The pros of social media include an effective tool for communication where users can provide feedback. Any individual can participate in a discussion and present their opinion without restriction that enables people to hear their voice. It is observed that around 68% of the population of America acquires knowledge from social media. Before social media, people used to struggle for knowledge and had to acquire the truth (Ref-AB1CD2). Voters need to stay updated and decide upon the truth regarding their decision to vote. Social media also provides analytics to every user. For instance, in a video call, all the users know the number of people watching, whether they are hosting the video or attending it.

The cons of social media include the destruction of political dialogue due to the low-tier conversation. Improper posts and memes from social media are also utilized by politicians, which harms the users. It causes a shift of focus towards the negative and unproductive side where the primary issues are left uncatered. The echo chamber also negatively impacts social networking as it can act as a closed room with similar people that can accompany a user agreeing and enjoying with them (Ref-AB1CD2). Almost all the buttons present on social media are directed towards agreement and enjoyment, which promotes cult-like followers. Usage of bots in election campaigns is also observed as these are fictitious personas on the platforms that disseminate wrong news and information and promote untrustworthy information.

The three major social media platforms that I have been using include Instagram, Twitter, and Facebook. These platforms enabled me to grow and gain information and updates regarding the projects and campaigns launched by different parties. Youth groups are formed by different parties which different individuals can join. These groups provided hype to elections, which encouraged me to participate. I also learned about the narrative of political parties and the opinion of inhabitants of the areas where they had authority in the past through social media.