media in elections, and implementing strong measures to combat misinformation and protect data privacy.

2.3.11. Importance of Social Media on Political Mobilisation

Enhancing Transparency: By examining the mechanisms through which social media influences political mobilisation, the study can advocate for greater transparency in how platforms operate and influence public opinion.

Future Research and Technological Developments: Guiding Future Research: This study lays the groundwork for future research on the evolving relationship between social media and politics. It highlights areas that require further exploration, such as the impact of emerging technologies like artificial intelligence and deep learning.

Adapting to Technological Change: As social media platforms and technologies continue to evolve, this study would help anticipate and adapt to future trends and challenges in political mobilisation, ensuring that political actors and citizens are better prepared for the digital future.

2.4. Operational definitions of Terms

social media: are computer-mediated tools that let individuals create, share, and exchange information, ideas, images, and videos in virtual communities and networks. Social media is defined as a set of Internet-based apps that are built on the ideological and technological foundations of Web 2.0 and enable the creation and exchange of user-generated content. (Kaplan Andreas M. and Haenlein Michael 2010). The term "Web 2.0" refers to Internet systems that enable users to participate interactively. This includes Facebook, Twitter, Instagram, TikTok, YouTube, and messaging apps such as WhatsApp and Telegram. Social media has the ability to mobilise, educate, and reflect the interests and enthusiasm of its users. Though it cannot be believed that Facebook is responsible for bringing the millennial generation to the polls, its ability to distribute

messages from person to person has unquestionably sparked an interest in politics among the previously disenfranchised (Sanson Angela, 2008).

Facebook: it's is a social networking platform that allows users to establish profiles, share images and quotes, and interact with others' posts ("Facebook," 2017).

Political mobilisation: constitutes "the activity of rousing masses of people both to express themselves politically and also to undertake political action." (Frank and Bealy, 1999). Political mobilisation is the process by which actors try to change the way power is currently distributed. To further specify the kind of relationship that forms between individuals and parties, a directional variable is added. (University Press of Oxford, 1987). The ability to mobilise and organise thousands of supporters is the biggest advantage social media has given politicians so far, yet some of the most successful social media organisers are not connected to any particular campaign directly (Sanson Angela, 2008).

Voting: Voting is based on the number of people who support each alternative.

Political party: is a group of individuals that share a common philosophy and strive for political power through government participation.

Political campaigns: these are organised efforts by political candidates, parties, or interest groups to persuade voters and achieve political office or support for specific ideas. Campaigns employ a variety of techniques, including advertising, public speaking, and social media outreach.

Echo Chambers: Online environments where users are primarily exposed to information and opinions that reinforce their existing beliefs, often resulting from algorithmic content curation on social media platforms.

Polarisation: This is the process by which public opinion divides and goes to extremes, often characterised by a significant gap between opposing political or ideological groups.

Misinformation: false or misleading information spread deliberately or unintentionally, often through social media, which can distort public understanding and influence political processes.

Grassroots mobilisation: political action initiated and driven by ordinary citizens, often at the local level, as opposed to top-down efforts by political elites or organizations.

2.5. Importance of the Study

Even though this study's findings about the influence of social media on political campaigns are somewhat similar to those in developed electoral democracies around the world, the way the platforms are applied and the difficulties that come with using them make the study ideal for supporting future research on the value and complementarity of social media platforms for developing democracies, especially in the context of Africa and Ghana. In addition to being relevant, research on social media's influence on political mobilisation is crucial for comprehending and negotiating the intricacies of contemporary political life. It discusses the advantages and disadvantages of digital platforms and provides insightful information to the public, scholars, politicians, and policymakers. The study advances the creation of more knowledgeable, practical, and democratic political practices in the digital era by examining these processes.

Shaping Political Campaigns: A critical component of comprehending how contemporary political campaigns are run is the analysis of social media's influence on political mobilisation. Political players require insights into efficient online engagement and communication techniques due to their growing dependence on digital initiatives.

Encouraging Citizen Participation: Social media has made it easier for people to participate in politics by removing obstacles to political conversation and action. Gaining an understanding of this phenomenon can promote democratic and inclusive political processes.

2.6. Conclusion

Social media plays a crucial role in political mobilisation in Ghana, particularly by increasing political awareness and facilitating voter engagement. However, the efficacy of these efforts is moderated by challenges such as misinformation and unequal access. Further research is needed to explore these dynamics in greater detail and develop strategies to mitigate the negative impacts while enhancing the positive aspects of social media in political mobilization.

CHAPTER 3

METHODOLOGY

3.0 Introduction

This chapter describes the methodology used to look into how social media affects political mobilisation ahead of Ghana's general elections in 2024. The research methodology, design, population, sampling strategies, data sources, data analysis strategies, ethical issues, and the study's constraints and boundaries are all covered in the chapter's numerous sections. This thorough method guarantees a solid and trustworthy investigation of the study question.

3.1 Methods

In light of Ghana's national elections in 2024, the study used a quantitative research approach to investigate how social media affects political mobilisation. Because they make it possible to gather and analyse numerical data and identify patterns, connections, and trends, quantitative approaches are suited for this kind of research. Using a cross-sectional survey design, data is gathered from a sample of people who are typical of the target population all at once.

3.2 Research Design

In this study, a descriptive cross-sectional survey design was used. The reason this design was selected is that it enables the gathering of data from a variety of sources at one time. Without changing any of the variables, the descriptive aspect of the study aids in comprehending the current situation of social media use and its influence on political mobilisation. This strategy works well for gathering voter attitudes and behaviour data as well as evaluating the degree of social media

influence during the election season. According to Andrew B. Kirumbi (2018), research design is the set of methodologies and procedures used to gather and analyse measures of the variables described in the study problem research. A study's design specifies the study type (descriptive, correlation, semi-experimental, experimental, review, meta-analytic) and subtype (for example, descriptive-longitudinal case study), research problem, hypotheses, independent and dependent variables, experimental design, and, if applicable, data collection methods and a statistical analysis plan. A research design is a structure developed to find answers to research questions. The research design addresses the overall method you pick to include the various components of the study in a coherent and logical manner, assuring that you will efficiently handle the research problem; it develops a plan for data collection, measurement, and analysis. Rouse, (2017).

3.3 Population, Sample Size, and Sampling Techniques

The purpose of sampling procedures in survey research is to generate a sufficient sample that is representative of the population under consideration. It is often not possible to collect data from a complete population of interest (for example, all Ghanaians); thus, a subset of the population or sample is used to estimate population responses (for example, staff of the Information Services Department in the Korley Klottey constituency in Accra-Ghana). A large random sample enhances the possibility that the sample's responses accurately represent the total population. To accurately draw conclusions about the population, the sample must comprise individuals with traits similar to the population, so that the same information gained from analysing the sample can be obtained when the full population is analysed.

Population

According to Babbie (2017) a population is defined as the entire set of units for which study data are to be used to draw conclusions. Babbie explains that in social sciences, a population includes all persons or instances that a researcher is interested in and wants to draw conclusions about. This may encompass specific demographic groups, communities, or social entities. Similarly, Molles (2019) defines population as a collection of individuals of the same species who live in the same region and interact with one another. Molles studies populations in an ecological framework, emphasising the biological and geographical factors that constitute a population. This comprises interactions between members of the group and with their surroundings.

The target population for this study included eligible voters in Korle Klottey constituency in Ghana who use social media. This includes a wide demographic range covering different age groups, genders, educational backgrounds, and geographic locations.

Sampling Frame

A sample frame is an important term in research technique, especially in the context of quantitative studies. It represents the list or database from which the sample is selected. The sampling frame should ideally include the complete population of interest to guarantee that the sample is representative. Vehovar and Toepoel (2023) define a sampling frame as "a comprehensive listing of all the elements within a population that a researcher wishes to study, which serves as a basis for drawing a sample." They talk about technological developments in constructing and maintaining sample frames, like the usage of administrative databases and big data. They also explore the ethical implications of accessing and using such data. The sampling frame for this

study was made up of Ghanaian citizens who are active users of social media sites including Facebook, Instagram, WhatsApp, and Twitter. Statistics on social media usage and data from Ghana's Statistical Service are used to create this frame.

Sample Size

The sample size refers to the number of observations or participants in a study. Choosing an appropriate sample size is critical for assuring the validity and reliability of study results. Faber and Fonseca (2020), define the sample size is the number of units or individuals drawn from a population to represent that population in a study. A suitable sample size is required to achieve enough power to detect a true effect. A sample that is too small can result in Type II mistakes (failing to detect a present effect), whereas an excessively high sample size can be resource-intensive and may result in Type I errors (detecting an effect that does not exist) due to over-sensitivity.

For this study the sampled size was determined using Cochran's formula for calculating sample size for large populations. Given an estimated population of 68,633 pullulation of residents in the Korle Klottey Municipality and a 95% confidence level with a 5% margin of error and a population portion of 15% the sample size is approximately 196. To account for non-responses and incomplete surveys, the sample size was increased to 200.

Sampling Techniques:

Sampling procedures are ways for selecting a selection of individuals from a larger population to represent the whole population. The validity, reliability, and generalizability of research findings are influenced by the sampling technique used.

Participants are chosen within each stratum by simple random sampling. With the simple random sampling, every member of the population has an equal chance of being selected. This reduces selection bias and allows for the generalisation of results to identify and interview highly active political participants on social media.

3.4 Sources of Data

Data sources are the places from which data is gathered for research purposes. These sources can be broadly divided into primary and secondary data. Depending on the study setting, each sort of data source has unique advantages, problems, and applications. Understanding these sources is critical for conducting a thorough study and assuring the validity and dependability of research findings.

Data for this study were collected from primary sources. Primary data is obtained through surveys and interviews. Structured questionnaires are administered to the selected sample to collect quantitative data on social media usage and political mobilization. In-depth interviews are conducted with key informants, including political activists, social media influencers, and ordinary citizens who are actively engaged in political discussions online.

3.5 Data Analysis Techniques:

Data analysis techniques are critical for interpreting and extracting useful conclusions from obtained information. These strategies differ according to whether the data is quantitative or qualitative. Understanding and selecting the appropriate data analysis procedures is vital for the validity and dependability of study findings. In this study, the influence of social media on political mobilisation in the run-up to Ghana's general elections in 2024 is investigated through the analysis

of quantitative survey data. In order to condense and present the data in an intelligible way, the analysis makes use of descriptive statistics like frequencies, percentages, and mean values.

3.6 Ethical Issues

Ethical considerations are critical in research to ensure participant safety, the integrity of the research process, and the validity of the research results. Addressing ethical concerns necessitates adherence to established ethical rules and concepts. The study adheres to ethical standards in research. Informed consent is obtained from all participants, ensuring they are aware of the study's purpose, procedures, and their rights. Confidentiality and anonymity are maintained by assigning codes to participants and securely storing data.

3.7 Limitations and Delimitations

Project limitations are possible weaknesses in the research that are primarily beyond the researcher's control. Furthermore, a limitation is an impediment to the research that cannot be justifiably disregarded and that may have an impact on the research designs and outcomes. Despite meticulous preparation, there are several restrictions and flaws in this research project. The study has a number of limitations. Response biases could be introduced by depending too much on self-reported data. Furthermore, the cross-sectional design collects data at a particular moment in time, which might not take into consideration variations in political mobilisation and social media use over time. Due to accessibility concerns, the sample might not be entirely representative of Ghana's social media user population as a whole. Time constraints were a challenge for the study, making it difficult to allocate time correctly. Even the respondents' spare time did not match that of the researcher because it conflicted with teaching hours. The researchers attempted to be exact in order

to overcome the time constraints. For example, by asking respondents straightforward questions that required direct responses and summarising the resulting data.

Delimitations: Only Ghanaian social media users who are able to vote are included in the study. It gives an overview of the influence of social media during the general elections of 2024, with a particular focus on those elections. Social media sites are selected according to how well-liked and pertinent they are in Ghana.

CHAPTER 4

ANALYSIS OF THE USE OF SOCIAL MEDIA AND THE IMPACT ON POLITICAL MOBILISATION IN GHANA'S GENERAL ELECTIONS: 2024 ELECTIONS IN RETROSPECT

4.0 Introduction

In this chapter, information was gathered from eligible voters in Korle Klottey constituency in Ghana who use social media and analyzed in relation to the research objectives. This chapter discusses the result of the structured questionnaire responded by 200 participants .

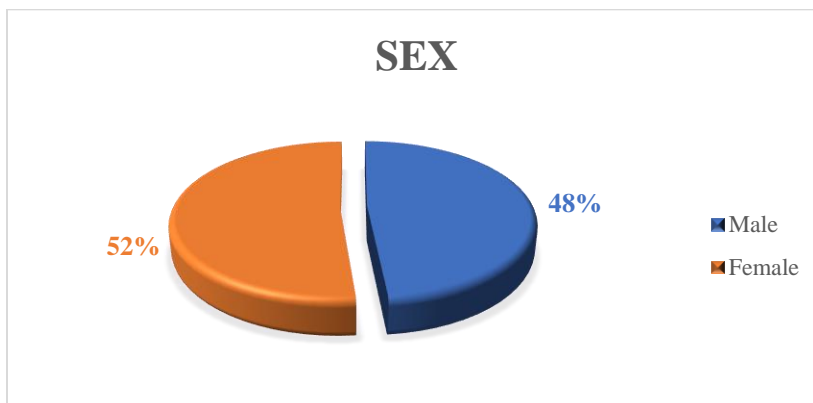
Additionally, the respondents were given the assurance that, all the data they will give will be used for the purpose of the research and their identities will be confidential.

4.1.0 Analysis of Key Findings

4.1 DATA FINDINGS

Out of the total sampled respondents, 48% were Male whiles 52% were Female. Hence, 52% constituting females denotes the majority of respondents.

Figure 4.1.1



From Figure 4.1.2, 37% of the respondents were in the age brackets of 25-34 years. Likewise, 25% respondents were 35-44 years of age. The rest are 18-24 19%, 55-60 10% and 45-54 9%. Significantly, the respondents who were in the age brackets of 25 years to 34 years characterize the majority of the sampled respondents.

Figure 4.1.2

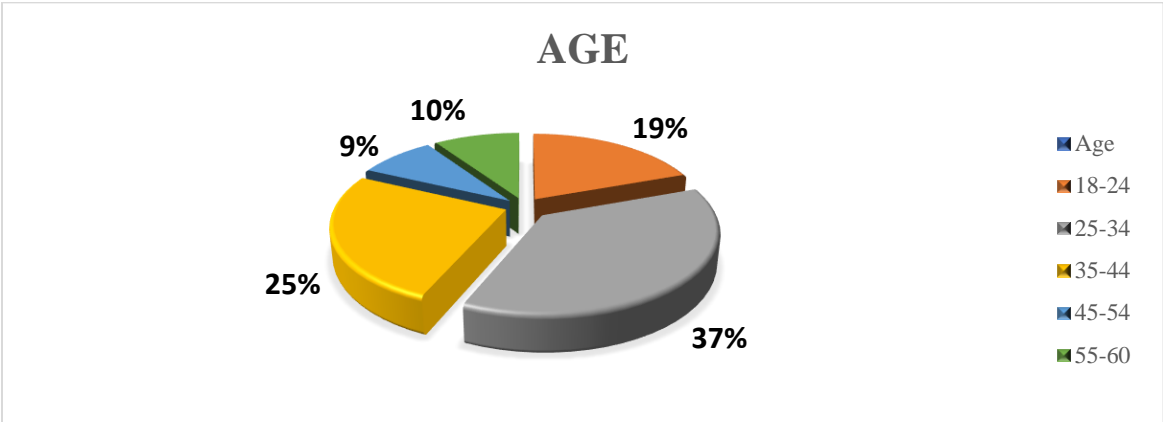
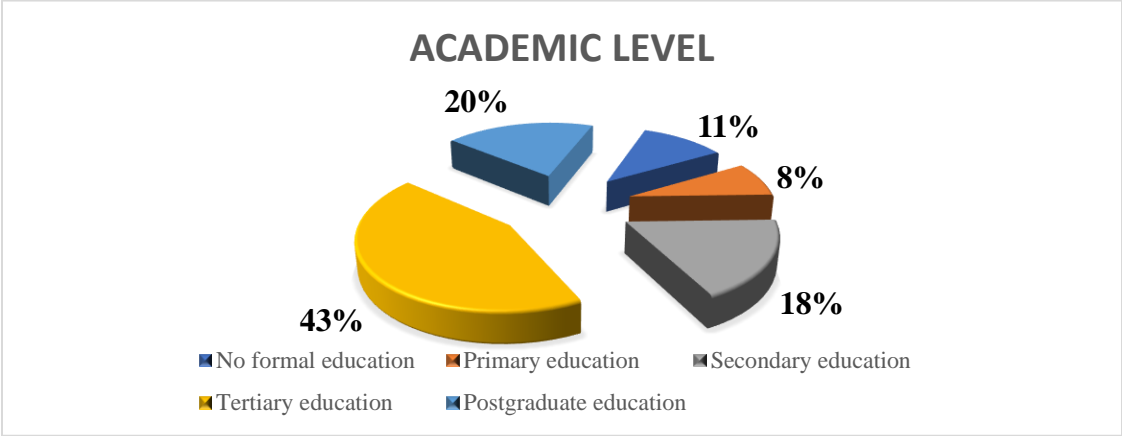


Figure 4.1.3



Additionally, the qualifications of the respondents show that 43% respondents had tertiary education, 20% postgraduate education, 18% secondary education, 11% no formal education and 8% having primary education.

Figure 4.1.4 below illustrates the breakdown of types of social media networks used by the respondents with WhatsApp being used by the majority, followed by Facebook.

WhatsApp took the majority with 26%, Facebook 21%, Twitter 18%, Instagram 18%.

Figure 4.1.4

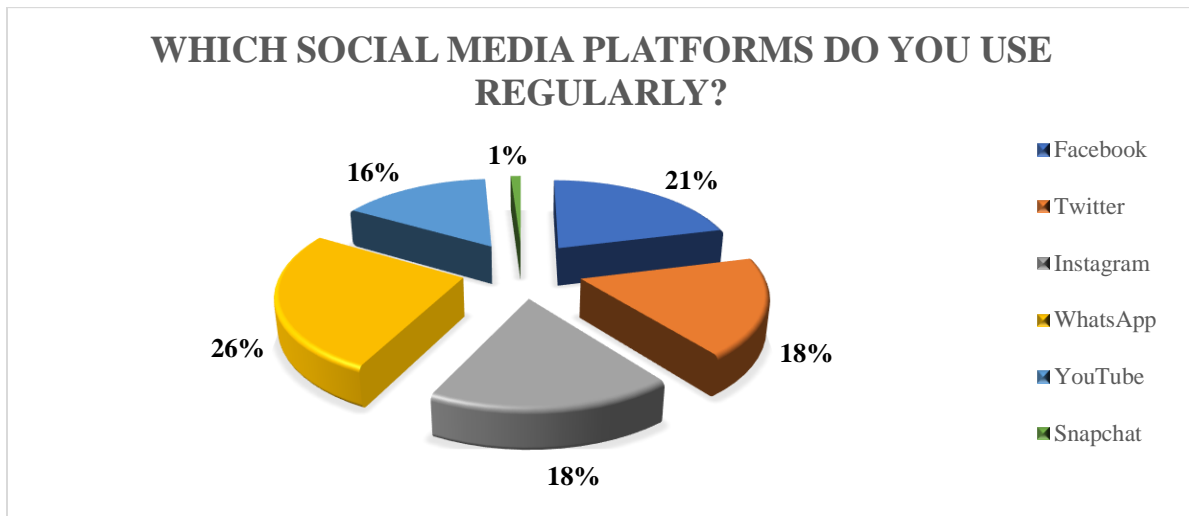
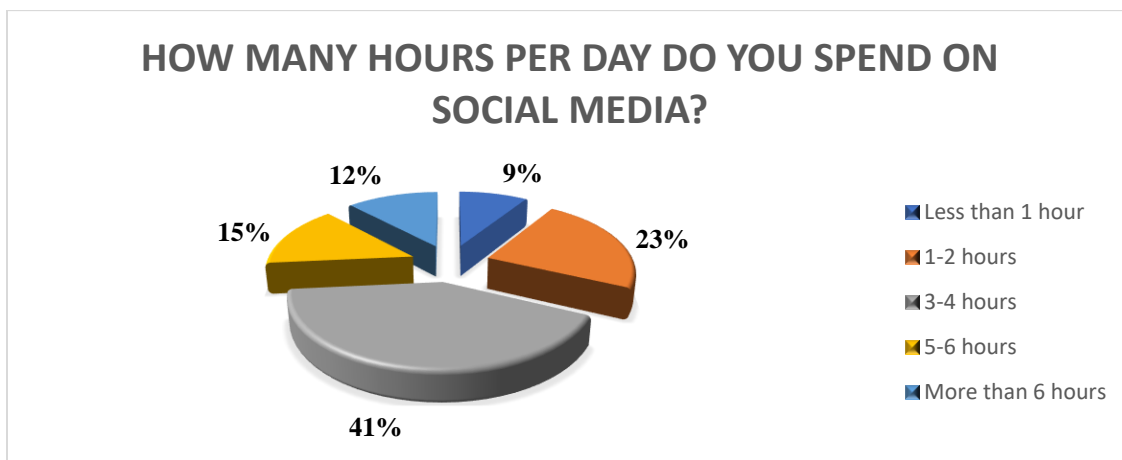
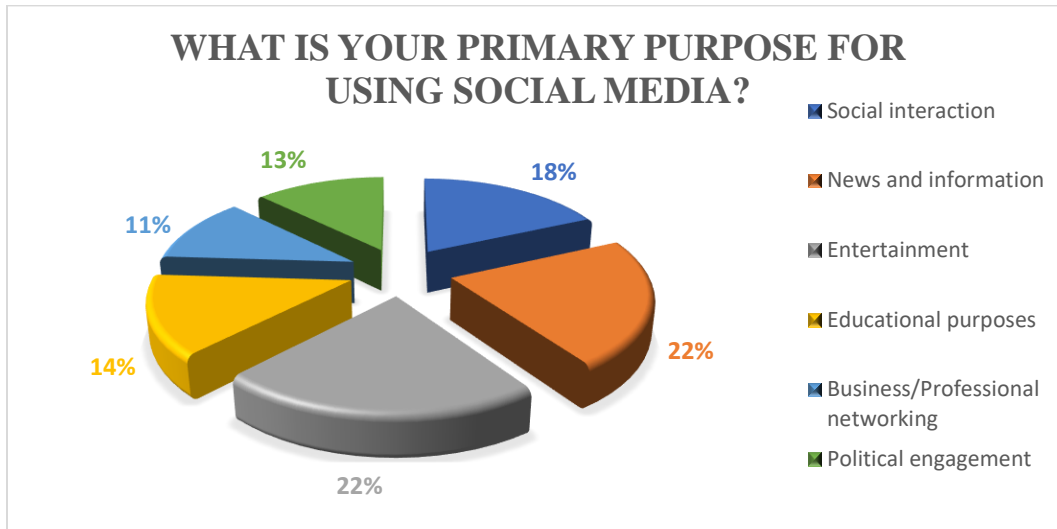


Figure 4.1.5



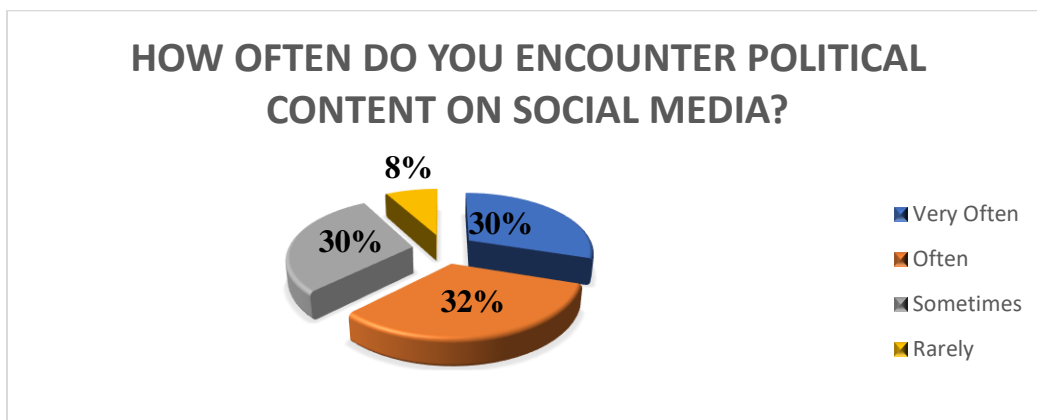
Respondents were asked the number of hours they visit social media sites they are on, majority 41% said 3-4 hours daily, while the rest 23% 1-2 hours, 15% 5-6 hours, 12% more than 6 hours and 9% less than an hour according to figure 4.1.5 above.

Figure 4.1.6



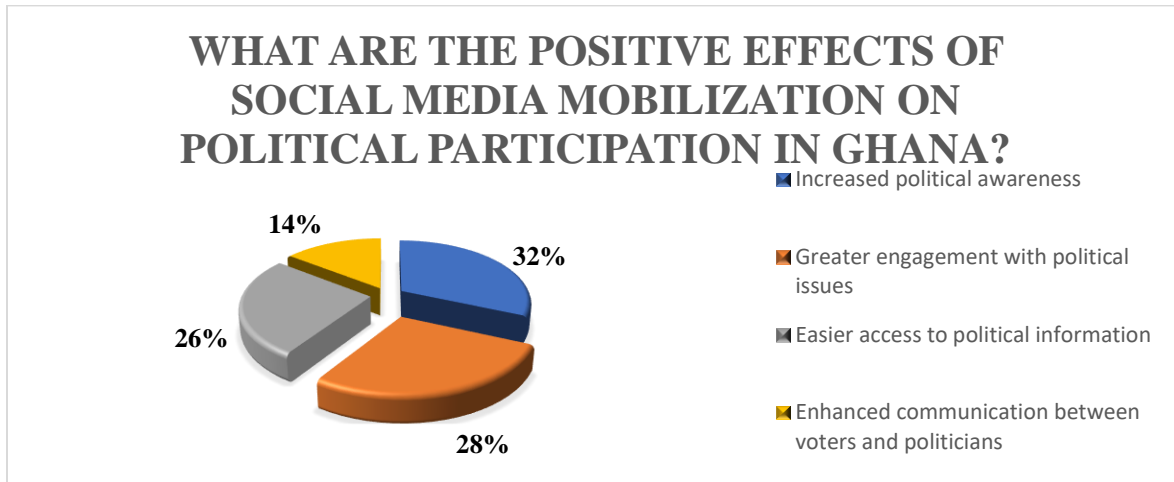
22% of the respondents each said entertainment and news and information was their primary purpose of using social media. The rest are 18% for social interaction, 14% for educational purposes, 13% political engagement.

Figure 4.1.7



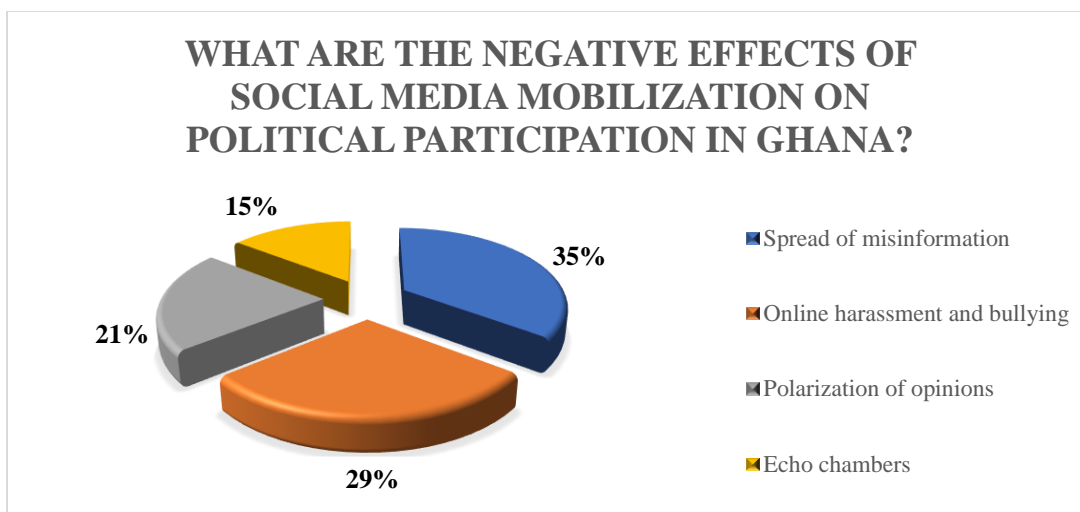
When asked how often they respondents encounter political content on social media 32% they do so often, 30% equally said very often and sometimes respectively. The rest representing 8% said they rarely encounter political content on social media.

Figure 4.1.8



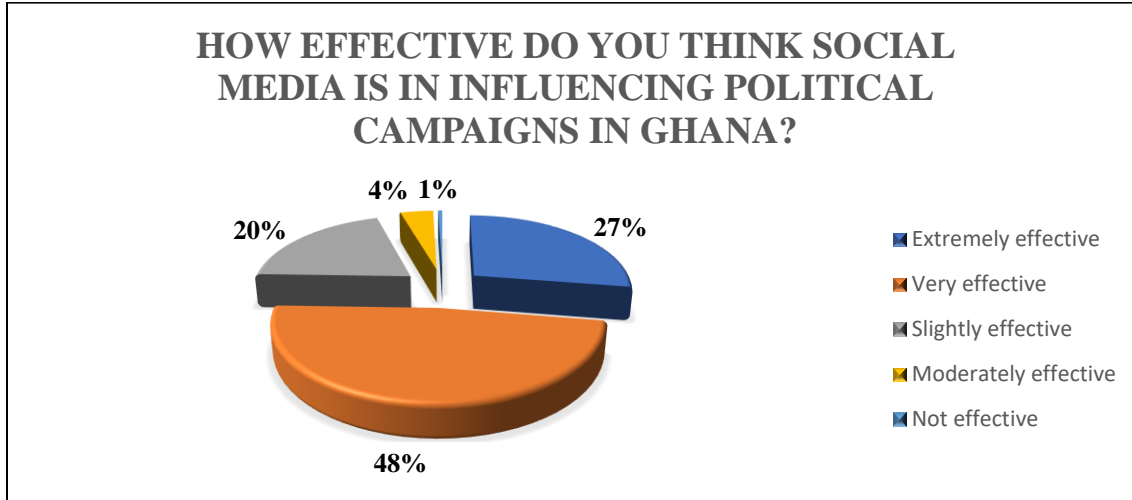
The study also wanted to find out the positive effects of social media mobilisation on political participation. The majority of the respondents representing 32% said Increased political awareness, 28% said Greater engagement with political issues, 26% Easier access to political information and 14% Enhanced communication between voters and politicians

Figure 4.1.9



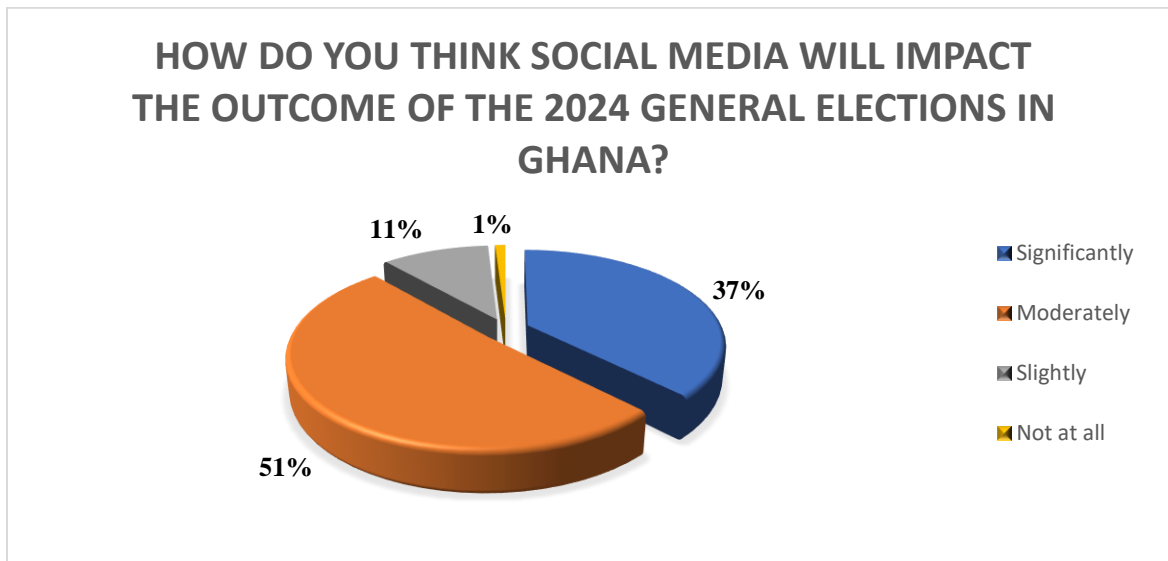
Similarly, the study sought to look at the negative effects. 35% as majority said it's the spread of misinformation, 29% Online harassment and bullying, 21% Polarization of opinions and 15% said Echo chambers

Figure 4.1.10



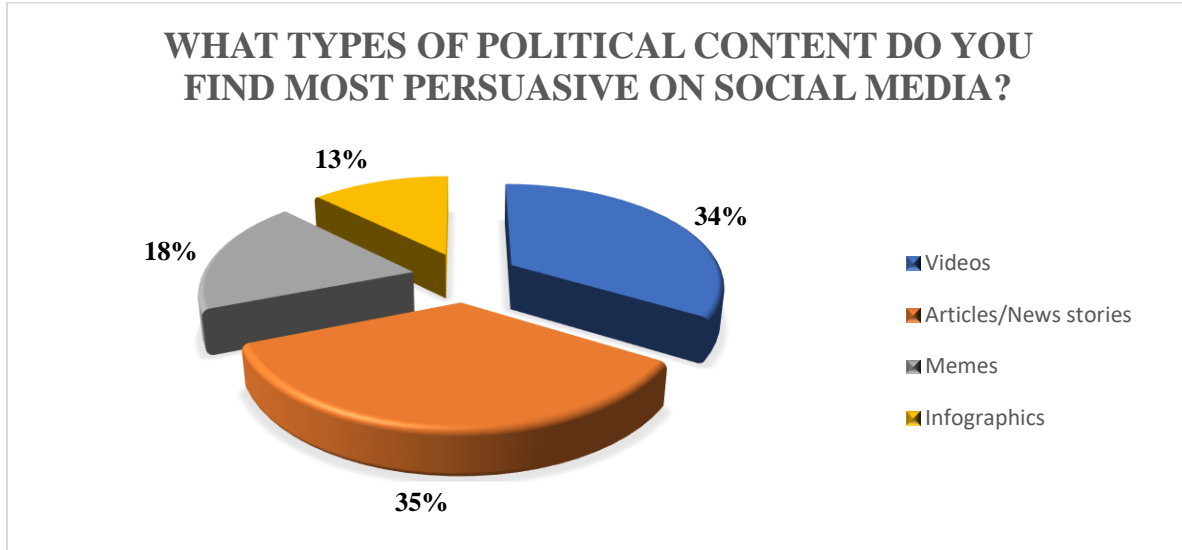
The respondents were also asked if they thought social media was effective in influencing political campaigns. 48% said its very effective, 27% said extremely effective, 20% slightly effective, 4% moderately effective and the minority with 1% said not effective.

Figure 4.1.11



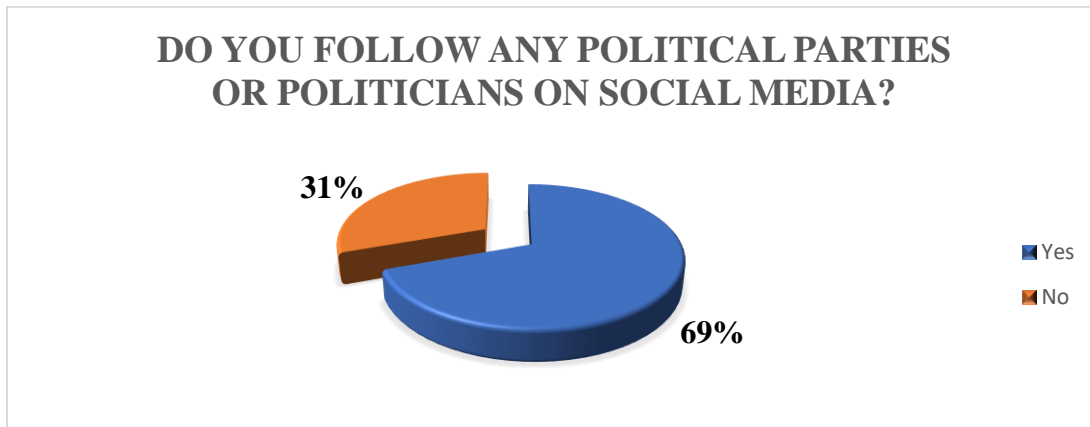
When asked if social media will impact the outcome of the 2024 general elections in Ghana, 51% said it moderately will, 37% it will significantly will, 11% said slightly and 1% said not at all.

Figure 4.1.12



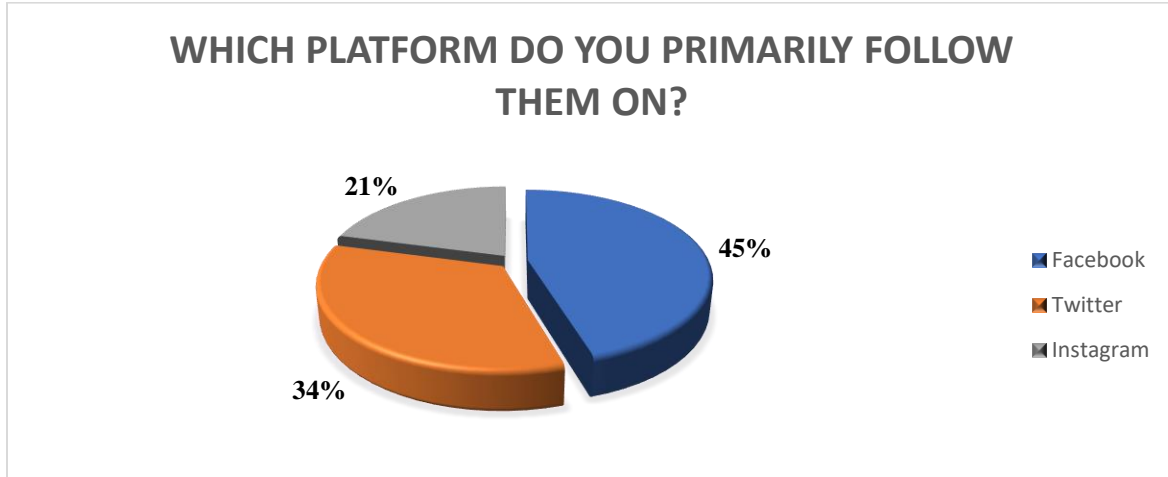
35% said articles/news stories, 34% videos, 18% memes and 13% infographics are the types of political content they find most persuasive on social media.

Figure 4.1.13



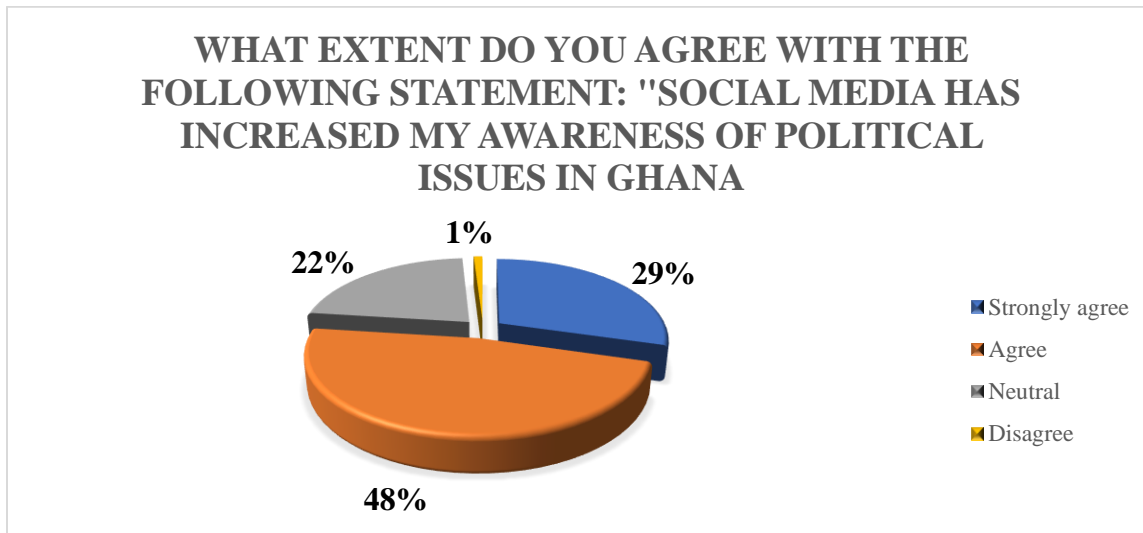
On whether they follow any political parties or politicians on social media, figure 4.1.13 indicates that a majority with 69% said yes they do follow either political parties or politicians on social media, with 31% saying no to following political parties or politicians on social media.

Figure 4.1.14



Respondents who follow political parties or politicians on social media were further asked which platform they normally follow them on. 45% said Facebook, 34% Twitter and 21% Instagram.

Figure 4.1.15



Respondents were further asked the extent to which they agreed with the statement "Social media has increased my awareness of political issues in Ghana", 48% representing the majority said the agree, 29% strongly agreed, 22% chose neutral and 1% disagreed.

Figure 4.1.16

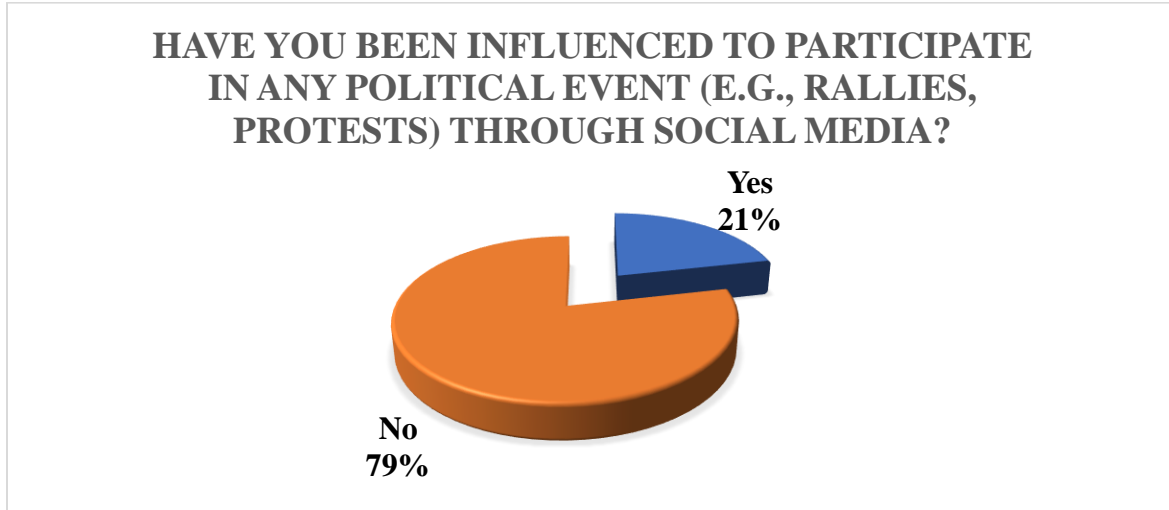
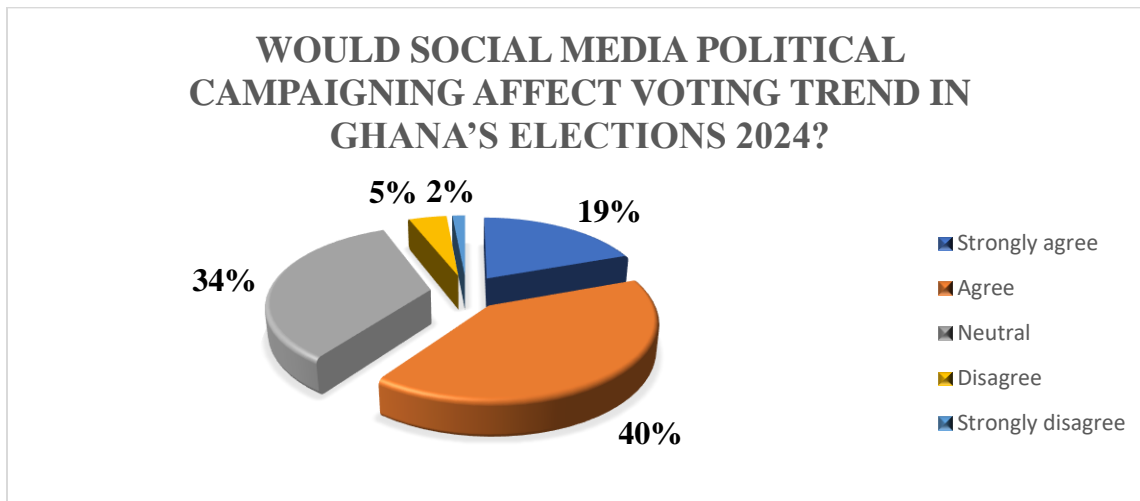


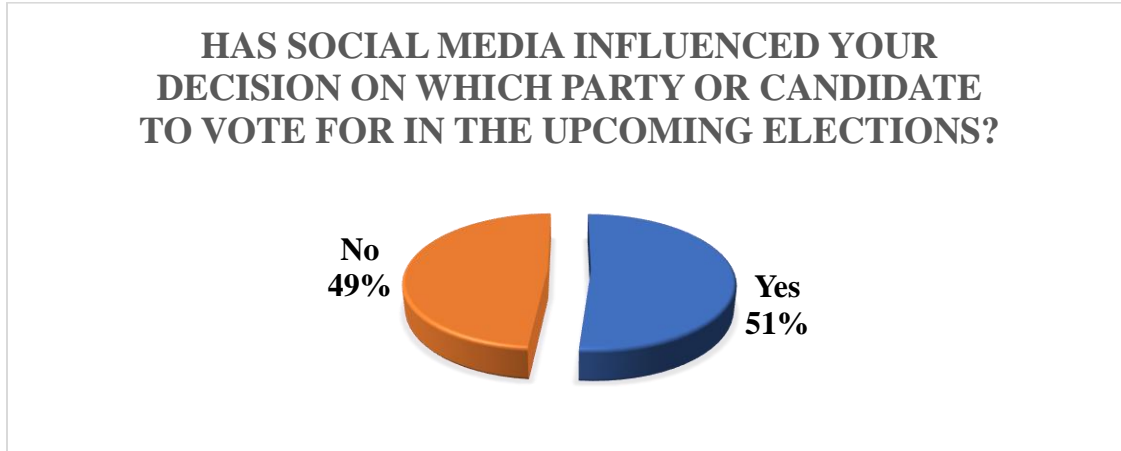
Figure 4.1.16 indicates that 79% said No and 21% Yes when asked if they have been influenced to participate in any political event (e.g., rallies, protests) through social media

Figure 4.1.17



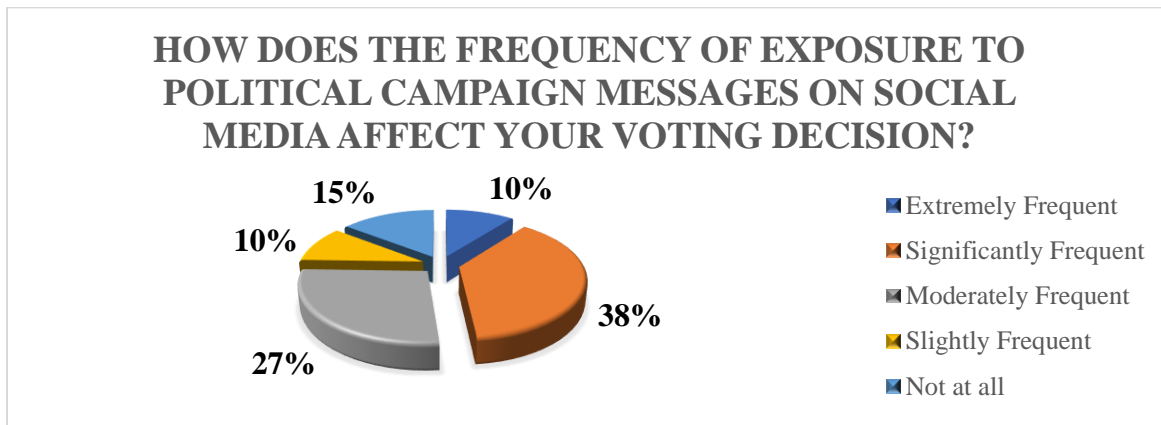
On whether social media political campaign will affect voting trend in Ghana's elections in 2024, 40% agreed, 34% were neutral, 19% strongly agreed, 5% disagreed and 2% strongly disagreed that will social media political campaigning affect voting trend in Ghana's elections 2024.

Figure 4.1.18



Respondents were asked if social media has influenced their decision on which party or candidate to vote for in the upcoming elections, 51% said Yes and 49% said No.

Figure 4.1.19



When asked if the frequency of exposure to political campaign messages on social media affect their voting decision, 38% said it was significantly frequent, 27% said moderately frequent, 15% not at all and 10% said slightly and extremely frequent respectively.

Figure 4.1.20

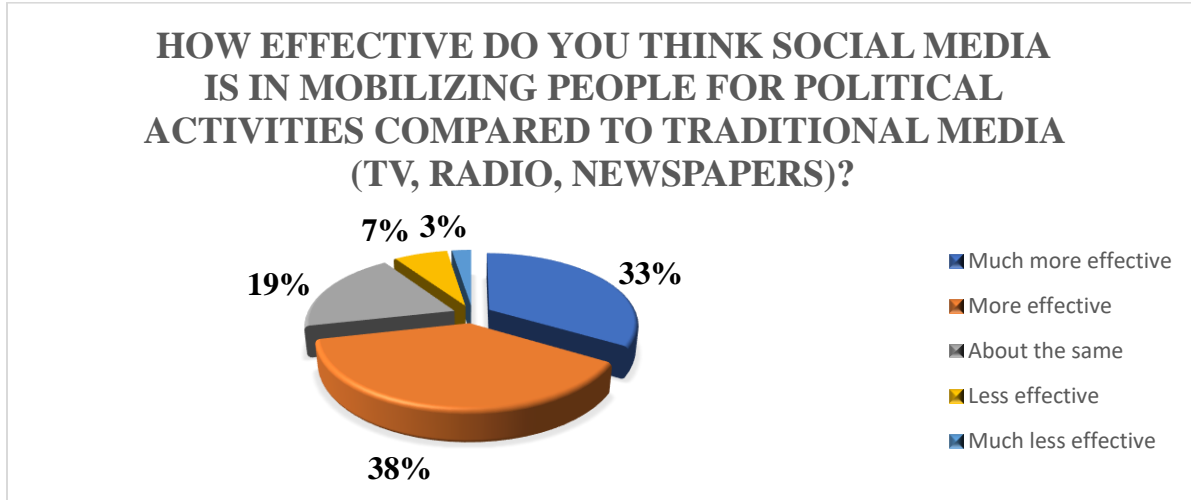
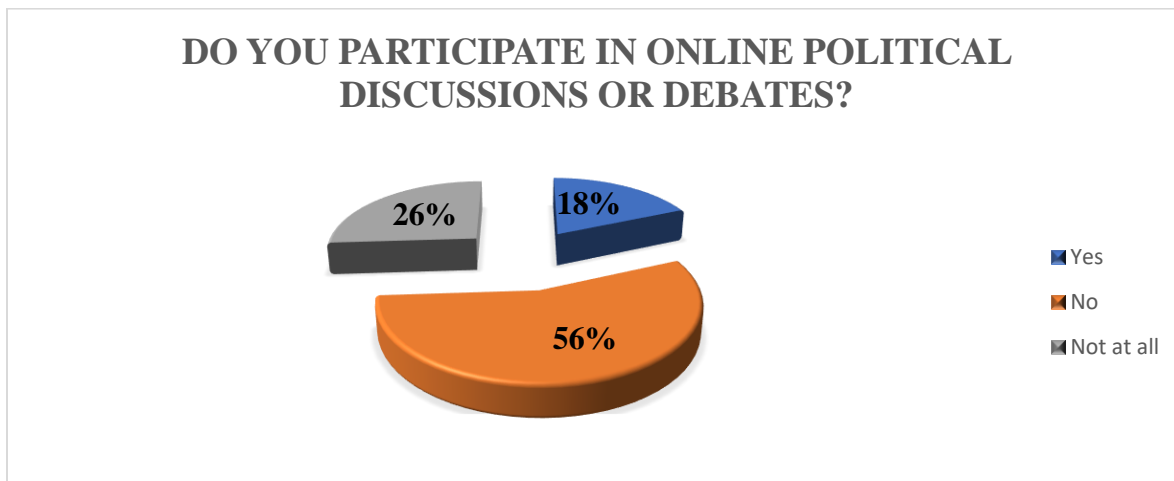


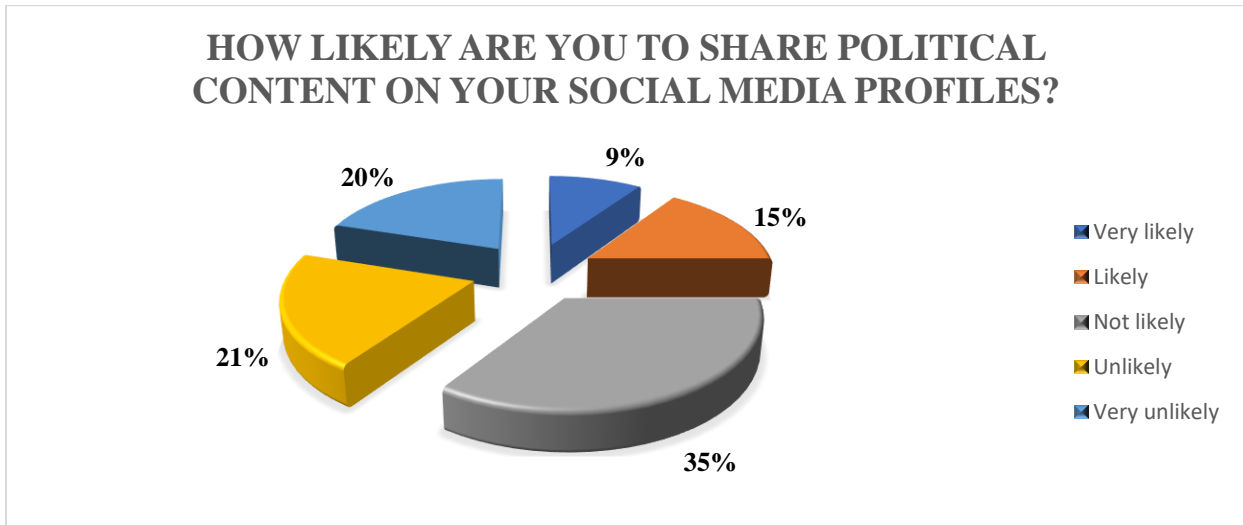
Figure 4.1.20 gives the breakdown of responses when respondents were asked how effective they think social media is in mobilizing people for political activities compared to traditional media (TV, radio, newspapers), 38% said more effective, 33% much more effective, 19% said about the same, 7% less effective and 3% Much less effective.

Figure 4.1.21



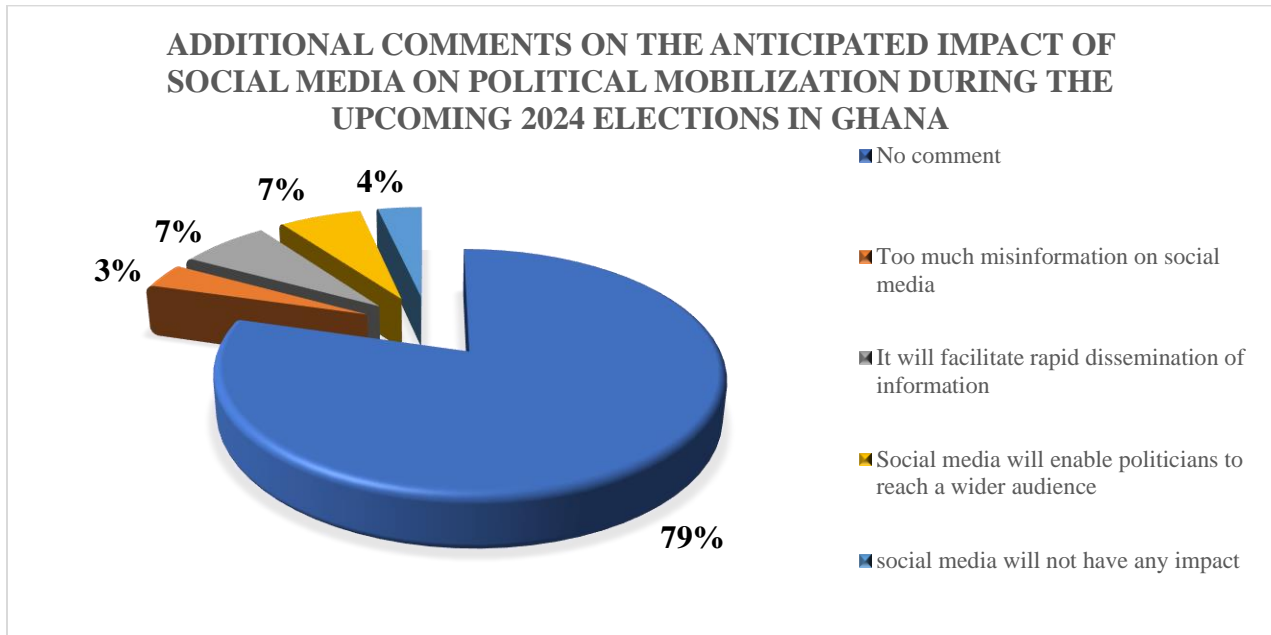
In relations to participation in online political discussions or debates, majority said No with 56%, 26% said Not at all and 18% said Yes.

Figure 4.1.22



Similarly, respondents were asked if they were likely to share political content on their social media profiles, 35% said they are not likely to do that, 21% unlikely, 20% said very unlikely, 15% said they will likely do it and 9% it was Very likely they will share political content on their social media profiles.

Figure 4.1.23



Respondents were finally asked to give additional comments on the anticipated impact of social media on political mobilization during the upcoming 2024 elections in Ghana, 79% of the respondents had no comment, 7% It will facilitate rapid dissemination of information, a further 7% also said Social media will enable politicians to reach a wider audience, 3% Too much misinformation on social media and 4% said social media will not have any impact political mobilization during the upcoming 2024 elections.

4.2 Discussion of Results

The research problem was diagnosed in the first three chapters of this study, which also included a general overview, background information, the problem statement, research objectives and questions, the study's scope, justification, and a broad narrative. It also looked at the body of empirical research already in existence in order to identify any knowledge gaps. It established the research design, including procedures, population and sample size, and sampling strategies, and it

offered methodological rigour. But this chapter makes some predictions based on the results and the goals to see if the gaps in the literature have been sufficiently or not. The primary goal of this study was to explore social media's impact on political mobilisation in Ghana's general elections, with the 2024 elections as the case study. Nevertheless, the specific objectives include to:

1. Explore effects social media use could have on political mobilization for voters' participation in Ghana's elections 2024?
2. Ascertain whether social media political campaigning could affect voting trend in Ghana's elections 2024?
3. Analyse how political party campaigns could be influenced by social media use in Ghana's elections 2024 campaigning?

Of the total sampled respondents, 97 respondents representing 48% were males. In contrast, 103 respondents representing 52% were females. Consequently, the 103 respondents representing 52% who were females signifies the majority of respondents. Again, out of the total sampled respondents, 74 respondents representing 37% were in the age brackets of 25-34 years. Likewise, 25% respondents numbering 51 were 35-44 years of age. The rest are 39 respondents 18-24 19%, 19 respondents 55-60 10% and 17 45-54 9%. Significantly, the respondents who were in the age brackets of 25 years to 34 years depict the majority of the sampled age. This infers that majority of the populaces or respondents in Korle Klottey constituency are the youth and are mostly those who use social media frequently.

Similarly, the qualifications of the respondents sampled showed that respondents with tertiary education. The breakdown are as follows 87 representing 43% respondents had tertiary education, 39 respondents; 20% postgraduate education, 36 respondents; 18% secondary education, 22 respondents ; 11% no formal education and 16 respondents; 8% having primary education. This

concludes that, majority of those who use social media are mostly the youth and has attended or has degree, with majority spending 3-4 hours daily on social media. The social media they regularly use are Facebook, X (Twitter), and WhatsApp.

With regards to determining the effects social media use could have on political mobilization for voters' participation, respondents claimed that although social media has some negative effects on political mobilisation such as spread of misinformation with 35%, Online harassment and bullying with 29% and 21% polarisation of opinion, respondents largely claim that social media has positive effects in terms of Greater engagement with political issues which has 28% of the respondents, Increased political awareness with 32%, Easier access to political information with 26% and Enhanced communication between voters and politicians with 14%. The data corroborates the literature in chapter 2 on the positives and challenges of social media on political mobilisation which stated that; while social media provides tremendous prospects for political mobilisation in Ghana, it also poses a number of issues that may jeopardise the effectiveness and integrity of the democratic process. The literature also juxtaposed that social media has positive positively connected with political participation, especially among young adults, and that social media platforms can promote political engagement among previously disengaged demographics.

In ascertaining whether social media political campaigning could affect voting trend in Ghana's elections 2024, the data showed that social media political campaigning will affect voting trend in Ghana's elections 2024, majority of the respondents representing 40% agreed that social media has increased their awareness of political issues and as such 48% of the respondents also agreed that social media is very effective in influencing political campaigns. This goes further to agree with reviewed literature that Social media has a significant impact on politics. Social media platforms are being used more and more in political party elections. Social media has changed the

way that people think. This has affected how people vote as well. Social media allows people to share their perceptions with other people. This also sheds light on the attitudes of voters. Before making decisions, people are depending more and more on social media and internet resources for information.

Finally, the data also looked to analyse how political party campaigns could be influenced by social media use in Ghana's elections 2024 campaigning; First, the data examined how well social media and conventional media mobilise people for political activities. It was discovered that social media outperforms traditional media in this regard (TV, radio, newspapers), as over 70% of the respondents claimed social media is much/more effective in mobilising people for political activities compared to traditional media. The data also found that 38% said Significantly Frequent, Moderately Frequent 27% and not at all with 15% that exposure to political campaign messages on social media might influenced their voting decision. The data corroborated with existing literature on Influence on Public Opinion in that; the way that people process political information and create opinions is greatly influenced by social media. People's views and decisions are influenced by the cognitive processes that social media modifies. By enabling people to discuss, argue, and reaffirm their political views, social media sites like Facebook, Twitter, and Instagram promote political discourse. One phenomenon that might polarise ideas and deepen partisan divides is the "echo chamber effect," in which users are mostly exposed to content that confirms their pre-existing beliefs.

4.3 Conclusion

Comparing the research issue at hand to the review of comparable works, it was found that a considerable number of studies examined the impact of social media on elections, education, and other fields. The review of literature however revealed that, social media affects political

mobilisation for Ghana's general elections in 2024 shows that digital platforms have grown to be essential instruments in today's political environment. It is clear from the example of the 2024 elections that social media has a big impact on voter participation, campaign tactics, and the electoral process as a whole.

Key conclusions drawn from the gathered data are as follows: Increased voter engagement has been largely attributed to social media platforms, including Facebook, Twitter, and WhatsApp. By giving citizens a forum for political conversation, they allow them to engage in debates, express their thoughts, and keep up with election procedures. Social media has probably increased young people's electoral engagement. Political mobilisation and advocacy rely heavily on social media platforms since the younger generation, which makes up a large section of Ghana's voters, is increasingly engaged on these platforms. One significant worry throughout the election season is the dissemination of false information and fake news. With its ability to destroy opponents and manipulate public opinion by disseminating misleading information, social media may be a double-edged sword.

CHAPTER FIVE

SUMMARY OF KEY FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction

This chapter deals with the summary of key findings, provides the cumulative conclusions and makes some recommendations for stakeholders' consideration and future research and praxis. As indicated already in the penultimate chapter, that is chapter 4, this study sought out to provide the prognosis of the diagnosed research problem based on the research objectives. The subject of engagement was to investigate the use of social media and the impact on political mobilization in Ghana's general elections, a retrospect of 2024 elections.

5.1 Summary of Key Findings

This research study was done with the aim of looking at social media's impact on political mobilisation in Ghana's general elections. The objectives of this study were to 1. Explore effects social media use could have on political mobilization for voters' participation in Ghana's elections 2024, (2) Ascertain whether social media political campaigning could affect voting trend in Ghana's elections 2024, (3) Analyse how political party campaigns could be influenced by social media use in Ghana's elections 2024 campaigning.

The literature review discussed key topics on electoral campaigns, social media, social media and the internet, social media functionalities, political campaigns, election campaign on social media, social media electoral campaign in Ghana. The literature review also looked at theoretical framework, contemporary works, basic assumptions, operational definitions and others for the study was also reviewed in connection with other related studies on this topic.

The methodology employed for this research was quantitative, this is because quantitative research was suitable for our case study and would reflect how the research would be able to collect data from large numbers of people with the view of projecting it to a wider population and also use statistical models to explain the research, also descriptive survey was used, when producing charts and tables.

The main instrument used was simple constructed questionnaires which was self-administered. The findings obtained are presented in forms of pie charts.

With regards to the objectives of the study, where the first objective was to explore effects social media use could have on political mobilisation for voters' participation in Ghana's elections 2024, the data collected divided the objectives into sub questions, the data showed that there is a positive use of social media on political mobilisation on voter participation according to majority of the respondents who said Increased political awareness and Greater engagement with political issues is their main impacts. The data also revealed that there are negative effects of social media on political participation with Spread of misinformation and Online harassment and bullying being raised by respondents.

The second objective was to ascertain whether social media political campaigning could affect voting trend in Ghana's elections 2024, data analysed revealed that although social media has increased their awareness on political issues in Ghana, they have not been influenced to participate in any political event through social media. However, the data also revealed that social media political campaigning will affect voting trend in Ghana's elections 2024 according to majority of the respondents.

The last objective was finding how political party campaigns could be influenced by social media use in Ghana's elections 2024 campaigning, first the data compared traditional media to social media in terms of its effective in mobilizing people for political activities and found that social media is more effective in mobilizing people for political activities as compared to traditional media (TV, radio, newspapers). The findings revealed that majority were of the view that social media could influence political campaigning affect thereby affect voting trends as it has influenced their decision on which party or candidate to vote for in the upcoming elections.

5.2. Conclusions

This chapter summarised the findings of the study from data collected and concludes that, overall, the literature reviewed, and data analysed showed that social media strategy in today's political campaign is important. That; Political participation on social media platforms increased significantly during the 2024 elections compared to the previous elections. Platforms such as Facebook, Twitter and WhatsApp have become important platforms for political discussion, campaign activities and voter mobilization. Social media has had an impact on voter behavior, especially among young people and urban areas. The immediate availability and usability of information on these platforms enabled voters to make informed decisions, while also having high levels of misinformation. Political parties and candidates have effectively used social media to express their agenda, communicate with their supporters, and advocate which is not right. The ability to engage directly with voters and generate broad coverage gave them an advantage in manipulating public opinion. The study showed that the flow of misinformation and fake news through social media during elections is significant. These misinformation might create division and suspicion among voters, undermining the democratic process.

5.3 Recommendations

The report recommends the implementation of a robust regulatory framework to monitor and prevent the spread of fake news on social media. This includes working with the Electoral Commission, the media and social media platforms to review and verify content and facts. There is a need for widespread digital literacy campaigns that teach the public how to distinguish between real and fraudulent news. This will enable voters to make informed judgements using reliable information. Political parties should continue to create sophisticated social media strategies that engage and mobilise voters while also addressing misinformation and polarisation concerns. Future research should examine the long-term influence of social media on political mobilisation in Ghana. This might involve investigations into how social media affects political engagement and democratic processes beyond election cycles. These findings and recommendations are intended to contribute to a better understanding of the role of social media's impact on political mobilisation in Ghana's election and to provide a basis for future electoral strategy and policy.

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SECTION B: SOCIAL MEDIA USAGE

4. Which social media platforms do you use regularly? (Circle all that apply)

1. Facebook []

2. Twitter []

3. Instagram []

4. WhatsApp []

5. YouTube []

6. TikTok []

7. Other (Please specify) _____

5. How many hours per day do you spend on social media?

1. Less than 1 hour []

2. 1-2 hours []

3. 3-4 hours []

4. 5-6 hours []

5. More than 6 hours []

6. What is your primary purpose for using social media? (Circle all that apply)

1. Social interaction []

2. News and information []

3. Entertainment []

4. Educational purposes []

5. Business/Professional networking []

6. Political engagement []

7. other _____

SECTION C:

Objective 1 - effects of social media use on political mobilization on voters' participation

7. How often do you encounter political content on social media?

1. Never []

2. Rarely []

3. Sometimes []

4. Often []

5. Very Often []

8. In your opinion, what are the positive effects of social media mobilization on political participation in Ghana? (Tick all that apply)

- 1. Increased political awareness []
- 2. Greater engagement with political issues []
- 3. Easier access to political information []
- 4. Enhanced communication between voters and politicians []
- 5. Other (Please specify)_____

9. In your opinion, what are the negative effects of social media mobilization on political participation in Ghana? (Circle all that apply)

- 1. Spread of misinformation []
- 2. Online harassment and bullying []
- 3. Polarization of opinions []
- 4. Echo chambers []
- 5. Other (Please specify)_____

Objective 2 - influence of social media on political campaigns

10. How effective do you think social media is in influencing political campaigns in Ghana?

- 1. Not effective []
- 2. Slightly effective []
- 3. Moderately effective []
- 4. Very effective []
- 5. Extremely effective []

11. How do you think social media will impact the outcome of the 2024 general elections in Ghana?

- 1. Significantly []
- 2. Moderately []
- 3. Slightly []
- 4. Not at all []

Q12. What types of political content do you find most persuasive on social media? (**Tick all that apply**)

- 1. Videos []
- 2. Articles/News stories []
- 3. Memes []
- 4. Infographics []

Q13. Do you follow any political parties or politicians on social media?

- 1. Yes []
- 2. No []

Q13b. If yes, which platform do you primarily follow them on?

- 1. Facebook []
- 2. Twitter []
- 3. Instagram []
- 4. WhatsApp []
- 5. YouTube []
- 6. TikTok []

7. Other (Please specify) _____ Other (please specify)

Q14. To what extent do you agree with the following statement: "Social media has increased my awareness of political issues in Ghana"?

- 1. Strongly agree []
- 2. Agree []
- 3. Neutral []
- 4. Disagree []
- 5. Strongly disagree []

Q15. Have you been influenced to participate in any political event (e.g., rallies, protests) through social media?

- 1. Yes []
- 2. No []

16. would social media political campaigning affect voting trend in Ghana's elections 2024?

- 1. Yes []
- 2. No []

Objective 3 - How would political party campaigns be influenced by social media use in Ghana's elections 2024 campaigning?

17. Has social media influenced your decision on which party or candidate to vote for in the upcoming elections?

1. Yes []

2. No []

3. Partially Aware []

Q18. How does the frequency of exposure to political campaign messages on social media affect your voting decision?

1. Not at all []

2. Slightly []

3. Moderately []

4. Significantly []

5. Extremely []

Q19. How effective do you think social media is in mobilizing people for political activities compared to traditional media (TV, radio, newspapers)?

1. Much more effective []

2. More effective []

3. About the same []

4. Less effective []

5. Much less effective []

Q20. Do you participate in online political discussions or debates?

1. Yes []

2. No

Q21. How likely are you to share political content on your social media profiles?

1. Very likely []

2. Likely []

3. Neutral []

4. Unlikely []

5. Very unlikely []

Q22. Additional comments on the impact of social media on political mobilization and the 2024 elections in Ghana:

THANK YOU.