



Understanding Youth Attraction Towards Politics: A Study of Socio-Political Determinants in Contemporary Society

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Abstract

This study examines the growing attraction of youth towards politics in contemporary society. The paper explores socio-political, economic, educational, technological, and psychological determinants that influence youth political participation. The study argues that digital media, political awareness, identity formation, employment concerns, and leadership aspirations significantly shape youth engagement in politics. The findings highlight the importance of democratic participation and political socialization among young citizens.

Keywords

Youth, Politics, Political Participation, Political Socialization, Social Media, Democracy

Introduction

Youth constitute a significant demographic segment and play a crucial role in shaping democratic governance. In recent decades, increased access to information, social media platforms, and political mobilization campaigns have enhanced youth interest in politics. Understanding the determinants of youth political engagement is essential for strengthening democratic institutions.

Literature Review

Previous studies indicate that political socialization, family background, education, peer influence, media exposure, and socio-economic conditions influence youth political participation. Contemporary research also highlights the role of digital technologies and social networking platforms in encouraging political awareness and activism among young people.

Objectives of the Study

1. To examine the reasons for increasing youth attraction towards politics.
2. To identify socio-political determinants influencing political participation.
3. To analyze the role of social media in youth political engagement.
4. To assess the implications of youth participation for democratic governance.

Research Methodology

This paper is based on a qualitative and descriptive research design. Secondary data have been collected from books, journal articles, government reports, and scholarly publications related to political participation and youth studies.

Major Determinants of Youth Attraction Towards Politics

Political Awareness and Education: Educational institutions promote civic awareness and democratic values.

Social Media and Digital Communication: Digital platforms provide information, facilitate discussions, and mobilize political participation.

Employment and Economic Concerns: Issues such as unemployment and economic opportunities motivate youth to engage in politics.

Identity and Representation: Young people seek representation of their interests, values, and aspirations in political processes.

Leadership Aspirations: Politics is increasingly viewed as a platform for social change and leadership development.

Peer and Family Influence: Political attitudes are often shaped through socialization processes within families and peer groups.

Discussion

The interaction of socio-political and technological factors has transformed youth participation in contemporary politics. Social media has expanded opportunities for political expression, while democratic institutions increasingly recognize youth voices. However, challenges such as misinformation, political polarization, and declining trust in institutions remain significant concerns.

Conclusion

Youth attraction towards politics is influenced by multiple determinants including education, political awareness, social media, economic concerns, and leadership aspirations. Strengthening civic education and creating inclusive political spaces can further enhance meaningful youth participation in democratic governance.

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APA Style References

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