

**“Get Out the Vote”: an Investigation Into How Social Media Use  
and Peer and Family Political Socialisation Influence Political  
Participation Among First-year UK University Students**

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## **“Get Out the Vote”: an Investigation Into How Social Media Use and Peer and Family Political Socialisation Influence Political Participation Among First-year UK University Students**

Young people are participating less and less in politics: this has been the observation made at the polls for several years (Kimberlee, 2002). While it may be that youth simply does not feel involved with politics yet as they are too young for political matters to be of much importance, researchers in political science have posited that other reasons are at play due to a decrease in the political participation of current youth compared to previous young generations. (Kimberlee, 2002). Potential factors for political mobilisation have been theorised, with the importance of socialisation through one's social environment, that is, friends, family, peers, and scholastic settings, being held as an essential determinant for the mobilisation of young voters (Neundorf & Smets, 2017). The positive correlation of frequent use of social media and political participation has also been demonstrated (Boulianne, 2015; Xenos et al., 2014). Consistent with this data, the CIRCLE organisation for research on youth civic engagement assessed that 70% of US youth of voting age had received information about the 2020 US Presidential Election via social media, an election during which youth voter turnout increased by at least 10% compared to the 2016 US Presidential Election: between 42 and 44% in 2016, and between 52 and 55% in 2020 (CIRCLE, 2020; Belle Booth et al., 2020). These insights indicate that social media platforms and political socialisation might be two powerful means of increasing the political presence of new voters.

Nonetheless, there is a literature gap with regards to analyses of the effect of social media on political mobilisation among youth. This question is all the more relevant during lockdown as many young adults have spent larger amounts of time on social media and were therefore likely more exposed to political content which may have had an influence on their

level of political mobilisation. Accordingly, our study hopes to contribute to the literature on peer and family socialisation as factors of political participation.

Extant literature, evidence and theory on the subject, as well as the lack of evidence in favour of the greater influence of either peer socialisation or family socialisation, has led us to formulate the following research research question around these factors:

**Research Question.** How does social media use and political socialisation predict increased political participation in a sample of first-year UK university students?

**Null Hypothesis H01.** There is no significant positive relationship between university students' social media use and their political participation.

**Null Hypothesis H02.** There is no significant positive relationship between university students' political socialisation (peer/family) and their political participation.

**Null Hypothesis H03.** The interaction between the effect of social media use and political peer/family socialisation on political participation will be zero.

Having established this, we wish to look further into the factor of political socialisation. Noticing a lack of scientific literature comparing the effects of peer socialisation and family socialisation, we formulate the following:

**Sub-research question.** Is peer socialisation or family socialisation more predictive of increased political participation in a sample of first-year UK university students?

**Null Hypothesis H04.** Political participation is not predicted by peer socialisation.

**Null Hypothesis H05.** Political participation is not predicted by family socialisation.

**Null Hypothesis H06.** The combination of peer socialisation and family socialisation will not predict political participation with statistical significance.

## **Method**

**Integration and choice of research design.** Our study combines collected primary quantitative and qualitative data in a sequential explanatory design. The focus and emphasis of our research is placed on quantitative data, with qualitative data informing the direction and methodology for our quantitative research. The choice of a sequential explanatory design stems from the desire to compensate for the weaknesses of our initial quantitative data, which although very rich, reflective and personal, may not be representative of a larger population as it remains narrow and portrays a small number of participants' perspective. The introduction of quantitative research methods additionally helps limit communication problems which may threaten the strength of participants' qualitative testimonies.

**Ethics.** The LSE Ethics Questionnaire was completed, see Appendix. The use of deception was not needed.

## **Qualitative research.**

***Aim.*** We base our research on initial primary qualitative data, which the following quantitative research will be ground in. The aim is to get a first, detailed understanding of the experiences of participants with regards to the role of peer socialisation, family socialisation and use of social media in determining political mobilisation, as well as assessing the strength of a potential moderator, social pressure to vote.

***Participants.*** Three participants were recruited for a focus group both by word of mouth and through online communications from our LSE Psychology and Behavioural Science undergraduate course. All three were adults, aged between eighteen and nineteen, eligible to vote in the 2024 UK General Election, two were women, and one was a man. Four additional participants for one-on-one interviews were recruited through online communications from our undergraduate course. All three were aged between eighteen and nineteen and eligible to vote in the 2024 UK General Election as well.

***Materials.*** The Zoom video conferencing app was used for both the focus groups and the interviews, to ensure participants' safety. All qualitative research was carried out this way online, with participants located in places where they felt comfortable and were able to speak out loud. Participants and researchers used mobile devices or laptops with an internet connection to realise this. In addition, guiding questions were prepared prior to the focus group and interviews.

***Procedure.*** The focus group took place online on Zoom, before the interviews, and lasted around 45 minutes. The focus group was semi-structured, with researchers guiding and moderating the conversation with prepared questions structured by overarching themes. This allowed the researchers to lead, rather than constrain the thought process of participants,

creating a natural setting for rich and unrestrained conversation. We sought to avoid participants falling into social desirability bias, by not responding positively or negatively to their responses. The interviews lasted around 10 minutes each and were conducted one-on-one by one of the researchers. The interviews were not designed to be structured but the participants did not deviate from the questions asked, resulting in a structured interview style. The 17 questions asked were the same for both the focus group and the interviews and are detailed below. The overarching themes for both were demographic questions, use of social media, political socialisation and social network pressure. These were chosen as they correspond to the variables being tested. Social network pressure was introduced as a potential moderating variable, which we theorised could be responsible for a part of political mobilisation.

Having obtained data from the focus group, we decided to conduct interviews due to the uniformity of opinions expressed in the focus group for the sake of obtaining diverse data and to obtain a wider, more representative sample of qualitative data. We then conducted thematic analysis on the transcripts obtained from the focus group and interview recordings, using Microsoft Stream's automatic subtitles, once we manually corrected them.

**Integration.** This allowed us to inform the methodology for quantitative research. The preliminary evidence thereby collected enabled us to make two changes to our research: having insufficient evidence to draw answers to our research question from the qualitative data, we decided to shift the primary focus of our study onto quantitative data. In addition, supported by the results of our thematic analysis, we decided not to examine further the 'social pressure to vote' moderator, the presence of which found no evidence, and to introduce instead peer political socialisation as a factor for political mobilisation.

#### *Demographic questions.*

- 1) Do you consent to your answers being analysed for the purpose of our study?
- 2) Do you consent to the meeting being recorded?
- 3) Are you eligible to vote?
- 4) Are you intending to vote in the next election?
- 5) What reasons might you have for voting, or not voting?

*Use of social media.*

- 1) Do you ever purposely search out political content or do you feel you only engage with it accidentally?
- 2) In the most recent governmental election, did you see a lot of political discourse go on on social media platforms?
- 3) Do you feel the need and push to vote from celebrities, peers, friends or influential figures on social media platforms?
- 4) Do you think social media has had an influence on how likely you are to vote?

*Political socialisation.*

- 1) When growing up, did you tend to discuss political issues with your family? How often?
- 2) Do you know who members of your family tend to vote for?
- 3) Would you say you are a similar degree of politically aware as your parents?
- 4) Do you think social media is a good tool for education and ultimately to mobilise voters?

*Social network pressure.*

- 1) Do you surround yourself with peers (friends, students, etc) who have different political opinions to yours? If yes, do their opinions influence yours?
- 2) Do you have friends whose level of political mobilisation differs from yours?
- 3) How often do you talk about politics with your friends?
- 4) Do you feel like there is pressure within your friend group to vote? If so, does that pressure influence your voting behaviour or your attitude towards voting?

### **Quantitative research.**

***Aim.*** We performed quantitative research through a 17-item survey with the aim of expanding on our previously-collected quantitative data with a larger sample.

***Participants.*** 50 participants were recruited through online communication and by word of mouth. Participants were young and of voting age.

***Materials.*** Materials needed included the survey, an internet connection and a device through which to complete the survey. The survey itself contained 15 Likert scale items ranging either from ‘never’ to ‘always’ or from ‘strongly disagree’ to ‘strongly agree’, and 2 questions asking for a number of hours spent online.

***Procedure.*** The survey (see Appendix, Figure 1) was created with the research tool Gorilla. The anonymity of the participants was ensured by asking them to create an ID code constituted by their two initials and two numbers of their birth year, such as CD02. The survey took only a few minutes to complete. The survey items are organised around themes: political participation, social media usage and political socialisation. The results for each participant were aggregated and the collected quantitative data was analysed using RStudio to test the relationship between social media and political socialisation on political participation through a Pearson’s correlation test, a simple regression and a multiple regression. We tested the interaction between social media and political socialisation, to better understand how that affects each factor’s influence on political participation, and compared the influence of family socialisation and peer socialisation on political mobilisation.

### **Results**



### **Qualitative research.**

*Education.* The first theme we found was education, relating to the way participants keep themselves up to date politically in a way that increases their political mobilisation. This social media comprises general political awareness and the use of social media. The question of whether the latter had or not an impact on political mobilisation, and if so, whether it is deliberate or not, was discussed by participants of the qualitative section of our research.

*Political awareness.* Low political awareness was revealed to be a reason not to vote. Participants indicated political awareness is increased by talking about politics with family and friends, and high political awareness increases their likelihood of voting.

*Social media.* Social media was shown to be used to help make up their mind about which candidate to vote for. Limitations were shown: to social media's influence, for instance by participants who do not use it politically: "I don't tend to use it for advocating my own political beliefs", by those who do not deliberately search political content: "For me it's mostly accidental, I don't actively search", or deliberately avoid it, some due to misinformation: "There's definitely a high degree of misinformation being spread on social media before elections so I try keep away from it". Social media was said to be limited in its educational use through the presence of echo chambers: "You end up living in a bit of an echo chamber and [...] you don't expose yourself to anything new", and the spread of radical opinions which made its political use undesirable: "People exaggerate so much there that it's not really a great tool for education". On the other hand, social media's politically

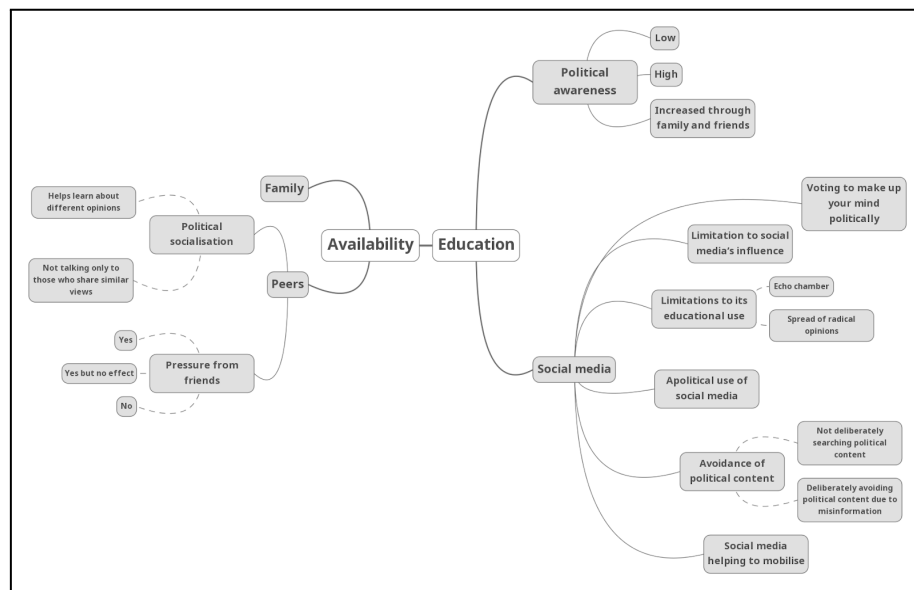
mobilising use was also demonstrated: “I think a lot more people vote because of them being on social media”.

*Availability.* The second main theme relates to socialisation through the most available people, who tend to be relatives and peers. As such, family and peers are the two sub themes. Peer socialisation seems to be connected to political socialisation, by communicating to a variety of people who share different political opinions, helping to shape one’s own beliefs, and to pressure, which has been felt by some participants, among which not all claim it has an effect on their voting turnout.

*Family.* Family was shown to be influential in exposing participants to politics: “Yep, pretty much. I mean, as soon as I could understand it. And even before I could understand it. Pretty much every day, probably, very often.”. Many have said they possess similar opinions to that of their family members: “ I just have similar political views as my family members anyway”, suggesting that family socialisation may play a significant role in political mobilisation.

*Peers.* Some have said to be friends mainly with those who share similar political opinions to theirs: “I feel like I would usually like become closer friends with people who share similar political views”, “I think most of my friends have the same political opinions as mine”. However, peer socialisation also helps learn more about different perspectives: “I think there's a lot of viewpoints that you may not get if you simply discuss it in your own head without discussing with others first”, “It's very interesting to hear all these different opinions and be able to sort of shape my own view based on these”, which some do

deliberately: “I quite enjoy it being friends with people that have different political views to me”, “It's quite intellectually stimulating to have conversations with people with lots of different opinions”. Some participants said they feel pressure from their friends to vote: “I do like feel the pressure a little bit”, but it doesn’t always have an effect on voter turnout: “I think my friends would definitely judge me if I didn't vote, but I vote anyway without input from my friends”, “I don't think them judging me has any bearing on whether or not I vote personally”. Some do not feel such a pressure at all: “Not really such an open discussion where it would lead to pressure or anything like that”, “I think these [...] conversations don't necessarily pressurise me to vote”.



**Figure 1.** Thematic map illustrating main themes, their sub-themes and further reflections emerging from the focus group and interviews.

Main Themes	Sub-themes	Quotes supporting emerging themes
Education	Political awareness	<b>Low political awareness:</b>

		<p><i>"I wouldn't be willing to vote if I'm voting for someone I don't know everything about and my lack of prior knowledge may make me a bit naïve to some parties' actions"</i></p> <p><i>"there's no point there's no point in voting if you don't know what you're voting for"</i></p> <p><b>High political awareness:</b></p> <p><i>"If I am well read enough, if I am up to date enough I will like. I would definitely um I would definitely vote"</i></p> <p><i>"the more I'm understanding, the more it is my own choice to vote, and it wouldn't really be influenced by too many people"</i></p> <p><b>Increased through family and friends:</b></p> <p><i>"reading and asking around and speaking to people to find out more"</i></p> <p><i>"these conversations that I have with my friends definitely so spark some interest in these topics"</i></p> <p><i>"the discussions that we have sort of help enable like interest me into researching more into the topic and sort of wanting to find out a bit more what's going on"</i></p> <p><i>"when it came to voting times, I would hear my parents discussing like Labour party leaders, stuff like that that they would vote for"</i></p>
	Social media	<p><b>Voting to make up your mind politically:</b></p> <p><i>"I think it's very important to at least vote, just purely to be able to have an opinion on what's going on as I guess if you don't participate in that sort of thing it's very hard to have any sort of opinion of what's going on in the country."</i></p> <p><b>Limitation to social media's influence:</b></p> <p><i>"I don't tend to use it for advocating my own political beliefs"</i></p> <p><i>"If I see someone put something interesting on their Instagram story for example, I'll follow the link and have a look because it's interesting to see what other people are reading and I think it's an interesting way for opinions to be shared"</i></p>

	<p><b>Limitations to its educational use:</b></p> <p><b><i>Echo chamber:</i></b>  <i>"The kind of people you follow/communicate with on social media, you're doing it for similarity, so it's not like you're likely going to get the most extreme views for the majority of people"</i>  <i>"If you only surround yourself with people who believe the same thing as you, you're never going to be exposed to that potentially [...] insightful information that would like change your opinion", "You end up living in a bit of an echo chamber and [...] you don't expose yourself to anything new"</i></p> <p><b><i>Spread of radical opinions:</i></b>  <i>"You might have to exaggerate quite a bit and for that reason I don't think it's an ideal education tool", "If maybe there were a completely impartial social media, then that'd be good for educating people on politics, but no one's really impartial on social media"</i>  <i>"It's very hard to educate yourself within it as X said in such radical edges of the spectrum"</i>  <i>"People exaggerate so much there that it's it's not really a great tool for education"</i></p> <p><b>Apolitical use of social media</b></p> <p><i>"I don't particularly ever talk about politics on social media because I don't think it's... well mostly I have friends on social media and I don't want to talk about politics with them because it's such a personal subject for a lot of people that I think it could just spoil friendships for no reason"</i>  <i>"[It] can lead to unnecessary arguments"</i>  <i>"I don't really ever post anything of my own volition"</i>  <i>"I prefer to keep politics kind of off social media because simply if there's people I know a bit less on there, but I'm still like acquaintances or friends with. Then that can kind of bring in a degree of, I guess like conflict to to some relationships that is just not necessary"</i>  <i>"On political things, maybe on the less often side so maybe like 5-10 minutes, but not a lot at all"</i></p> <p><b>Avoidance of political content:</b></p> <p><b><i>Not deliberately searching political content:</i></b>  <i>"For me it's mostly accidental, I don't actively search"</i></p>
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	<p><i>"I don't really intentionally search for political content, or not often at least. Occasionally, when news breaks, I might go on twitter and look at people's attitudes towards something maybe to see a different viewpoint to what I'm thinking but I think that's generally as far as it goes because I don't really go out there and look for political content just for my own pleasure. When I do stumble upon it, it really is just unintentional."</i></p> <p><i>"I don't tend to actively read the news etc. so if I am on social media and I do happen to stumble upon something I would read it, but I would not necessarily interact with it further."</i></p> <p><i>"If it just comes up, I'll look at it, not like actively searching for political things"</i></p> <p><i>"When it's a really big thing, like a massive election, like new Prime Minister or like political parties then yeah, I will go on the poll countings or whatever, but other than that not really. Or, if there's a really controversial thing in the media, like Boris Johnson recently with his parties and stuff, stuff like that I will search up when it's more controversial and public"</i></p> <p><b><i>Deliberately avoiding political content due to misinformation:</i></b></p> <p><i>"There's definitely a high degree of misinformation being spread on social media before elections so I try keep away from it"</i></p> <p><b><i>Social media helping to mobilise:</i></b></p> <p><i>"I think a lot more people vote because of them being on social media"</i></p> <p><i>"On Youtube, I see a lot of political advertising stuff"</i></p> <p><i>"[on social media influencing voting likelihood] I think it's more moderate, so yes and no. It kind of changed over my age, so kinda depends on age, so now not really, but before when I wasn't up to date with anything – it would have."</i></p> <p><i>"[on feeling the need/push to vote from influential figures/peers online] Maybe in the beginning when I wasn't really too up to date with stuff like politics, from peers – yeah. Because I might as well, if I'm not really knowing what's going then, yeah, I might as well, if they're doing it sort of."</i></p>
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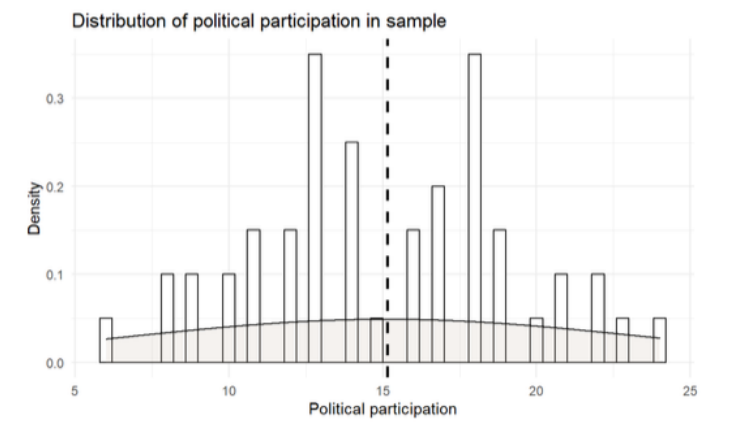
Availability	Context (Family)	<p><i>“ I just have similar political views as my family members anyway so we all just feel the same way”</i></p> <p><i>“Not always, but it was definitely a topic that was sometimes discussed”</i></p> <p><i>“Yep, pretty much. I mean, as soon as I could understand it. And even before I could understand it. Pretty much every day, probably, very often.”</i></p> <p><i>“When I was growing up it wasn't really like the main topic of discussion. I don't really remember anything to do with major politics... maybe when it came to voting times, I would hear my parents discussing like Labour party leaders, stuff like that that they would vote for, but not anything too deep”</i></p> <p><i>“I think [my parents] have [cultivated my political opinions], but I more agree with them than just go with what they are doing. I'm naturally leaning towards that side anyway, so we're kinda on the same page with that.”</i></p>
	Context (Peers)	<p><b>Political socialisation:</b></p> <p><i>“I feel like I would usually like become closer friends with people who share similar political view”</i></p> <p><i>“I think most of my friends have the same political opinions as mine”</i></p> <p><i>“ I think I didn't choose my friends according to their political ideologies, but now I might do that. If it was beforehand I knew what their political ideologies were, then I guess, I would.”</i></p> <p><b>Helps learn about different opinions:</b></p> <p><i>“I think there's a lot of viewpoints that you may not get if you simply discuss it in your own head without discussing with others first”</i></p> <p><i>“I'll surround myself with people who have a variety of political views”</i></p> <p><i>“It's very interesting to hear all these different opinions and be able to sort of shape my own view based on these”</i></p>

	<p><b><i>Not talking only to those who share similar views:</i></b> “I just enjoy being friends with others, other people and don't really look at their political views”</p> <p><i>“I quite enjoy it being friends with people that have different political views to me”</i></p> <p><i>“It's quite intellectually stimulating to have conversations with people with lots of different opinions”</i></p> <p><b>Pressure from friends:</b></p> <p><b><i>Yes:</i></b> “I do like feel the pressure a little bit”</p> <p><b><i>Yes but no effect:</i></b> “I think my friends would definitely judge me if I didn't vote, but I vote anyway without input from my friends”, “I don't think them judging me has any bearing on whether or not I vote personally”</p> <p><b><i>No:</i></b> “I think these [...] conversations don't necessarily pressurise me to vote”</p> <p><i>“It wouldn't be like really serious hot debate, it would be like relaxed open conversation about what's going on, keeping up to date with what it is, or like just fun talk about it but not really such open discussion where it would lead to pressure or anything like that.”</i></p>
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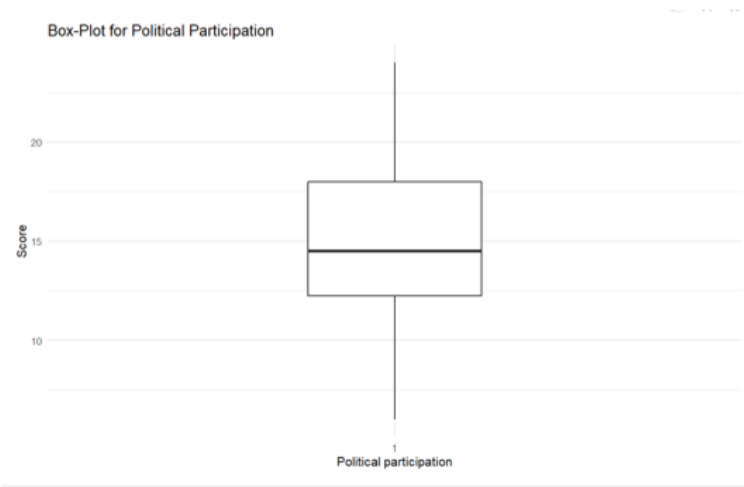
**Table 1.** *Thematic table illustrating main themes, their sub-themes, and their supporting quotations extracted from the focus group and interviews.*



Quantitative research.



**Figure 2.** *Distribution of political participation in the sample, drawn from a score out of 30 derived from responses to the first part of the survey*

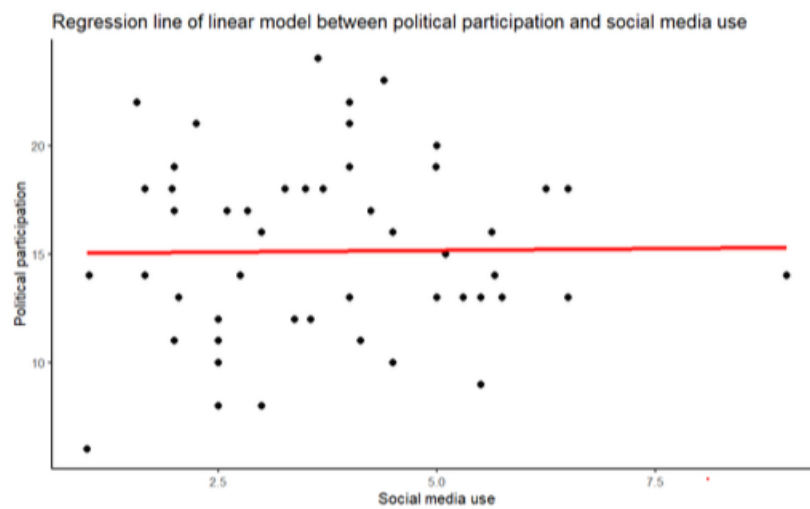


**Figure 3.** *Box plot of political participation in the sample.*

	Politics	Media
Politics	1.00	0.01

Media	0.01	1.00
	Politics	Media
Politics		0.9307
Media	0.9307	

**Tables 2, 3.** *Pearson correlation test for political participation and use of social media.*



**Figure 4.** *Plot of the linear regression for the model between political participation and social media use.*

This plot shows a very weak relationship between political participation and social media use.

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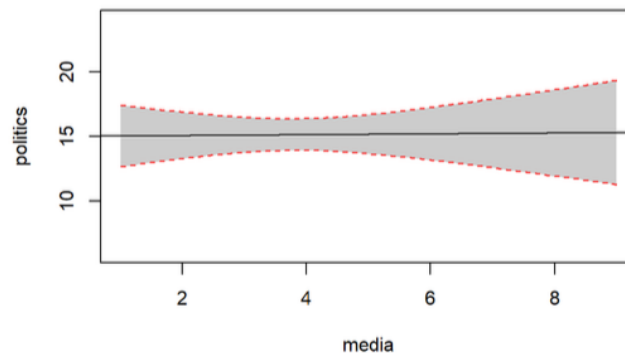
Call:
lm(formula = politics ~ 1 + media, data = MMR)

Residuals:
    Min       1Q   Median       3Q      Max
-9.0510 -2.8808 -0.6168  2.8748  8.8647

Coefficients:
            Estimate Std. Error t value Pr(>|t|)
(Intercept) 15.01907    1.50926   9.951 2.97e-13 ***
media        0.03193    0.36507   0.087  0.931
---
Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

Residual standard error: 4.277 on 48 degrees of freedom
Multiple R-squared:  0.0001593, Adjusted R-squared:  -0.02067
F-statistic: 0.007648 on 1 and 48 DF, p-value: 0.9307

```



**Figures 5, 6.** Simple model of the relationship between social media use and political participation. Statistical significance is illustrated with the three asterisks.

Standardised coefficients:

(Intercept)	Media
0.00000000	0.01262148

**Table 4.** Standardised beta coefficient. Indicates a 0.0126 unit increase in political participation for every one-unit increase in social media use.

2.5%

97.5%

(Intercept)	12.0023129	18.0573992
Media	-0.6495868	0.6917089

**Table 5.** *Confidence interval of the bootstrapping for use of social media and political participation.*

Zero is included in the bootstrap 95% confidence interval, so we cannot reject the null hypothesis. A zero effect in the population is not unlikely.

Analysis of Variance Table (Type III SS)  
Model: politics ~ 1 + media

		SS	df	MS	F	PRE	p
Model (error reduced)		0.140	1	0.140	0.008	0.0002	.9307
Error (from model)		877.880	48	18.289			
Total (empty model)		878.020	49	17.919			

**Figure 7.** *Superanova test of the simple model for social media and political participation.*

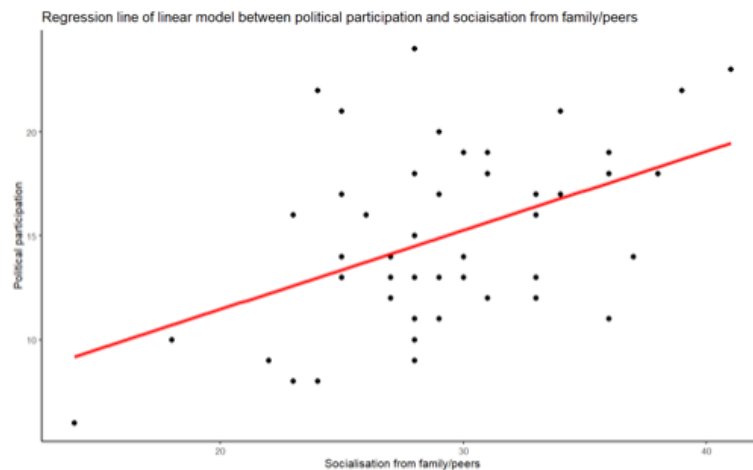
The very low R squared (0.0002) indicates a small percentage of proportional reduction in error. The small F ratio (0.008) shows a small ratio of variance explained to error. Little error is reduced per degree of freedom, compared to the empty model.

	Politics	Family
Politics	1.00	0.49
Family	0.49	1.00

	Politics	Family
Politics		3e-04
Family	3e-04	

**Tables 6, 7.** *Pearson correlation test for the simple regression of the relationship between peer socialisation plus family socialisation and political participation.*



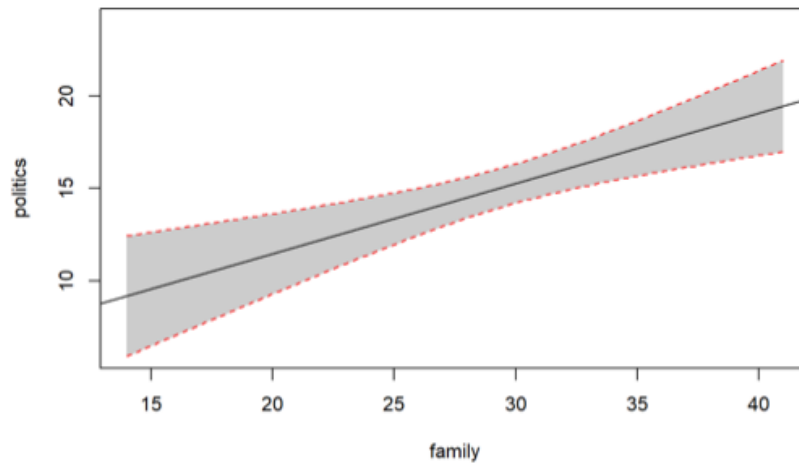
**Figure 8.** *Plot of the regression line of the linear model between political participation and socialisation from both family and peers.*

```
Call:
lm(formula = politics ~ 1 + family, data = MMR)

Residuals:
    Min       1Q   Median       3Q      Max
-6.5532 -3.2131 -0.3145  2.3500  9.4918

Coefficients:
            Estimate Std. Error t value Pr(>|t|)
(Intercept)  3.85047    2.95151   1.305  0.19826
family       0.38063    0.09791   3.888  0.00031 ***
---
Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

Residual standard error: 3.73 on 48 degrees of freedom
Multiple R-squared:  0.2395,    Adjusted R-squared:  0.2236 
F-statistic: 15.11 on 1 and 48 DF, p-value: 0.0003105
```



**Figures 8, 9.** Linear model of the correlation between family socialisation and political participation.

	2.5%	97.5%
(Intercept)	-2.3864260	9.5204459
Family	0.2007558	0.5791576

**Table 8.** Confidence interval of the bootstrapping for family socialisation and political participation.

Zero is not included in the bootstrap 95% confidence interval. We can therefore reject the null hypothesis. A zero effect in the population is unlikely.

Analysis of Variance Table (Type III SS)  
Model: politics ~ 1 + family

	SS	df	MS	F	PRE	p
Model (error reduced)	210.253	1	210.253	15.113	0.2395	.0003
Error (from model)	667.767	48	13.912			
Total (empty model)	878.020	49	17.919			

**Figure 10.** Superanova of the simple model for family socialisation and political participation.

	Politics	Media	Family
Politics	1.00	0.01	0.49
Media	0.01	1.00	-0.17
Family	0.49	-0.17	1.00

	Politics	Media	Family
Politics		0.9307	0.0003
Media	0.9307		0.2407
Family	0.0003	0.2407	

**Table 9.** *Pearson correlation test for the multiple regression of the relationship between political participation, use of social media and socialisation.*

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Call:
lm(formula = politics ~ 1 + media + family, data = MMR)

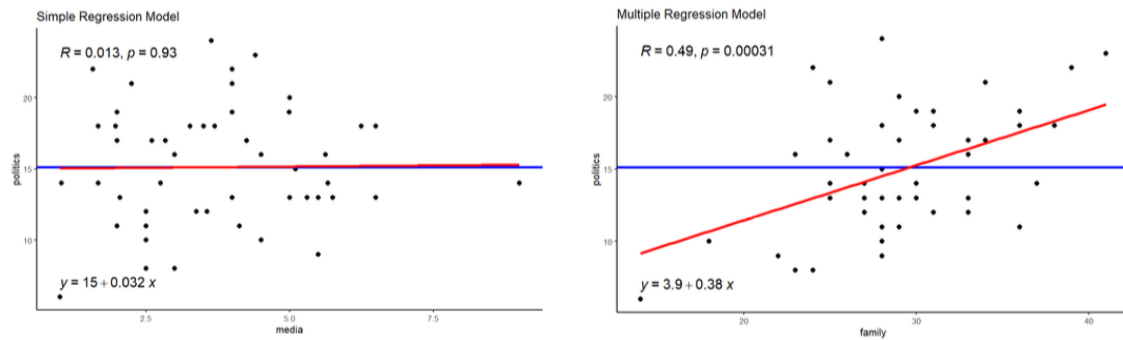
Residuals:
    Min       1Q   Median       3Q      Max
-6.3154 -2.9446 -0.4797  2.7109  9.5499

Coefficients:
            Estimate Std. Error t value Pr(>|t|)
(Intercept)  2.52775    3.43175   0.737 0.465041
media         0.24821    0.32445   0.765 0.448091
family        0.39353    0.09977   3.944 0.000265 ***
---
Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

Residual standard error: 3.746 on 47 degrees of freedom
Multiple R-squared:  0.2488,    Adjusted R-squared:  0.2169
F-statistic: 7.784 on 2 and 47 DF,  p-value: 0.001202

```

**Figure 11.** *Multiple model of the relationship between political participation, use of social media and socialisation.*



**Figure 12, 13.** Comparison of the simple regression model and multiple regression model.

Analysis of Variance Table (Type III SS)  
Model: politics ~ 1 + media + family

	SS	df	MS	F	PRE	p
Model (error reduced)	218.466	2	109.233	7.784	0.2488	.0012
media	8.213	1	8.213	0.585	0.0123	.4481
family	218.326	1	218.326	15.558	0.2487	.0003
Error (from model)	659.554	47	14.033			
Total (empty model)	878.020	49	17.919			

**Figure 14.** Superanova of the multiple model for the relationship between political participation, use of social media and socialisation.

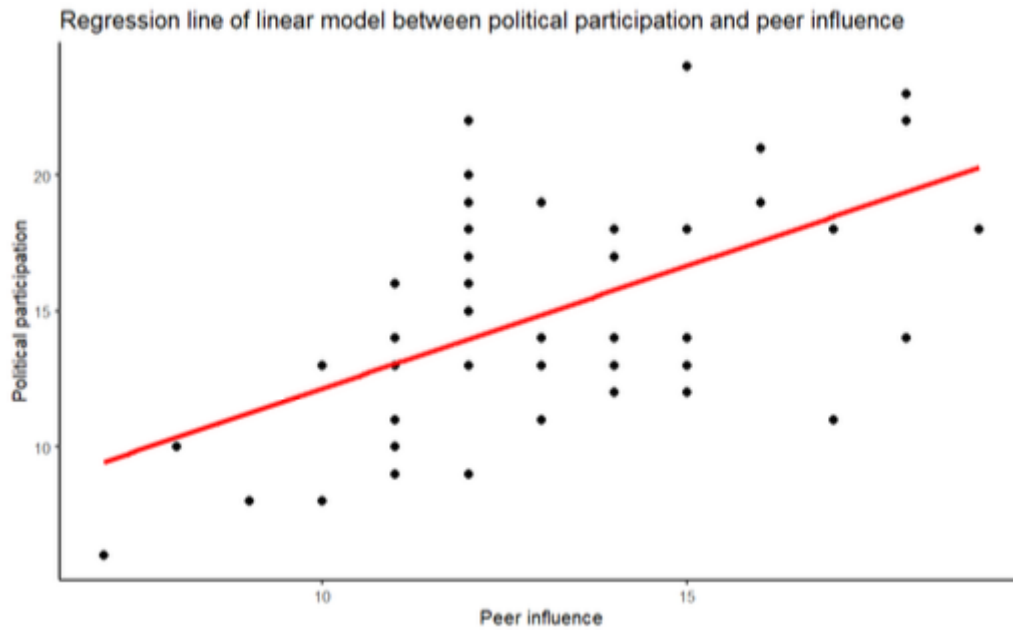
	Politics	Peers
Politics	1.00	0.58
Peers	0.57	1.00

	Politics	Peers
Politics		0
Peers	0	

**Table 10, 11.** Pearson correlation test for the simple regression of the relationship between peer socialisation and political participation.





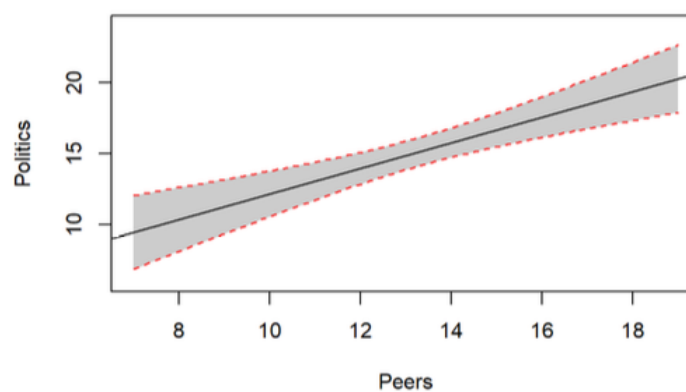
**Figure 15.** Plot of the regression line of the linear model between political participation and peer socialisation.

```
Call:
lm(formula = Politics ~ 1 + Peers, data = MMR2)

Residuals:
    Min       1Q   Median       3Q      Max
-7.481 -2.990 -0.063  2.519  8.034

Coefficients:
            Estimate Std. Error t value Pr(>|t|)
(Intercept)  3.1297     2.5654   1.220   0.228
Peers        0.9030     0.1892   4.773 1.74e-05 ***
---
Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

Residual standard error: 3.522 on 48 degrees of freedom
Multiple R-squared:  0.3218,    Adjusted R-squared:  0.3077 
F-statistic: 22.78 on 1 and 48 DF,  p-value: 1.741e-05
```



**Figures 16, 17.** *Simple model of the relationship between peer socialisation and political mobilisation.*

	2.5%	97.5%
(Intercept)	-1.9626221	7.986742
Peers	0.5340276	1.286254

**Table 12.** *Confidence interval of the bootstrapping for peer socialisation and political participation.*

Zero is not included, so we can reject the null hypothesis.

Analysis of Variance Table (Type III SS)  
Model: Politics ~ 1 + Peers

	SS	df	MS	F	PRE	p
Model (error reduced)	282.558	1	282.558	22.777	0.3218	.0000
Error (from model)	595.462	48	12.405			
Total (empty model)	878.020	49	17.919			

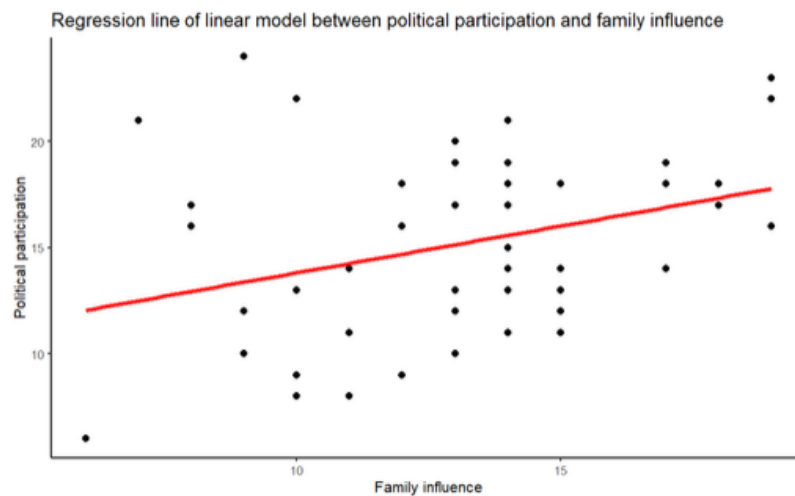
**Figure 18.** *Superanova of the simple model for peer socialisation and political participation.*

	Politics	Family
Politics	1.00	0.33
Family	0.33	1.00

	Politics	Peers
Politics		0.0202
Family	0.0202	

**Table 13, 14.** *Pearson correlation test for the simple regression of the relationship between family socialisation and political participation.*



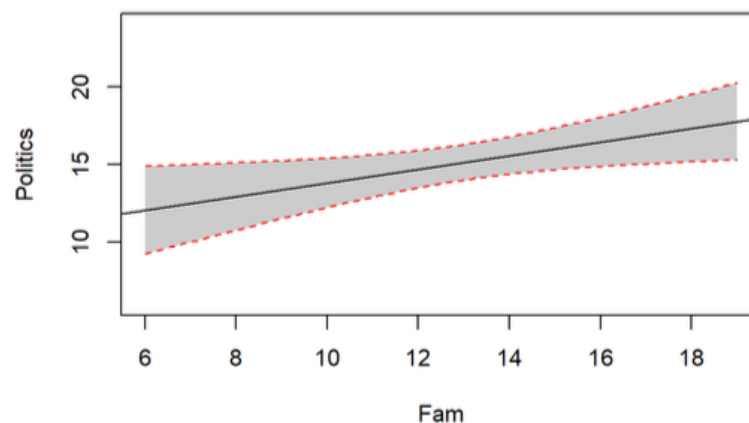
**Figure 19.** *Plot of the linear model between political participation and family socialisation.*

```
Call:
lm(formula = Politics ~ 1 + Fam, data = MMR2)

Residuals:
    Min       1Q   Median       3Q      Max
-6.259 -2.991 -0.461  2.420 10.621

Coefficients:
            Estimate Std. Error t value Pr(>|t|)
(Intercept)   9.4157    2.4505   3.842 0.000357 ***
Fam           0.4403    0.1833   2.402 0.020212 *
---
Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

Residual standard error: 4.041 on 48 degrees of freedom
Multiple R-squared:  0.1073,    Adjusted R-squared:  0.08872
F-statistic: 5.771 on 1 and 48 DF,  p-value: 0.02021
```



**Figures 20, 21.** *Simple model for family socialisation and political participation.*

	2.5%	97.5%
(Intercept)	3.30017532	15.4636135
Peers	0.02007431	0.8687212

**Table 15.** *Confidence interval of the bootstrapping for family socialisation and political participation.*

Zero is not included, so a zero effect in the population is unlikely.

Analysis of Variance Table (Type III SS)  
Model: Politics ~ 1 + Fam

	SS	df	MS	F	PRE	p
Model (error reduced)	94.230	1	94.230	5.771	0.1073	.0202
Error (from model)	783.790	48	16.329			
Total (empty model)	878.020	49	17.919			

**Figure 22.** *Superanova test of the simple model for family socialisation and political participation.*

	Politics	Peers	Family
Politics	1.00	0.57	0.33
Peers	0.57	1.00	0.49
Family	0.33	0.49	1.00

	Politics	Peers	Family
Politics		0.0000	0.0202

Peers	0.0000	0.0003
Family	0.0202	0.0003

**Table 16.** *Pearson correlation test for the multiple regression of the relationship between political participation, peer socialisation and family socialisation.*

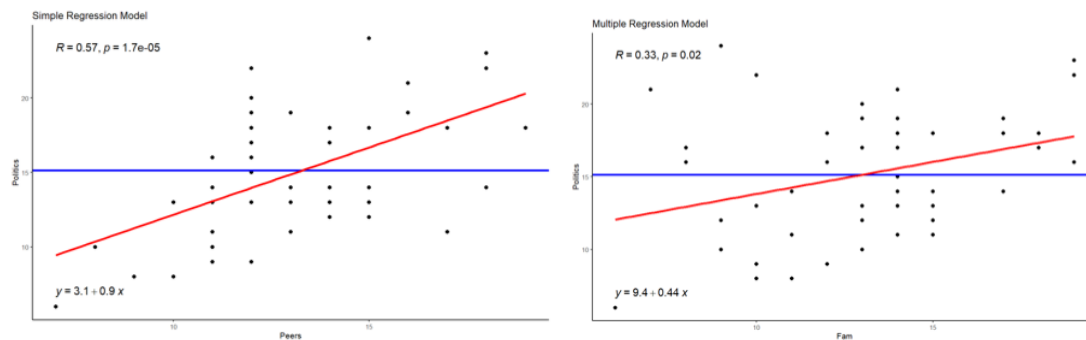
```
Call:
lm(formula = Politics ~ 1 + Peers + Fam, data = MMR2)

Residuals:
    Min       1Q   Median       3Q      Max
-7.4690 -3.0976 -0.0475  2.3088  8.2367

Coefficients:
            Estimate Std. Error t value Pr(>|t|)
(Intercept)  2.64998    2.76607   0.958  0.342950
Peers        0.85101    0.21843   3.896  0.000309 ***
Fam          0.09012    0.18444   0.489  0.627391
---
Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

Residual standard error: 3.55 on 47 degrees of freedom
Multiple R-squared:  0.3252,    Adjusted R-squared:  0.2965
F-statistic: 11.33 on 2 and 47 DF,  p-value: 9.661e-05
```

**Figure 23.** *Multiple for the relationship between political participation, peer socialisation and family socialisation.*



**Figures 24, 25.** *Comparison of the simple regression model and multiple regression model.*

Analysis of Variance Table (Type III SS)  
Model: Politics ~ 1 + Peers + Fam

		SS	df	MS	F	PRE	p
Model	(error reduced)	285.568	2	142.784	11.327	0.3252	.0001
Peers		191.337	1	191.337	15.179	0.2441	.0003
Fam		3.009	1	3.009	0.239	0.0051	.6274
Error	(from model)	592.452	47	12.605			
Total	(empty model)	878.020	49	17.919			

**Figure 26.** *Superanova of the multiple model for the relationship between political participation, peer socialisation and family socialisation.*

## Discussion

**Answer to our research question.** A simple regression analysis was performed to test the relationship between social media use and peer and family socialisation and political participation in a sample of first-year UK university students. The regression model indicated that social media explained X% of the variance in political participation ( $R^2 = 0.0002$ ,  $F(x) = 0.008$ ,  $p < 1$ ) The 95% confidence interval was obtained with 500 bootstrap resamples and did include zero (95% CI = -0.6495868, 0.6917089). Consequently, the relationship between social media use and political participation is not statistically significant. The results we obtain allow us to safely accept the null hypothesis H01. There is no significant positive relationship between university students' social media use and their political participation.

Our results also allow us to confirm the significant influence of peer socialisation and family socialisation on political participation, thereby rejecting null hypothesis H03.

Previously shown results, as well as the absence of zero in the 95% confidence interval in table 12 for the influence of peer socialisation on political participation (95% CI = 0.5340276, 1.286254), and table 15 for the influence family socialisation on political participation (0.02007431, 0.8687212) confirm that allow us to reject to confirm that there is a significant positive relationship between university students' political socialisation

(peer/family) and their political participation, that political participation is predicted by peer socialisation as well as by family socialisation. We can also ascertain that the combination of peer socialisation and family socialisation predicts political participation with statistical significance. We therefore reject the null hypotheses H02, H04, H05 and H06.

We find that, while both family socialisation and peer socialisation play a role in increasing youth political mobilisation, peer socialisation is more significant and influential than family socialisation. We thus find our answer to our sub-research question, as well as to our main research question.

A potential explanation to why we may have found null hypothesis H01 confirmed could be that, due to the absence of recent elections in the United Kingdom, politics aren't as salient in the minds of youth. Another possibility is that, due to our participants' age, they have not voted yet, so politics may not be as important an issue to them as we researchers had expected.

**Limitations to our study.** Our study first presents limitations in terms of sampling. Despite diversity at the LSE, our sample of participants contributes to a pre-existing bias in the field, by which psychology undergraduate students are most often the participants of psychological research. Furthermore, the students who participated come largely from white, educated, industrialised, rich and democratic societies, which may not be representative of all youth worldwide. The small scale of our survey further enhances this bias as it limits the breadth of data we could have sampled.

**Recommendations for future research and implications for practice.** While we hope to have mitigated the drawbacks of quantitative and qualitative data by combining the two in a sequential explanatory design, we understand that there is only so much we can extrapolate from such a research design. A concurrent parallel research design may be desirable to pursue further study on the topic of youth political mobilisation. Particularly worthy contributions to the psychological and political science literature on this matter would include research on this current cohort closer to and after the 2024 UK General Election, and regarding yet younger cohorts around that time as well, as they may themselves as well exhibit a higher level of political mobilisation at that time than our participants' cohort did recently.

## **Conclusion**

Our study finds that the use of social media, contrary to our prediction, is not correlated with an increase in political mobilisation. Our study then focused on the alternate hypothesis of the influence of family and peer socialisation as better factors for political mobilisation. We find that hypothesis correct, with both forms of socialisation being influential, especially peer socialisation which explains more of the variation in political participation than do use of social media or family socialisation.



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## Appendix

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### Focus group transcript

*In bold are the questions asked by the researchers. To ensure the anonymity of the participants, their names were redacted and each was initialised.*

#### **Are you eligible to vote?**

S: Yep

T: Yep

W: Yes

#### **Are you intending to vote in the next election?**

S: Yep

T: Yep

W: Yes

#### **What reasons might you have for voting/not voting?**

S: I am very willing to admit that I'm not incredibly politically aware, and I am like reading and asking around and speaking to people to find out more about it so that would be a potential reason why I wouldn't be willing to vote if I'm voting for someone I don't know everything about and my lack of prior knowledge may make me a bit naïve to some parties' actions, that might be something I'd be concerned when thinking about voting but I would want to I suppose because, not in a cliché way, but every vote counts, doesn't it, like if you have a lot of one votes it sways the whole election

T: I'd want to vote because of just the fact that if there is an election outcome I don't have an input in and I'm unhappy with that outcome, then I'll feel bad. So, I feel like there's that sort of pressure for me to vote. And, also, I mean, it's in my best interest to vote because I would want the candidate that best represents my interests to be in power. And additionally, not being from the UK, I think foreign policy has an effect for me personally on who I would vote for and if a candidate has a specific approach to foreign policy that I like, then I'd say that I'd want to vote for them specifically.

W: I do agree with what S was saying – although I might not be fully educated in terms of political parties as I'm not very involved in politics, I think it's very important to at least vote, just purely to be able to have an opinion on what's going on as I guess if you don't participate in that sort of thing it's very hard to have any sort of opinion of what's going on in the country.

#### **How much time do you spend on social media? How much of that time do you spend on political spaces?**

S: I don't spend very much time on social media and I don't tend to use it for advocating my own political beliefs as obviously they're quite fluid at the moment. But when I said about asking around, I do like to, like if I see someone put something interesting on their Instagram story for example, I'll follow the link and have a look because it's interesting to see what other people are reading and I think it's an interesting way for opinions to be shared but I do suppose that the kind of people you follow/communicate with on social media, you're doing it for similarity, so it's not like you're likely going to get the most extreme views for the majority of people.

T: I'd say I spend about 20 odd hours on social media a week, that's just a ball-park figure but yeah. I use Instagram, Twitter, I guess if you want to count Whatsapp, Snapchat and I guess LinkedIn is also social media but I don't particularly ever talk about politics on social media because I don't think it's... well mostly I have friends on social media and I don't want to talk about politics with them because it's such a personal subject for a lot of people that I think it could just spoil friendships for no reason. I mean, if other people bring it up, I can converse on it but I don't ever post things on my own page about politics, because it's more of a personal matter for me. Also, I think on social media people hide behind the fact that they don't have a public identity so on Twitter for e.g. you don't have your full government name on twitter mostly so when people speak on politics they're not very considerate of other people which can lead to unnecessary arguments in my opinion. I'll read some stuff about politics but I don't really ever post anything of my own volition.

W: Well I tend to use social media purely to communicate with people I already know. It doesn't necessarily have anything to do with politics, sort of what S was saying that if someone was to post something on their story about politics I might give it a read but I don't think I'm active in that sort of way.

**Do you ever purposefully search out political content or do you feel you only engage with it accidentally?**

S: For me it's mostly accidental, I don't actively search because I don't know there are those rabbit holes you get stuck into... I don't know what I would begin searching for. Just trying to expose myself to many things, I don't know the first place to start, so I think stumbling upon things is my tactic for dealing with that. Because people tend to have varying opinions, it doesn't really have that much of an impact on my own opinion but it is just interesting to see what other people are reading/identifying with.

T: I'd say pretty much the same as S in the sense that I don't really intentionally search for political content, or not often at least. Occasionally, when news breaks, I might go on twitter and look at people's attitudes towards something maybe to see a different viewpoint to what I'm thinking but I think that's generally as far as it goes because I don't really go out there and look for political content just for my own pleasure. When I do stumble upon it, it really is just unintentional.

W: Again, going back to what I was saying earlier, I'm not particularly actively involved in these sorts of political dialogues so I don't tend to actively read the news etc. so if I am on social media and I do happen to stumble upon something I would read it, but I would not necessarily interact with it further.

**In the most recent governmental election, did you see a lot of political discourse go on social media platforms?**

S: I think so, I think a year before the Scottish elections last year and my school did a mock election where they had people representing each of the parties – like they'd randomly allocated some people – and all of them had to promote their parties the best they could. It's mainly because of that, I saw some of the stuff that was being put up like even like a year before these elections. I mean at the time I don't think a lot of my friends at school were particularly involved, aware, or interested in the election side, outside of the events going on in school. But I didn't follow much of this on social media, so I don't know how valid my response here is.

T: I'd say that social media is quite politicised when election time rolls around. There's definitely a high degree of misinformation being spread on social media before elections so I try keep away from it. Honestly, I feel like it affects elections a lot more than it really should and we've seen that in the past with elections in the US. Coming from Estonia, I'd say the elections there are also manipulated by social media, like political content gets more frequent usage on social media ahead of elections.

S: Sorry just to jump on to what T was saying with the whole social media influence in elections. I think that was a massive factor of the 2016 US elections and probably everything since. I heard that's where a lot of Donald Trump's last minute success was from. So I think that's quite an interesting discussion as well like how people are interacting on social media which is influencing their behaviour and reactions to what people are discussing publically.

W: The last elections I remember are the ones in Poland in 2020, I believe. And in terms of social media's influence, I will say that social media itself was very one-sided in terms of one party, which was the more left-ish side, whereas the other conservative party received less support online, so during that time I'd say everything you'd see on social media is very targeted towards this one party, which meant you'd only see stuff for one party. A lot of my friends reposted those sorts of things, and I didn't necessarily participate in that but in general I'd say that the election did not necessarily benefit from it because it was just propaganda for one of the parties and in the end, it didn't really affect its results as the majority of Poland's population don't really use social media in that way, so I wouldn't say it had like a huge influence, but for the younger generations, I'm sure it was more informative than it usually is.

**Okay, and would you say that in social media, you see content that gives you a push or motivation to go vote from celebrities or peers or influential figures?**

S: Not particularly. I mean I think more of the sort of pressure or - more of sort of - the pull of voting comes from in my discussion I have with my parents or friends or someone. Its not really a social media pressure, its more like the social pressures of everyone voting so its like "Oh that's probably a good idea {to vote}". I mean not necessarily going along with the wave of who specifically everyone is voting for cause I reckon that's something you should keep to yourself and everyone should keep to themselves full stop but I think the notion of voting.. I don't see it that much on social media but I think I hear more about it in like live conversations.

T: Um.. I wouldn't say that anyone else really urges me to go vote -not conscientiously at least- but I'd say I want to vote just for feeling like I've contributed somehow to an outcome that I want. And I don't think any other people can really influence that. Maybe if I see someone vote for the candidate that I don't want I might be more inclined to go vote to counteract that, but otherwise I wouldn't say that anyone else has really influenced me to vote.

W: Um.. I'd say no.. as much as the content I see often leans towards voting being considered quite an important responsibility, I wouldn't say that necessarily influences me as I sort of have always thought voting is a good idea so that content hasn't had a big impact on me.

**Okay.. and one more question on social media. Would you say that overall social media has had an impact on how likely you are to go vote in the next election.**

S: Not really..

T: No, not really either. I think I'll go vote anyways, but I think that.. Like I said you know.. If I see a candidate that I don't like get a lot of support then maybe a bit more urgency but on the other hand I think I'd vote anyways so not really though.

W: Yeah I'd agree I wouldn't say it really affected me.

**Okay thank you very much. Okay, now I'm going to ask some questions about like political socialisation, so your youth and your family. Okay so the first question is 'When growing up, did you tend to discuss political issues with your family and if so, how often?'**

S: I don't really remember having that many discussions with my family about it. I would sometimes hear my parents talk about it but not really. I mean I didn't grow up in the UK so we were quite distanced from it anyways. When we did come to the UK my parents did talk about it a bit more but um.. Not really that much - like I remember maybe a handful of conversations I had with my parents about politics and most of those have been like the last year.

T: I'd say yes I have but only occasionally. With my mother, I'd talk to her about politics when I was young but I don't think it had a massive effect on me. In general, I tend not to vote for like parties, I'd rather vote for like individuals in the sense that, the main thing that I'm looking for in a politician or a figure of leadership is their intelligence. I just want someone who's intelligent to be at the wheel when it comes to governmental issues. Obviously there are some parties that I would never vote for, but overall I'd say that I vote for individuals over political parties and maybe that's the influence my family has had on me. When I was younger though, I definitely did discuss politics with my family a lot.

W: In my family, I would say that when we did have any political like discussions, it would be centred more so on like historical events and sort of how that shaped their political views, but I would say that my parents didn't really discuss their political opinions outright because they preferred me and my siblings to sort of form our own opinions and focus on what we thought was important, so I would say our conversations were limited when it came to recent political events, but they would explain their political beliefs based on history, and what happened in the past.

**On that topic actually, the next question is 'Do you know who members of your family tend to vote for - this is just for S and T then.**

S: I'm going to be completely honest, I don't. I think the discussions I've had with my parents have been more insightful as compared to opinionated so I think they are willing to let me make up my own mind about who's ideas and beliefs I want to subscribe to. It's not really opinionated or polarised - it's really just quite neutral.

T: Yeah, for my mother, I definitely know who she's voting for but for my dad.. Not really. I think I have some vague idea. In the last elections in Estonia in October or November I think, my mother and I discussed the elections and participants in some depth and I think we actually ended up voting for the same candidate but I think normally what I like to do is discuss politics so that we have multiple viewpoints before making decisions on elections.

**Okay, so last question on this topic 'Would you say that you are a similar degree of politically aware as your parents?'**

S: I think my parents are definitely more politically aware than me - at least I would hope they are. I think my dad is more politically aware than my mom is but I think they both have a solid understanding. My dad is the one who is probably more aware and the one that I discuss politics more with.

T: I'd say that there's two answers for this. In Estonia, my parents are really aware and 'passionate' about politics because Estonia only gained their independence whilst my parents were alive. When it comes to the UK, I think I know a lot more about the politics here. I think it's a two-way street. In terms of my parents, I would also be hoping they would know more about politics than I do. My mom also talks a lot about politics and it appears to me that she's also quite active in politics on social media as well. Although she might not post about it, she'll read about it and also share stuff by sending me links about local policies and stuff to keep me updated. Even though they might know more than me, I do try to do my due diligence when election time rolls around, I will keep myself up to date on all the possible candidates.

**We'll just move on to the next section of questions. The next section is about social network pressure, so how your peers in real life might influence you, so the next question is - 'Do you surround yourself with peers -like friends, students, classmates- who have different political opinions to yours, and if yes, do their opinions influence yours?'**

S: I think um.. When I was at school, there were lots of people who weren't super active and knowledgeable and political except for a select group who I wasn't very close to. I didn't share very much in common with them anyways, but since being here [at university], I think everyone here has their own opinions and I don't necessarily pick my friends based on their political opinions, so I do have a variety of friends and people I surround myself with that have differing political opinions and it's interesting to expose myself to their views and see what I do agree and disagree with but I don't think it impacts me so to say - like if I liked someone more than someone else, I wouldn't necessarily subscribe to their political views more so than anyone else's. I'm quite individual in that way, I don't get influenced that easily just because of the nature of our relationship.

T: I think I have friends who have different political opinions than mine, mostly because of their socio-economic background but yeah, I, I quite enjoy it being friends with people that have different political views to me because it has this kind of interpersonal element to political discussions that makes, you know, that makes you respect their side a bit more, maybe. And I think that's that's important in making decisions like who to vote for, because I mean, obviously, it's an individual choice at the end of the day, but I think there's a lot of viewpoints that you may not get if you simply discuss it in your own head without discussing with others first and I try to surround myself with people who, maybe not consciously, but but subconsciously I'll surround myself with people who have

a variety of political views. Maybe not like far right or far left views, but I'd say people that are across the spectrum and in the, like in more moderate, more moderate ways, yeah but I yeah I don't, I'm not fully certain of what my friends' political views are and in all cases in some cases yes, but not for everyone. Maybe that's a conversation I should have with them.

W: I mean, I wouldn't say I like purposefully look for people with different political views to mine. I guess it just sort of depends on the fact that they wouldn't say I'd be, well, keep that sort of thing in a friendship, but I do definitely think for me it's been, it's quite important to have these varied views just because I don't think I personally know enough about politics. So it's very interesting to hear all these different opinions and be able to sort of shape my own view based on these or others, but again, I would just go back to what I like, I said before, I don't think they necessarily, I just don't think it matters as much. I, I just enjoy being friends with others, other people and don't really look at their political views.

**And do you guys have friends whose level of political mobilisation differs to yours? So you might have friends who are really heavily involved in politics who are very passionate about voting, taking part, being credibly active in political spaces on social media? And do you have friends who are completely opposite side of the spectrum who don't know anything about politics who don't care? So yeah.**

S: Um very much so. I think I have a like some friends who are even less aware than I am and even less involved than I am, which comes as a bit of a surprise in all honesty, but I also have like other friends, who are like incredibly involved and very knowledgeable. I do, I do like, I do quite aspire to be knowledgeable and not not necessarily like publicly active but definitely more knowledgeable and I think by surrounding myself with different kinds of people like it's like as [2] was saying, it's just quite stimulating to have conversation like it's quite intellectually stimulating to have conversations with people with lots of different opinions, especially if their opinions are quite strong and because if you like I think, the, like you, you. You get like an essence of what each like, uh, like each person's opinion is really about, I think that's quite interesting.

T: Yeah, I'd say my friends are probably equally as politically mobilised or maybe a bit more as well than I am. I'd say if you if you take for example the the climate strike and the Black Lives Matter movements, I definitely support those movements interpersonally, but I haven't, I've only been to a couple of the protests, but I know people that never missed the protest like they will, they will be at each one that they can go to. But I'd say that, yeah, I probably people around me also tend to share political issues on social media websites like like Instagram for example, which is something that I don't do, but I don't. feel like I'm less politically mobilised because of it, maybe because I'm not spreading awareness regarding it. That could count as that, but I think, see as I as I've as I've outlined before. I prefer to keep politics kind of off social media because simply if there's people I know a bit less on there, but I'm still like acquaintances or friends with. Then that can kind of bring in a degree of, I guess like conflict to to some relationships that is just not necessary. I I feel like, so, if people disagree with the stuff you you spread on social media. I feel like it it kind of just it's a cause of conflict that I don't see as necessary. But I think I do my part in in being politically mobile and

perhaps my friends do it to the same degree as me, or maybe a bit more. I don't think many of them do it less.

W: I mean, again, I'd say that I that that it's quite a neat looking like equal spread, but I'm definitely know people that have. I'd say I'm in the lower half in terms of any political mobilisation, but I would say I'd aspire to be more involved.

**Great so with those friends who are more involved with politics. Do you talk to them, have conversations about politics with them? And also do you feel like there might be pressure or judgement from their side for you to vote for you to take part more in politics? And if yes, does that pressure influence your voting behaviour and your attitude towards voting?**

S: I definitely try and like ask and expose myself to their opinions because it is always interesting and it's nice to have a bit of a holistic view on everything. So if you ask like 7 people, their opinions are in each one's opinion is different then you get 7 different opinions and you can make your mind up about your own, you know. But with regards to, I think some people feel quite strongly about voting and and like I do, I do like sometimes I do like feel the pressure a little bit, but at the same time like it would influence my behaviour like. I'll do it because I want to and if I know I'm not well read enough or don't know enough or I'm like scared of making the wrong decision that could possibly impact and impact things in like a negative way. I will just I'll resign to not voting because I think there's no point there's no point in voting if you don't know what you're voting for like, I don't know if that makes sense. But obviously if I do, like if I do. If I am well read enough, if I am up to date enough I will like. I would definitely um I would definitely vote because I think as as we like, as as [2] said multiple times and as we like discussed throughout this whole thing like it is important to be able to have a little bit of a sway on the on like the, um I don't know, the political climate, and yeah.

T: I think my friends would definitely judge me if I didn't vote, but I vote anyway without input from my friends. So I think mostly what my friends and I discuss is. I think the purpose of it is just to have multiple viewpoints. And yeah, as I've as I've said before, there are things that fly under the radar if you're subscribed to only one. One ideology, I suppose. And then you know it's good to have multiple viewpoints in the sense that if, if you miss things from from other political ideologies. I mean, it's it's not really a well calculated decision in that case, but I I think yeah, probably my my friends would judge me if I didn't vote, but I don't think them judging me has any bearing on whether or not I vote personally. Because I mean I, I vote anyway. But besides that, yeah, right? Hypothetically I don't think it would have an effect on me not or voting or not voting, yeah.

W: Uh I again, I wouldn't say that's like it necessarily a pressure, but I do think there's these conversations that I have with my friends definitely so spark some interest in these topics, so like while we're having a discussion. Although I may not be like particularly politically involved, I'd say that the discussions that we have sort of help enable like interest me into researching more into the topic and sort of wanting to find out a bit more what's going on. So again, I think these these conversations don't necessarily pressurise me to vote 'cause. I think for the most part, most of my



friends would be willing to vote, but they just spark interest in to, well, finding out more and what's going on in the election.

**So just in terms of final thoughts, like you said X, there's no point of voting if you don't know what you're voting for. So do you think that social media is a good tool for education and ultimately to mobilise voters? What are your final thoughts on that?**

S: I think it can be a good tool, but at the same time like it really depends on the nature of the situation, because if you like if all you surround yourself with is people who have the same like opinions as you like, you end up living in a bit of an echo chamber and and you don't expose yourself to anything new because I mean people like obviously your fundamental views and beliefs and stay the same. People change and people's opinions change, and is information like surfaces about different and political parties and their values. I suppose opinions can change, and if you only surround yourself with people who believe the same thing as you, you're never going to be exposed to that potential, potentially like insightful information that would like change your opinion. So I think if if you have a fairly like holistic group of people who. Who who would share lots of different things, and I think social media can be a very positive learning tool and and positive tool for political mobilisation. But I think if it's very like. If it's if it's very biased, I don't think I. I think it could be more. It could cause more harm than good.

T: Sorry, my Internet got a bit dodgy when you were asking the question, would you mind repeating it?

**Yeah, of course I was just asking in terms of your final thoughts. If you think social media is a good tool for education about politics and ultimately to mobilise voters, especially young people.**

T: Right, I think social Media is a good tool to mobilise voters, but for educational purposes, I think to get attention on social media, you have to be like quite radical in in spreading what you believe, you have to be quite up front, quite... You might have to exaggerate quite a bit and for that reason I don't think it's an ideal education tool, but on the other hand, I mean, I suppose all media does that so. I guess there's a degree of there being a bad trade off in that regard anyway, but I, I think social media is an ideal tool for educating people about politics. If if maybe there were a completely impartial social media, then that'd be good for educating people on politics, but no one's really impartial on social media. I suppose that's the point, but yeah, people exaggerate so much there that it's it's not really a great tool for education. But for mobilisation, I think a lot more people vote because of them being on social media. So yeah. But I I think there's a case to be made for that.

W: I mean, I think it's a good tool as to raising awareness of what's going on in terms of in the political landscape, but I think it's only just the starting point as it doesn't, again because the media is so tainted with all these different opinions. It's very hard to educate yourself within it as [2] said in such radical edges of the spectrum, so again, I just think it's a starting point. And just sort of, I guess a tunnel into finding more different sources of information as to like shaping your political view. And I just, it is a good way of grasping people's attention that aren't necessarily as involved, but I wouldn't say it's effective in that way as it is very much one sided, especially in certain countries so. Yeah.

**OK, great, that's the end of our focus group, if there's no more thoughts. But thank you so much for taking part.**

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## Interview transcripts

### *Interview 1*

**Are you eligible to vote?**

Yes I am

**Are you intending to vote in the next election?**

Yes hopefully I should be yeah

**What reasons might you have for voting/not voting ?**

I think my vote would count like if I wasn't to do it there wouldn't be any benefit or gain from it, so I might as well do it. Even if it seems like it wouldn't make a difference, because it's only one vote, it may as well be counted, cause it could [make a difference].

**How much time do you spend on social media? How much of that time do you spend on political spaces?**

In an average day, one to two hours. On political things, maybe on the less often side so maybe like 5-10 minutes, but not a lot at all – if it just comes up, I'll look at it, not like actively searching for political things.

**Do you ever purposefully search out political content or do you feel you only engage with it accidentally?**

I think when it's a really big thing, like a massive election, like new Prime Minister or like political parties then yeah, I will go on the poll countings or whatever, but other than that not really. Or, if there's a really controversial thing in the media, like Boris Johnson recently with his parties and stuff, stuff like that I will search up when it's more controversial and public, I guess.

**In the most recent governmental election, did you see a lot of political discourse go on on social media platforms?**

I don't remember too much but I didn't see a lot of social media things.. I don't know if that's kind of like, what I'm used to seeing, or what pops up on my recommended but I didn't see a lot of political things ... maybe on Youtube, I see a lot of political advertising stuff, but other than, not really.

**Do you feel the need and push to vote from celebrities/peers/friends/influential figures on social media platforms?**

Maybe in the beginning when I wasn't really too up to date with stuff like politics, from peers – yeah. Because I might as well, if I'm not really knowing what's going then, yeah, I might as well, if they're doing it sort of. But nowadays, the more I'm understanding, the more it is my own choice to vote, and it wouldn't really be influenced by too many people, I guess.

**Do you think social media has had an influence on how likely you are to vote?**

I think it's more moderate, so yes and no. It kind of changed over my age, so kinda depends on age, so now not really, but before when I wasn't up to date with anything – it would have.

**When growing up, did you tend to discuss political issues with your family? How often?**

When I was growing up it wasn't really like the main topic of discussion. I don't really remember anything to do with major politics... maybe when it came to voting times, I would hear my parents discussing like Labour party leaders, stuff like that that they would vote for, but not anything too deep.

**Have any members of your family participated in campaigning/canvassing?**

No, I don't think they really are too much into politics to do those types of things.

**Do you know who members of your family tend to vote for?**

Yes, so they would tend to vote for Lab party leaders primarily.

**Do you feel your parents have cultivated your political opinions?**

I think they have, but I more agree with them than just go with what they are doing. I'm naturally leaning towards that side anyway, so we're kinda on the same page with that

**Would you say you are a similar degree of politically awareness as your parents?**

I think I'm more politically aware than they are, but we have the same ideas, but I am more informed on what each thing represents I guess.

**Do you surround yourself with peers (friends, students, etc) who have different political opinions to yours? If yes, do their opinions influence yours?**

I think most of my friends have the same political opinions as mine but not necessarily because I've chosen friends that have the same ideas as me. I don't really know what other things my other friends might believe because it's not really a topic of discussion, but when it comes to the time I find out what their political ideologies are, it doesn't really influence mine. I think I didn't choose my friends according to their political ideologies, but now I might do that. If it was beforehand I knew what their political ideologies were, then I guess, I would.

**Do you have friends whose level of political mobilisation differs to yours?**

I have a few that are very outspoken on politics and are always reinforcing their ideas and their views and their perceptions on like the Conservatives and Labour party and stuff like that, so I would say they're definitely more outspoken than me in that sense.

**How often do you talk about politics with your friends?**

We don't talk about it often. The most we would talk about it is again, the very publicised cases in politics at the time, but it wouldn't be like really serious hot debate, it would be like relaxed open conversation about what's going on, keeping up to date with what it is, or like just fun talk about it but not really such open discussion where it would lead to pressure or anything like that.

**Do you feel like there is pressure within your friend group to vote?**

Not as such, no, I think it's really relaxed in my friendship group if you were to vote or if you weren't to vote. It's not really pressurised in that sense.

**In terms of final thoughts... Do you think social media is a good tool for education and ultimately to mobilise voters?**

I think it is quite useful in nudging people to vote in a sense, cause I think there was this Facebook thing where it was telling people if their friends had voted already and how many people in the world had voted and it would lead them to a page where it would give more info about it and it showed there was a lot of improvement in how much people were voting, so I guess it is really powerful in getting people to do things based on if their friends are doing it or not or if others are doing it or not, so yeah it would be very powerful, like in a social context.

*Interview 2*

**Um, so hi, welcome to the interview. First I'm going to ask you some questions, just to like make sure that you consent to everything. So first of all, are you eligible to vote in the UK in the 2024 election?**

Yep.

**And are you intending to vote in that election?**

Definitely.

**And do you have like off the top of your head any reasons that you might have for deciding to vote?**

I think it's important to get the candidates in. Do you mean the general election? Or..

**Yeah, the general election.**

OK. Uh, get, get the right, MP from my area, support the MP for my area, and to support the right candidate for the country. That you know goes with my my my policies, my personal policies and you know, avoid having the candidates that don't support my policies in power.

**OK, so do you consent to your answers being recorded and analysed for the purpose of our study?**

Yes.

**OK, cool. So first of all, I'm gonna ask you. Oh yeah, by the way, my research project is about the use of social media and the influence that it might have on youth political mobilisation. So we have two, uh three variables. The first one is obviously use of social media, and then we have two other moderating variables just to check that, like there isn't some other influence on mobilisation. So first of all, do you ever purposely search out political content or do you feel that you only engage with it accidentally, like online?**

I've both accidentally engaged with it and I search up.

**OK, in the most recent governmental election, have you seen lots of political discourse go on in social media platforms?**

Yes.

**OK.**

Uh, you want an example?

**If you want, yeah, I mean it's not-**

With the party gate for example.

**Oh yeah, yeah.**

Yeah.

**Um, so do you think that any of your political opinions have been swayed in some kind of way by what you saw on social media?**

In accordance to...

**Anything really, like has anything you've ever seen on social media impacted what you believe?**

Yeah, definitely definitely.

**OK.**

But I, usually things that align with my pre-existing beliefs.

**OK. And do you feel the need online to like, sorry, I'm gonna rephrase that. Do you ever feel the need or like the push on behalf of friends or peers or influencers online to go vote?**

Yes, but I also feel that my own push to vote so it doesn't, doesn't affect me hugely 'cause I already have that in me.

**OK, and so finally, would you say that social media has had an influence on how likely you are to vote?**

Increased it maybe, but it's already. My likeliness is very high. It's not going to move.

**Ok. Onto the second variable, which is political socialisation. So when growing up, did you tend to discuss political issues with your family, and if so, like how often?**

Yep, pretty much. I mean, as soon as I could understand it. And even before I could understand it. Pretty much every day, probably, very often.

**OK, so I'm assuming that your, the members of your family are registered to vote as well?**

[nods]

**OK, and do you know who the members of your family vote for in general?**

Labour. Maybe Lib Dem once or twice.

**OK. So you are generally aware of what they believe and what they actually vote for.**  
Yeah.

**OK, and do you think that your degree of political awareness matches that of your parents?**

Yes, yeah.

**We're actually going very quickly through these questions.**

Yeah.

**It took a lot more time with three people but yeah, we're now already on our third variable, which is the social network pressure. So do you surround yourself with peers, so in real life rather than online, who have different political opinions to yours?**

I'm going to say that I probably avoid surrounding myself with people who have very different political opinions to mind because I find it sometimes distressing or frustrating, and I find that I find the best communities with people who have similar political opinions to me.

**OK, and do you have friends whose level of political mobilisation differs to yours?**

Uh, yes, yes.

**OK, how often do you talk about politics with your friends?**

God recently it's just been like almost every time. Yeah.

**And do you feel like within your friend group there's a social pressure to go vote?**

I feel like it's not even explicit, it's just implied and. Everybody has, I feel like most of my friends have that drive in them already, and if I did know that my friend wasn't voting, I would. I would push them to vote and if, if and I would not be annoyed if my friends pushed me to vote, so vice versa.

**OK, so would you say that that pressure has a certain influence on your decision to vote?**

Yes, when I know that something. Impacts my friends and it's important to them. Then I care about it and I will be. I will want to hear them out. So yeah, it would impact my decision.

**OK, so the final thoughts. My question is, do you think that social media overall is a good tool for education and overall to mobilise voters?**

I think it probably mobilises voters because. Uhm. Because it it kind of spreads information and, but, and it's very polarising. The information that you do see on social media. That's very kind of absolutist black and white. There's a lot of misinformation and exaggeration as well, so while I do think it probably does mobilise people to vote, it may not be representative of the true political situations and opinions. So I feel like that's an important thing to say as well. On on the whole, it's probably good. But there's definitely some problems you can pick up with it.

**Okay and would you say that it helps educate people on exactly who they're voting for and why they're voting?**

Yeah, I think so. I think so. I think I think even things like social media like of the candidates themselves. It is important because it's, it's it's their word, and it's obviously going to be like a bit pre-prepared to seem appealing, but hopefully it would create a kind of closer, closer understanding of the candidates you know. Does that answer your question?

**Uh, it does, yeah. That's it for the questions.**

Great, ok.

**So thank you very much. It was much faster than what I imagined it would be. So I'm gonna cut the recording now. Oh yeah, just last question, I think we're supposed to ask for consent again at the end.**

Oh yeah.

**So do you consent?**

I consent.

**Ok. Thanks.**

Sick.

*Interview 3*

**Are you eligible to vote in the UK?**

Yep.

**Are you intending to vote in the next UK election?**

Yeah, I think so/

**Okay great. So now I'm going to ask you how much you use social media. So, how much do you think you spend on social media a week, on average?**

Probably like.. I don't know per week, probably like 2 hours per day?

**And, do you feel like you purposefully search out political content or do you feel you only engage with it accidentally when it comes to social media?**

I think only accidentally.



**Okay. In the most recent governmental election in the UK, did you see a lot of political discourse go on on social media platforms?**

Yeah, loads. Yeah I just saw constantly on social media platforms like Instagram and Tiktok, I saw a lot of very blatant attempts to gather votes from political parties and those kinds of accounts, but also more subtle, person to person engagement and social media creators almost putting pressure on people that they should be voting, and that kind of stuff. So there was a lot of stuff online about it.

**Do you think you feel the need and push to vote from celebrities, peers, friends and influential figures on social media platforms?**

Yeah, for sure. There's definitely that sort of implied pressure where you are almost looked down upon if you don't vote. So I do definitely notice that pressure.

**Um and do you think that social media has had an influence on how likely you are to vote?**

Definitely.

**Okay now I am going to ask you some questions about political socialisation, so your childhood. When growing up, did you tend to discuss political issues with your family and how often?**

Um.. quite often. Not always, but it was definitely a topic that was sometimes discussed.

**Um and do you know who members of your family would vote for?**

Yeah

**Would you say you are a similar degree of politically aware as your parents?**

Definitely.

**Okay now I'm going to ask you some questions about social network pressure. So, do you think personally that you surround yourself with peers such as friends and students who have different political opinions to yours? And if yes, do their opinions tend to influence yours?**

I do think that I surround myself with people that don't always share the same political opinions as I do, and I think that while I like to think that it doesn't affect me, I'm sure that subconsciously it does.

**Do you have friends whose level of political mobilisation differs to yours? SO that might be people that are not at all involved with politics, or that might be people who are very very involved with politics.**

For sure

**Are all your friends eligible to vote or does it depend?**

Mmm it depends, I don't think everyone is eligible or signed up

**Have your friends voted before and if so, have you guys talked about it?**

Yeah a few of them have and we discussed it somewhat but you always have to be careful to be open minded for views that aren't always similar to your own. It's sometimes a touchy subject.

**How often do you talk about politics with your friends? Do you feel like there is pressure within your friend group to vote? If yes, does that pressure influence your voting behaviour or your attitude towards voting?**

I think it does.. I do feel pressure from within my friend group to vote. I don't think I feel pressure from within my friend group for a certain party, I think the emphasis is more on.. Um.. doing your democratic duty and voting compared to voting for a specific person or party.

**And in terms of final thoughts... There are some people who say that there's no point in voting if you don't know what you're voting for. So, do you think social media is a good tool for education and ultimately to mobilise voters?**

Uh, I do think so. I think the more people vote, on a surface level, the better a democracy is and it's about democratic engagement. And I do feel that social media is not just a platform for information, but a platform for mobilisation of voters. This can allow for a more effective democracy.

**Okay thank you so much for your time. Just to confirm, do you consent to your interview being transcribed and the data being analysed for our study?**

Yes I consent.

*Interview 4*

**Are you eligible to vote in the next UK elections?**

Yeah.

**Do you intend to vote in the next elections?**

Yes I do.

**Do you ever purposefully search for political content or do you feel like you only engage with it accidentally?**

Uhm...sometimes I feel like closer to elections I search up, but mostly I feel like you kind of see it trending on social media and stuff like recently with Boris Johnson stuff on the news. And if you're not kind of sure what's going on then you google to check what it is or something but I don't like often go out of my way to look at it.

**In the most recent governmental elections, did you see a lot of political discourse on social media platforms?**

I feel like the most recent ones I really remember are the mayor ones and there wasn't much discourse on it. But I don't remember the one for the actual prime minister on it to be honest, im sure there was but I don't really remember it.

**Do you feel the need and push to vote from celebrities, friends, families, peers, or any influential figures you see on social media? Like do their political views influence you in any way?**

I feel like with influencers on social media, they don't really share their political views much on social media. I feel like a lot of them, closer to time, remind you to vote and remind you to go to the polling stations, but I feel like not their political views as much mainly just the reminder to vote. Family members, kind of but not really though like I feel like because I just have similar political views as my family members anyway so we all just feel the same way.

**Do you think social media has an influence on how likely you are to vote?**

Maybe because like you're reminded more and like you see that it is a normal thing, particularly in your age group. Like more people are doing it and so I feel like it can be seen as trending and good to be politically aware which I guess is more persuasive especially as its kind of long to go down and vote so seeing others doing it does make you more likely.

**When growing up did you tend to to discuss political issues with your family and if so how often?**

Uhm...I think so, yeah we did. Like not like a lot though like maybe if we ever saw something on the news that we don't quite understand or something like that, then we used to discuss it but like not heavily debated discussions because I feel like we all always had the same political views anyway. But more so the discussions were like what the house of commons is, like the different laws and all of that. And like I guess certain political issues

like what came about during COVID, my brothers were trying to understand what was happening. So we'd discuss it like that but not like super-heated discussions.

**You've already sort of answered it but do you tend to know who members of your family tend to vote for?**

Yeah.

**Would you say that you're at a similar degree or level of political awareness as your parents?**

Uhm.. I would say my dad probably known more about politics than I do. I just kind of read like the brief stuff, I don't like go super into it because its so long but uhm...yeah I feel like may parents are probably more politically aware but like I keep up more with the current stuff. Like they know more of like the actual logistics but maybe I know like what's actually going on currently because of like twitter and stuff like that. So it is easier to keep up-to-date with just seeing the Boris Johnson hashtags trending and see what everyone is thinking and stuff.

**Which social media platform do you feel like is the most influential with politics?**

I think twitter.

**Do you surround yourself with peers, this can be friends, other students etc, who have different political opinions to yourself and if yes then do their opinions influence you?**

Uhm...I feel like usually because the political views I have like if you don't have the same political views then its like...I feel like the main argument is that pretty much conservative vs labour. And if you're more conservative then I feel like I don't usually align as much with your perspectives on the world just generally because I feel like it's quite different to mine. I feel like I would usually like become closer friends with people who share similar political views just because if you ever have discussions I cant really like I don't know I just cant understand how people can have different views, like obviously I completely understand like peoples different circumstances but like things I consider to be very important it would be weird for me to have these type of fundamental differences in friendships. But uhm...like I feel like I don't have any issue with people who have different political views like as long as they don't try to like you know shove those political views down your throat or whatever. So yeah...

**Do you have friends whose level of political mobilisation differs to yours?**

Uhm...yeah.

**How often do you talk about politics with your friends?**

Not really that often. Probably like around elections and like if there is something going on in the news..yeah...like then we talk about it. Not just like generally.

**Do you feel like there is a pressure to vote within your friendship group to vote during election time?**

Uhm...not really, no.

**In terms of your final thought...there is no point in voting if you don't know what you're voting for. Do you agree or disagree?**

Uhm...well I mean you need to have some sort of idea. I feel like a lot of people go in with the idea that they like one person more than the other. But like I feel like either way when you're voting you don't fully know the issue. Like you either have loyalty towards a party or if you no longer like the party you might just vote for someone else to get them out. Like that happens a lot. Like especially with choosing the MP in your local area, you might do it strategically. So in those circumstances there is a point in voting to get a particular party out. But I feel like it is better to be more informed although it isn't really always the case.

**Overall, do you think social media is a good tool to mobilise voters?**

Not always, I think social media needs to improve to help people get both sides of the story because it always tends to be biased and one-sided.

The 17-item questionnaire

Hello!

Thank you for taking part in our survey and welcome to this study about political mobilisation!

**What is this study about?** Our study aims to find the extent to which social media impacts political mobilisation and voting behaviour amongst the youth as well as looking at other factors which contribute towards this impact.

**What will be required of you in this survey?** You will be expected to answer three sets of questions; questions involving your political participation, social media usage, and political socialisation. Political socialisation refers to the process through which we get information and understanding of political views and opinions, through agents like family, friends and/or peers.

The survey will consist of a total of 17 questions; you must answer every question in order to move forward with the survey. The estimated completion time for this will be no longer than 5 minutes. Please try to answer as truthfully as possible.

**Potential Risks:** This study proposes no risks to participants

**Confidentiality:** Personal information and all data will be kept confidential. To maintain this confidentiality, you will be required to provide a code, all information obtained from you will be attached to this particular code rather than your name to keep the data anonymous. The list of all participants name and their codes will be kept private and the list will be destroyed upon the completion of this study and the data analysing process. Further, neither your name or any personal data will be used for any further or follow-up studies.

**Voluntary participation:** Please note that participation in this study is entirely voluntary. You have complete right to withdraw from this study at any point by simply emailing any of the researchers (*researchers emails are listed down below*). Please be aware that there is no penalty for withdrawing or not participating in this study.

**Researchers contact information:**

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Next

To maintain confidentiality and keep the data anonymous, please insert below the first letter of your forename, the first letter of your mothers forename, and your birth date (e.g. KS09)

☐ Select here if you wish to take part in the survey

Next

Part 1 of 3

The first set of questions are on political participation. This section consists of 7 questions.  
Click next to continue.

Next

1. How often do you have discussions about politics with friends, family and colleagues etc.?

Never

Rarely

Sometimes

Often

Always

NeverAlways

2. How often do you share others' political content on social media like Facebook and Twitter etc.?

Never

Rarely

Sometimes

Often

Always

NeverAlways

3. How often do you share your own political content on social media like Facebook and Twitter etc.?

Never

Rarely

Sometimes

Often

Always

NeverAlways

4. How often do you write emails about some political issue to any media organisation or politician e.g. local MP?

Never

Rarely

Sometimes

Often

Always

NeverAlways

5. How often have you participated in a rally/protest about something political?

Never

Rarely

Sometimes

Often

Always

NeverAlways

6. How likely are you to vote in the next election?

Not likely at all

Somewhat likely

Neutral (I don't know)

Quite likely

Extremely likely

Not likely at allExtremely likely

Next

Part 2 of 3

The next set of questions are on social media usage and contain 2 questions.  
Click next to continue.

Next

1. How long do you approximately spend on social media platforms in a day (e.g. Twitter, Instagram, Facebook, Tiktok)?

Please select one of the following options

2. What is your average screen time report on your iPhone/Android for social media platforms? (To find this, go on screen time, go to view categories and go to social)

Next

Part 3 of 3

The final set of questions are on political socialisation which include 9 statements to which you have to show your agreement.

Click next to continue.

Next

1. I feel like if I didn't vote I would be judged by my peers/friends

Strongly Disagree	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Strongly Agree
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2. I feel like if I didn't vote I would be judged by my family

Strongly Disagree	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Strongly Agree
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3. I discuss politics with my peers/friends

Strongly Disagree	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Strongly Agree
-------------------	-------------------	----------	---------	-------	----------------	----------------

4. I discuss politics with my family

Strongly Disagree	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Strongly Agree
-------------------	-------------------	----------	---------	-------	----------------	----------------

5. My peers/friends influence my political opinions

Strongly Disagree	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Strongly Agree
-------------------	-------------------	----------	---------	-------	----------------	----------------

6. My family influence my political opinions

Strongly Disagree	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Strongly Agree
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7. I tend to hold similar political views to those around me

Strongly Disagree	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Strongly Agree
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8. I participate in politics (e.g. voting, campaigning) as much as my peers/friends

Strongly Disagree	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Strongly Agree
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9. I participate in politics (e.g. voting, campaigning) as much as my family

Strongly Disagree	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Strongly Agree
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Next

## Complete!

Thank you for taking the time out to participate in the study by completing the survey.

Once again, all data and personal information will be kept confidential and if you wish to withdraw from the study at any point you can simply email any of the researchers.

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You can now simply click next to leave the survey. Thank you once again!

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Next