

ABSTRACT

Social media is a tool that allows people to create and share different ideas, information and pictures/videos. It is an online communication way for interaction and collaboration among people. Thus, social media might be changing the attitude and behavior of youth. It also spreads awareness among people by creating different online pages and accounts by giving their agendas and information via these mediums.

I will be analyzing role of social media in building the public perception. And will examine the role of Facebook, Twitter ~~and YouTube~~ in influencing political activism. To assess the level of empowerment due to awareness through social media. Survey Method will be used as a strategy to collect primary data. This study will enable us to understand the emerging role of social media in political activism and significant role of the online social media in political change.