



# IMPACT OF SOCIAL MEDIA AS A TOOL IN FUELLING REBELLION AMONG THE YOUTH: A SYSTEMATIC LITERATURE REVIEW AND FUTURE RESEARCH DIRECTIONS

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## Abstract

The world of today is a global village. With the rise of social media platforms, there has also been an increase in new opportunities for people to connect, communicate and collaborate. Still, it has also been suggested that social media can have a negative impact, particularly in the context of behaviour and political rebellion among youth. Social networking sites have much to offer today's kids as their popularity continues to rise. Social media has been extensively embraced, and young people all across the globe are enthusiastic about it. There is a vast amount of work to be done since there are so few studies on young people's usage of the web. Some studies have found that social networking sites significantly impact people's lives. People now have more options than ever to connect, communicate, and work together because of the growth of social media platforms. Social media, particularly in the context of teenage political rebellion, has also been said to have a severe impact. Information about social media and rebellious youth behaviour was gathered via a systematic literature review of 60 studies. This study aims to examine the current evidence regarding social media's potential role in fueling youth rebellion.

## Keywords

Social Media, Rebellion, Youth

## 1. Introduction

Any society's most valuable resource is its youth. In order to benefit society both now and in the future, it is essential for young people to be productive and judicious with their time. Through network data, collecting, and analysis, (Bryant et al., 2006) discovered that today's youth had higher rates of teen depression, self-mutilation, broken homes, and promiscuity than ever before. What is the difference now? The foremost purpose of this study is to specify how individual disparities in social media use for different purposes affect the emergence of rebellion in society. This research aims to examine how our young, particularly university students, utilise Facebook and other social media platforms, their motivations for doing so, the times they use Facebook, and the lengths to which they will go in response to the knowledge they get from these platforms. A systematic literature review was done to learn more about how social networking sites affect young people. All of this demonstrates their preferences for wise resource management. These websites have recently ingrained themselves into everyday life, particularly among young people. It's necessary to keep in mind that these kids have extremely malleable brains, primarily due to their youth but also because of their interaction with these social networking sites. These tools are characteristics of social networking sites (SNS), including Facebook and MySpace, according to Ahn's (2011) qualitative study on the effects of SNS on adolescents' social and intellectual development. Is there any value to kids from using these social networking sites, or are they merely putting their mental and social well-being at risk? According to Ahn (2011), using SNS and being a teenager have advantages and disadvantages. Most young people, regardless of their age group, are rapidly converting from consuming electronic media like radio and television to social media. As so many young people use social media, it has a significant impact on them. The study of Engaging in a variety of dangerous online behaviours explains online interpersonal victimisation more so than engaging in particular individual behaviours, according to a 2007 study (Ybarra et al., 2007).

## 2. Methodology

A thorough literature evaluation summarises existing evidence, identifies gaps and potential research paths (Petticrew and Roberts, 2006), and thereby identifies present discourse boundaries. It varies from a narrative review due to its methodological approach, which requires a clear explanation of the processes to be performed to choose, scan, and analyse the literature in an effort to reduce biases and increase transparency (Fink, 2013;

Tranfield et al., 2003). It increases prospects for replication (Nascimento and de Silveira, 2017) and for a study of similarities and differences, so expanding the field's knowledge (Denyer and Tranfield, 2009). Even with challenges like cross-disciplinary data synthesis (Pittaway et al., 2004), it is crucial to assess the range of current hypotheses on social media in innovation and to pinpoint potential areas for future research in the discourse. The purpose of SLR is to evaluate the available information, identify any gaps, and suggest future research possibilities (Petticrew and Roberts, 2006). This serves to highlight the discourse's current boundaries. Because of its methodical approach, which implies a thorough description of the methods taken to choose, scan, and analyse the literature, it varies from a narrative review (Fink, 2013; Tranfield et al., 2009).

## 2.1 The Search Process

We screened 120 publications produced during the initial process to shortlist articles. During this review, a total of 60 articles were identified and examined. Peer-reviewed literature, both qualitative and quantitative, was used. This study aims to comprehend the influence of social media on young people's life. To address the questions conceived in this paper, we shall employ the use of a secondary method. Under this methodology, we shall cite journals, literature available, magazines, books, websites, studies, surveys, *et al.* The full-text papers were assessed for the final selection after the articles' titles and abstracts were chosen based on their relevancy.

## 2.2 Identifying initial selection criteria: keywords and search terms

Initially, the meaning of social media was researched, and the specific social media websites which were to be taken into account in this SLR were finalized. Then the impact of social media was researched and noted. The scope of this SLR is the budding feelings of rebellion amongst the youth, and thus, the feeling of rebellion amongst the adolescents and young adults was looked at from Psychology's point of view. The abstract search was also done to find any similarities in the theme. The terms social media and rebellion were used. The studies varied in methodology, sample size, and geographic location. However, all of the studies provided evidence that social media can play a role in fueling rebellion among youth. Similar words were taken into account when combining keywords like social media, behaviour changes, and violence in order to include or eliminate articles. This is a summary of the final search phrase and inclusion/exclusion standards:

- Keywords (social media, rebellion, protest, violence)
- Search in the abstract

- Journal article and peer-reviewed
- Only English language
- Only articles with full text available

### **Inclusion criteria**

- In cases where two articles reported the same study, the most recent one was considered
- Articles must consist of social media
- Every article must mention at least one social media platform

### **Exclusion criteria**

- If the full text is unavailable
- Article not written in English
- Articles which don't mention social media
- Articles about social media that don't focus on rebellion or behavior

### **2.3 Review topic and research questions**

Although technology offers numerous advantages, it may be deadly when used improperly. The usage of technology by young people allows them to explore the things that they and their peers find interesting or amusing (Cortesi, 2016). Youth usage of social media is growing, which poses a number of risks and repercussions.

The following issues will be addressed throughout this research:

RQ1: How do social media and the daily lives of youth is interwoven?

RQ2: How the usage of social media is fueling a feeling of rebellion amongst the youth of today's age?

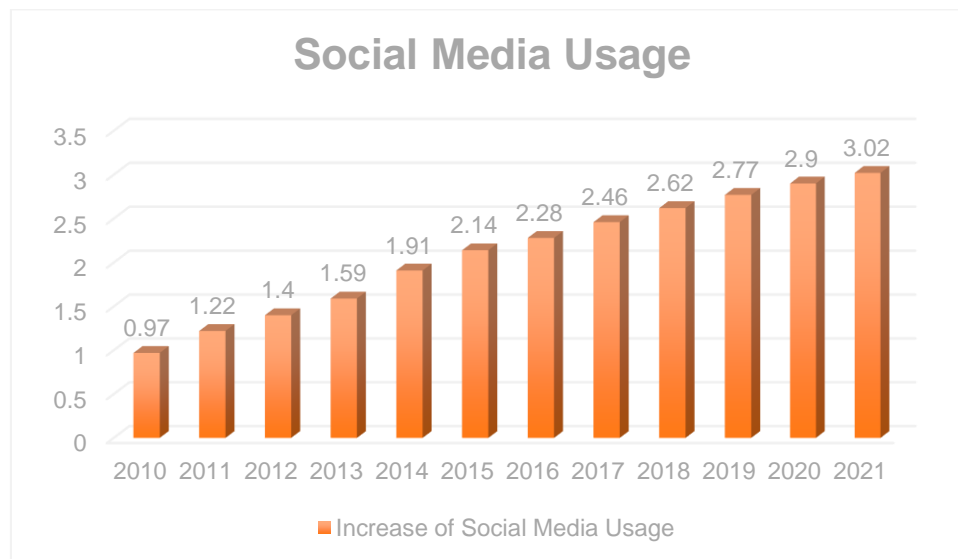
### 3. Findings and Discussion

Social media (SM) has arisen as a developing phenomenon with numerous and varied implications in the public and academic sectors. Social media, including online content, social impact, and peer pressure, can expose young people to dangerous behaviours like the use of drugs and sexual engagement (Hinduja & Patchin, 2015). Social media is commonly viewed as a sort of media that encourages social interaction. Several researchers claim that social media, by making it easier for people to voice their complaints and organise rallies, has contributed significantly to the revolt of young people. According to research by Castells (2012), social media has played a significant role in kindling uprisings by providing a venue for young people to express their grievances and coordinating protests. Tufekci (2017) also argues that social media platforms have played an essential role in enabling young people throughout the world to protest. On the other hand, there are some experts argue that, rather than being the source of teenage dissatisfaction, social media has always been a tool for communication and mobilisation. Bruns and Highfield (2016) refute the claim that social media has caused youth discontent by pointing out that it has always been a significant instrument for communication and mobilisation. According to Earl and Kimport (2011), the primary causes of revolutions have had a considerably stronger influence on igniting rebellion among young people than social media. This research will contribute to our understanding and awareness of youth's use of social media. The findings of this study will inform policy suggestions to support effective and responsible use, as well as trends in young people's social media usage and issues connected with such use for government officials and other interested parties.

### 3.1 General Trends in Literature

The usage patterns and behavioural implications of social media as a whole are shown in this section.

#### 3.1.1 Emergence of social media



*fig 1:* increase in the use of social media users worldwide

In the last ten years, there has existed a definite rise in the growth of social media usage. The number of users has grown significantly from all over the world (Fig. 1). Any form of social media or computer-mediated communication, which includes but is not limited to Facebook, YouTube, Twitter, LinkedIn, and WeChat, can be referred to as "social networking sites" (SNS). Thus, "social media" and "social networking sites" are used interchangeably. The term "web-based services" refers to websites for social networking that allow users to build profiles, display user connections, search within that list of references, and move among them (Boyd and Ellison, 2008). Facebook was mainly created to foster stronger ties between people and their friends and family via sharing details about their present connections. On the other hand, it makes it more effortless for people to socialize and develop new relationships based on "similar hobbies, political opinions, or activities" (Boyd and Ellison, 2008). Facebook has emerged as a crucial platform for people to keep up with global news, share their ideas, and reach out to a selected group of people. The importance of social media as a communicating tool must be further explained, and this requires highlighting the users' recently formed online usage habits. Users actively participate in the ongoing development and consumption of digital material under the new use pattern. Users today do not merely consume content passively; rather, they continue to improve the online services that make it possible for them to do so. The traditional World Wide Web has developed into a platform known as

Web 2.0 that is interactive, collaborative, and interoperable (Campbell, Pitt, Parent, & Berthon, 2011). Social media has brought about interesting new opportunities for people to learn about ideas and concepts and make decisions as a consequence of these activities. Therefore, the information methods try to alter how users of the internet view the world. Everyone is a stakeholder here since, for digital strategies to be successful, consumers of the data must meet specific criteria (Paquette, 2013). With a greater understanding of how consumers feel about accepting innovation, strategies that are more effective may be created (Mady, 2011). For example, social media is used in marketing campaigns to establish brands, generate leads, conduct buyer research, and cultivate consumer connections (Schmitt, 2012). These tasks can be finished and the corporate objectives met if the pertinent content is available on the proper social media platform. As a result, the brand's content may be in accordance with the experiences, feelings, and goals of consumers. Customers ought to be able to react to targeted content in a way that is connected to their consumption patterns (Ashley & Tuten, 2015).

Thus, social media networks can really offer a wide range of chances to those who want to connect with and sway their target audience. Yet, in addition to the numerous opportunities it delivers (Rana & Kumar, 2016), it also presents a number of challenges, including giving a lot of power to people who do not want to expose themselves and encasing the online disinhibition impact. The rapidity with which social media comment is obtained could be both a benefit and a drawback. There is almost no moderation in the manner in which this data can be put out. Social media brings all of the rivals together on one platform (Van Gorp & Batura, 2015). The social media culture in India is expanding as a result of the country's digital awakening. Indians are seen as a group with untapped social media potential since they show strong tendencies towards technology embrace and readiness. The results show that social media use is influenced by beliefs (such as the importance of social media for sharing experiences and getting up-to-date information), community involvement (such as active participation on social media), finances, and psychological (such as the urge for a sense of community and belonging and also building and maintaining relationships with other members) factors (Sania, 2022).

## 3.2 Dominant social media paradigms operable in boosting rebellion amongst the youth

*table 1:* a short list of articles on paradigms boosting rebellion among youth.

| Reference                            | Article | Description  |
|--------------------------------------|---------|--|
| <u>Castells, 2012</u>                | 11      | By enabling young people to connect with like-minded people and take part in group action, network paradigm has been proven to encourage teenage rebellion and activism.                             |
| <u>Senft &amp; Baym, 2015</u>        | 27      | Youth are more likely to rebel when given the opportunity to question conventional social norms and values and express their individual identities, according to the identity construction paradigm. |
| <u>Bennett &amp; Segerberg, 2013</u> | 28      | By utilizing social media to magnify their voices and express their opinions to a bigger audience, young people are being encouraged to rebel. The "amplification paradigm,"                         |

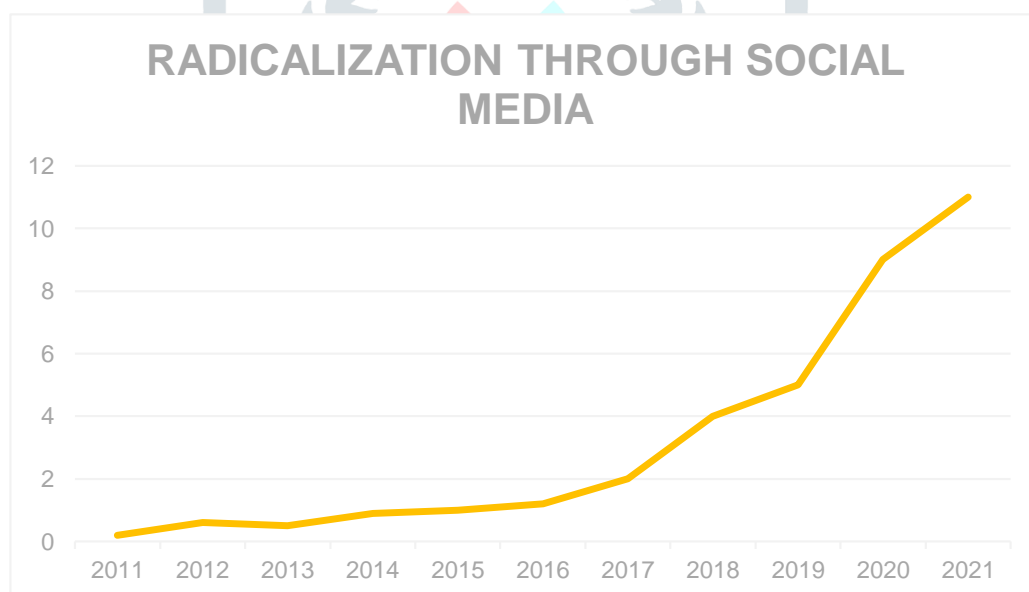


|                             |    |   |
|-----------------------------|----|---|
|                             |    | which emphasizes how social media may widen the audience for messages.  |
| <u>Jenkins et al., 2016</u> | 31 | It has been discovered that the collective intelligence paradigm encourages youngsters to rebel by enabling them to communicate and plan their actions. |

The internet connection has made it impossible for us to communicate effectively and to keep informed in the current world. One of the busiest online groups for information sharing and consumption is social media. Also, the dependence on social media has led to an unprecedented level of online intimacy. Young adults spend more time using technology than doing anything else (Vaterlaus, Barnett, Roche, & Young, 2016). Everyone wants to live a life that looks pleasing online. Through social comparison and harmful interactions, such as cyber bullying, social media can impact how an individual views themselves and their interpersonal relationships. Not only that, but social media content also involves normalizing or even promoting self-harm and suicides among the youth (Elia Abi-Jaoude et al., 2020). The power of social media can rule over the minds of the youth. Tencent owns one of China's biggest and most popular social media platforms, WeChat. By 2019, the number of daily active WeChat users has surpassed one billion (CJR, 2018). Social media is an effective tool for coordinating protests, but governments may also use it to monitor and suppress opposition (Tufekci, 2017). By enabling young people to connect with like-minded people and take part in group activities, the network paradigm has been proven to encourage teenage rebellion and activism (Castells, 2012). Identity construction is a paradigm that focuses on how individuals use social media to construct and express their identities. This paradigm has been found to encourage young rebellion by allowing them to express their distinct identities and questioning established social norms and beliefs (Senft & Baym, 2015). By utilizing social media to magnify their voices and express their opinions to a bigger audience, young people are being encouraged to rebel. The

"amplification paradigm," which emphasizes how social media may widen the audience for messages, is what this is called (Bennett & Segerberg, 2013; Tufekci, 2014). The study of collective intelligence focuses on how social media may be used by groups of people to exchange knowledge and reach conclusions. By enabling young people to communicate with one another and plan their acts in advance, this paradigm has been proven to encourage youth rebellion (Shirky, 2011; Jenkins et al., 2016). Social media has the potential to promote rebellion and social activism among youth through the dominant paradigms of networked individualism, identity construction, amplification, and collective intelligence. Although both misinformation and disinformation are referred to as ways of conveying information that is factually incorrect, disinformation entails a desire to deceive (Pal & Banerjee, 2019). Staying UpToDate and not missing out on anything is the way how youth want to live. Social engagement affects the emotions of people and gives them unrealistic ideas about how other people live.

### 3.3 Social media and Radicalization



*fig 2:* radicalization according to the articles

The effect of social media on the Radicalization of young people is a highly complex problem that is also influenced by a number of other aspects. It can be dependent on internal or external factors as well. Revolutions and protests have been around since the beginning of human history. Social media helps in bringing together like-minded people. Hence, it can have a more significant effect than any other mass media tool. There has been an apparent rise in Radicalization through social media, according to the articles. Radicalization has only grown over the past years (Fig. 2).

There is no one profile of a radicalized individual since Radicalization is a dynamic and complex process in its nature that involves various kinds of factors, such as psychological, social, and environmental effects (Bhui et al., 2018). For instance, Berger and Morgan (2015) contend that social media might breed echo chambers where people are only exposed to a narrow spectrum of opinions, amplifying radical ideologies even though other research suggests that social media can also be used as a vital weapon in the fight against violent extremism. Research also indicates that social media can encourage group conflicts, social exclusion, and the spread of extremist viewpoints (Berger & Morgan, 2015; Awan & Zempi, 2015; Hafez & Mullins, 2015). These results suggest that a number of factors, including social media, may contribute to the Radicalization of young people. Social media has a complicated and extensive impact on the Radicalization of young people. Social media provides a forum for activists to connect, arrange events, and exchange information.

A study by Sedgwick, 2016; Singh & Stepp, 2018 highlighted the role that offline factors, such as family dynamics, peer relationships, and socioeconomic status, play in the Radicalization of young people. These findings indicate that the Radicalization of young people may be influenced by a variety of variables, including social media. Social media has a complicated and wide-ranging effect on the Radicalization of young people. Social media offers a platform for information exchange, event planning, and networking among activists. According to research by social media, which is severely restricted in China, has motivated young people to demonstrations. Similarly, De Luca (2019) discovered that social media had a significant impact on getting young people involved in the demonstrations in Hong Kong in 2019. Extremist ideology has been promoted, and susceptible people have been recruited into extremist organizations through social media platforms. These days social media is the finest tool for learning practically about any topic for both educated and uneducated people; they have a strong bond and affinity with it.

The main causes of this dissatisfaction include the lack of the reader and author's trust, as well as people's growing reliance on social media. Some experts see it as a public concern since the number of people experiencing and acting on their rebellious impulses continues to rise (Cacioppo, 2018). The impacts of social media have been shown to have both physical and psychological implications. One of these issues that has been the subject of the current study is how these consequences are even inciting rebellion among adolescents and young adults.

### 3.4 Rebellion in the Adolescent Years

Rebellion refers to a form of organized resistance or uprising against a government or authority, often characterized by the use of force or violence. It is what distinguishes the adolescent years, and it is one that leads to many disagreements with parents. Rebellion is a common theme during this period, as adolescents seek to establish independence and autonomy from their parents and other authority figures. The two most common types of defiance are rebellion against adult authority (rebellion of non-compliance) and rebellion against social conformity (rebellion of non-conformity). In both cases, defiance draws the attention of adults by upsetting them. Many studies have established the link between media exposure and violence, aggressive ideas, actions, and desensitization (Marjorie J Hogan 2005). Research has shown that exposure to social media can lead to increased risk-taking behaviour, including drug and alcohol use, sexual activity, and aggressive behaviour (Brown, 2017). The nature and context of media violence affect it differently; some kids are more susceptible to violence media messages and imagery. The fastest-growing adopters of new online platforms are young people, with nearly a quarter of teens' almost constantly' reported being online (Malvini Redden & Way, 2017). Social media has evolved as a vital means for youth to mobilize and organize during protests and other forms of social unrest. The young person boldly displays his or her uniqueness or independence from what the parents like or want and, in each instance, succeeds in earning their disdain. This is why teenagers give rebellion, which just conducts that purposefully resist the prevailing norms or authorities, a positive reputation and adults a negative one. Social media has been used to spread hate speech and incite violence against minority groups during protests (Van Stekelenburg & Klandermans, 2013). Hate speeches can lead to further social divisions and undermine the goals of the protest movement. Social media can create pressure to conform to certain social norms and expectations, leading to rebellion against authority figures and traditional values (Livingstone & Helsper, 2010).

### 3.5 Authority and Rebellion: A Psychological Perspective

In most cases, parents despise teenage rebellion not just because it generates additional resistance to their role of giving structure, direction, and supervision but also because it may result in significant damage. Parents have to understand that their children need some space to understand the changes in their bodies and also the environment without increasing the pace of the psychological process ([Palatnik & Siedman, 2012](#)). It may cause teenagers to rebel against their own interests, abandoning childhood pursuits, activities, and connections that are frequently supportive of self-esteem. It could lead people to act in a self-defeating and destructive way, for example, not doing their homework or even hurting themselves physically. It drives people to reject safe norms and constraints, allowing the impulse to trump reason with potentially hazardous results and individuals to harm treasured connections by pushing against and isolating others they care about. Therefore, teenage defiance is not only a source of parental irritation; it is also causing alarm. Although the teen believes rebellion to be an act of independence, this is never the case. It is really an act of reliance.

Milgram's famous obedience experiment demonstrated the extent to which individuals would obey an authority figure, even when it meant harming another individual. This experiment has relevance in the context of social media as it suggests that individuals may be more likely to follow the opinions of authority figures on social media, even if it means going against their own beliefs ([Milgram, 1974](#)). Social media as it suggests that individuals may be more likely to rebel against authority figures on social media if they see others doing so ([Bandura, 1977](#)). Individuals may rebel against authority figures on social media if it means asserting their autonomy and expressing their own beliefs ([Ryan & Deci, 2000](#)). They have a basic need for autonomy, competence, and relatedness.

[Tapscott, 1998](#) refers to the younger age as the "Net Generation" in his work and covers growing up in a digital environment. Children are learning in novel ways, putting multicultural principles into practice while interacting in a hybrid virtual environment. Other important traits include authenticity and trust. Their research published in Adolescent social networking ([Lenhart & Madden, 2007](#)) noted that social networking "rocketed from a niche pastime into a phenomenon that attracts tens of millions of Internet users" during the earlier five years. According to the study, it is possible to examine adolescent self-disclosure and peer interaction from profiles to paint a comprehensive picture of adolescent behaviour, identify specific topics that need more investigation, and discuss the consequences of parental supervision and intervention. In the analysis of student behaviour, 23% of students reported being unable to focus fully on their studies. In comparison, 23.3% said that

they were not at all affected by what they saw online (Lenhart & Madden, 2007). The participants offered advice on how to lessen social media's detrimental impacts. Teachers pushed for regulating the use of social media platforms by the students and creating guidelines to guarantee the appropriate use of the platform. Parents advised their children to use social media exclusively for academic objectives, during certain hours when they were present, and with strict social media control.

### 3.6 Global Society and social media

As the political dependence of global society on the ready availability and accessibility of information rises, so does the influence of those who can interrupt and control that flow. Typically, the number of audiences that rebel organisations could reach using conventional means and the cost of such technology limited their ability to deliver a message. Emerging social Internet platforms alter this dynamic by offering rebel groups new options to establish and communicate with an audience. It has become essential that one understands how social media affects people and society as a result of its rising popularity.

There are numerous studies that have focused on and derived the connection between social media usage and mental health. One study found a connection between using social media and having higher levels of depression and anxiety (Kross, et al., 2013). Contrary to the previous study, another study discovered that social media use could have a favourable influence on mental health, such as reducing loneliness and enhancing well-being (Valkenburg, et al., 2006). Social media has evolved into an essential component of political participation. A 2016 study discovered that social media considerably influenced political engagement, with social media users being more inclined to participate in political activities (Xenos, et al., 2014). People's usage of social media might intensify the level of political division because they seek material that confirms their ideas (Flaxman, et al., 2014).

Social media has had a significant role in recent social movements. One study discovered that social media could assist collective action by providing a platform for activists to organise and mobilise protests (Earl, et al., 2011). Social media has altered how social movements are currently run and operated, according to a study (Castells, 2012), making it easier for activists to share information and plan actions.

With the introduction of social media, it is now simpler than ever for people to interact with others from different backgrounds, cultures, and places and join in debates and conversations about critical issues that have global effects. On the other hand, social media may also serve to create echo chambers and strengthen controversial viewpoints, further fragmenting the global society.

The recent expansion of self-proclaimed and otherwise ethical actors is fostering a global democracy of "humane governance". Interconnectivity is not weathered because of the presence of political and territorial borders that offers particular potential for domestic groups opposing unresponsive or oppressive regimes, according to this perspective. According to an iconic metaphor by Margaret Keck and Kathryn Sikkink, hurried movements produce international support "boomerangs." Using modern technology; they cross boundaries to communicate with the expanding number of foreign NGOs. In turn, NGOs they underpin embrace causes altruistically, donating help, exposing injustices, and pressing adversaries. In the end, no local battle goes unrecognised, "empowering the world's poor" (Hammond, 2001). There are so many deserving causes on which to pour attention that choosing clients might be difficult. But for social movements in the developing world—organisations for whose connections abroad go beyond a career, a job, or a diversion—the state of international politics today has a particular flavour. The promise of new technology, actors, and institutions is often unfulfilled. Moses Werror who is the leader of Indonesia's Free West Papua Movement, said on the organisation's website, "We have fought for almost three decades, yet the world has neglected our cause." The question "Why do so many Americans care about conserving seals and whales but not us?" was shouted out by a recently displaced person in the conflict-torn southern Sudan. (Kate, 2001).

#### 4. Future Research Direction

Since shared cyberspace is not simply an American phenomenon but a global reality, those fearless of connection must embrace it by allowing opposing, even aggressive, viewpoints into their cyberspace. This open, free, and accessible cognitive environment will let democratic nations advocate their ideas in cyberspace, putting authoritarian regimes on the defensive. In this sense, cyber rebellions mirror a time-honoured military maxim: constructing a wall and waiting for an assault is a certain way to lose the battle. It is preferable to take offence. From this old reference point, one must transition into a new one, which is faith in the world that connectedness has created. Cyber rebellions are posing a threat to nations as the internet reaches a critical threshold where it must decide whether to define itself by shared values or by fear. Given the roots of cyberspace as a venue for the free exchange of knowledge and the prevalence of social media as its calling card, optimism trumps pessimism. If individuals who believe in the power of openness continue steadfast, efforts to combat cyber rebellions will remain unsuccessful. It is a terrific moment to believe in and practice democracy. Now, more than ever, one must publish, tweet, and send emails in support of global freedom.

## 5. Concluding Discussions

It is undeniable that during the past ten years, online social networking has fundamentally changed how people interact and communicate (Pantic, 2020). The research's main goal was to shed light on how social media became increasingly popular among young internet users and what effect it ultimately had on them. According to the study's findings, participants use social media extensively, with over 90% of them having accounts on Facebook and WhatsApp in particular. The patterns of this study of young people's use of social media are consistent in most cases with those found in other studies, including the degree of use, objectives for use, the form of access, issues experienced when utilising these sites, as well as the many advantages to their development, including self-identity, relationship building and maintenance, acquisition of social, communication, and technical skills, and new knowledge.

For those who study radicalisation, social media provide an excellent observational study opportunity. Face-to-face group studies have shown that discussion among like-minded people radicalises their typical stance. Those who are pro-life initially tend to grow more so, while those who are anti-gun initially tend to become more so (Moskalenko, 2018). Two factors contribute to the radicalisation of ideas in group discussions. One is informative; individuals discover fresh arguments to support their existing ideas. The second radicalising element in group debate is the social admiration and emulation of individuals with the most extreme beliefs.

According to the conclusions of this study, it is quite evident that social media has played a key influence in fostering youth revolt. Social media has not only given an excellent platform for protest organisation and mobilisation, but it has also boosted the speed and scope of protests. Yet, social media has limits that must be acknowledged since it may be used by governments and other key players and is not a mandatory requirement for mobilisation.

### 5.1 Practical Implications

There are various practical implications of the research that I have conducted. Social media is more radicalising than face-to-face organisations due to their bigger collectives (more information sources) and the greater possibility of meeting radical people inside these huge collectives. It also owes a lot of its success to the online disinhibition effect (Ward, 2021). It also relates to the justification for why social media groups tend to be more radical. Dissenters in a face-to-face group may be ignored or removed, but only with difficulty. On a social networking site, choosing is risk-free; just hit the mute or block button.



Every day, an increasing number of individuals depend on social media for news, entertainment, and social connections. We need an impartial investigation of their possible political repercussions.

## 5.2 Theoretical Implications

Further, this research does also have the potential to become a topic of academia and how there is a need to curb the growing trend of online propaganda that openly and overtly aims to serve the interests of the group it associates itself with. The research shall help governments across the world devise a concrete and fool proof method of combating the issue.

## 5.3 Limitations

There are significant limitations to this research included in the evaluation. First, the literature on this issue is still in its very early stages, with many studies focused on qualitative and exploratory research. Second, the studies used diverse methodologies and definitions of radicalisation, making cross-study comparisons problematic. Finally, the research has primarily been conducted in Western settings and may not be relevant to other places. Since the topic is not linear in nature and is more dynamic and leans towards being multi-faceted, the limited access to the data posed a major limitation.

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## Declaration of Interest

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## Appendix

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