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<b>Article:</b>	<b>Investigating the Impact of Social Media Algorithms and Echo Chambers on Political Belief and behaviors</b>
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**ABSTRACT**

In this modern period, most of the politicians and political parties have started using social networking media for campaigning, promoting ideologies and gaining support from the masses. On the other hand, most social networking media users are also taking advantage of this political avenue. Therefore, the key intention of the study is to investigate the Impact of Social Media Algorithms and Echo Chambers on Political Belief and behaviors. So a survey method is applied to gather the response from the Peshawar Division the copies of questionnaire were distributed among 200 students of universities who were the users of social networking media. The questionnaire was pre-tested on a small group of respondents to ensure its reliability and validity. The findings suggest that social networking media has a strong influence on the social and political learning of its users. The study concludes that social media algorithms have a strong influence on political socialization and voter behavior Key Words: Media Algorithm, Echo Chamber, Political Behaviors and Political Polarization.

**Key Words:** Media Algorithm, Echo Chamber, Political Behaviors and Political Polarization

**Introduction:**

The advent of the Internet and digital communication technologies have largely contributed to the youth familiarized media revolution. Internet technologies have provided new channels for information spreading and repurposing of past materials, (Owen, 2008). Social networking media has changed the concept of old media. Our society is now using Facebook, Twitter and blogs as sources of information (Hamillton, 2011). Social networking media also acts as an information store, allowing its users to access a variety of content.

Social media sites correspondently presented them with opportunities to develop their connections, where they can obtain information and gave and take ideas. It also offers a fast and cool method to disseminate information to hug groups of people from the comfort of your home without physical movement (Teresi, 2012). For young people, social websites sources are a hot cake as it offers them the chance to keep in touch with group and a stage where they can gave and take ideas and upload images and videos. Social networking platform play a key role in social good as it provides a platform for community members to increase funds for charitable and public spirited activities, (Keeffe & Pearson, 2011).

Richey (2008) stated that social networking sites have a great influence on voters because the influence of network members is highly dependent on other members. It also increases electoral participation. Furthermore, Hansen et al. (2010) stated that social network media plays a crucial role during presidential campaigns, as each social media site provides a platform for its users to obtain political information. According to Diana et al. (2011) Social network media played a crucial role in Obama's 2008 election to the presidency of the United States.

Social networking media can be defined as "applications that allow users to connect by creating profiles of personal information, inviting friends and colleagues to access those profiles, and sending email and instant messages to each other". These profiles can include any type of information, including photos, videos, audio files and blogs, (Kaplan & Haenlein, 2009).

According to Sigel (1965), "political beliefs and behaviors refer to a learning process whereby the political norms and behaviors accepted by an ongoing political system are passed down from generation to generation." Civilized citizenship is the acceptance of People who (internalize) sociopolitical norms without body politics, and therefore in sync with ongoing political morality, the political system will struggle to function smoothly. In the past, there were only publishing media, a government maintaining broadcast TV frequencies Pakistan had limited private channels to update and educate the societies of Pakistan, it was the single mouthpiece of the government.

Mizzera and Sial (2010) argue that today Pakistani media is largely in the hands of corporations and conglomerates. Majority owners have their own business or political interest and they use media to protect or report on their business and political goals. Moreover, these bosses themselves are no longer media people. So they have their own goals and they make content that works for them. The world has changed now. Due to the advancement in technology the era of digital communication changed the landscape of communication and information in the world as well as in Pakistan. social networking media is spreading as fast as in other parts of the world. It has attracted millions of Pakistanis in a very short period of time.

Martin (2011) stated that Pakistanis are active and fast-growing users of Facebook and Twitter globally, with over 4 million Facebook users, twice that of India. 20 million Pakistanis regularly surf the Internet on different social networking sites, four times the population of Singapore. Social networking media plays an important role in the political beliefs and behavior of the people of Pakistan. The people of Pakistan are using social networking media as a tool to get political information and spread political beliefs. Many political activists and parties have their own personal accounts and official pages to attract and mobilize the masses.

Amjad (2012) mentions that political parties in Pakistan today are using social networking media; most political parties have their own personal websites and webpages. Social networking media has become an important medium for political parties and political activists to attract popular support and stay connected with their networks. PTI is the best example of social networking media successfully reaching the young generation of Pakistan.

**Public Opinion:** It is clear as “the aggregate of personal attitudes or beliefs shared by a segment of the adult population. Public opinion is known in a democracy through voting, in addition to responding to opinion polls and participating in protests and lobbying through interest groups.” Public opinion is formed through political socialization, in which people adopt opinions and values on political issues. The most important factor influencing people's political beliefs is family. Children need the support of their parents and the respect that their opinions deserve. The influence of the family is the identity of a particular party. Educational institutions and the media also play an important role in shaping political views.

#### **Political belief and voting behavior:**

Voting dynamics related to demographic & socioeconomic areas such as faith, education, revenue, sexual categories, terrestrial location, and racial views effect decisions. Religion is a multifaceted dynamic that can be defined as an effect. However, it can be argued that those who call themselves fundamentalists have a religious circumstantial. When voting, people consider a candidate's profile, economic concerns, party identification and other pressing issues to form their opinions. Every country is separated into many ethnic, religious and political groups,(Anwar, & Jan, 2010).

#### **Rationale for Research:**

The rise of social networking media has changed the communication and information landscape. The fast-growing social networking media has attracted the attention of millions of people all over the world. People are using social networking media like crazy every day, especially young people. In Pakistan, like many other countries, social networking media is becoming more and more popular every moment.

It has attracted the attention of folks of all ages and fields, particularly young people. Its impact can be seen and dignified in all areas of life. Therefore, given the popularity, opportunity, engagement and impact of social media, the researchers chose this topic to measure the impact of social media algorithms and echo chambers on political beliefs and behaviors. This is because, in the whole universe, social networking media plays an important role in talk along about revolution and political change. It has become an significant instrument for political movements and political statement.

#### **Problem Statement**

Due to rise of social media, users are increasingly relying on these platforms to consume news and information, leading to concerns about the impact of social media

algorithms on the political beliefs & behaviors of users. As algorithms are designed to personalize content based on user preferences and behaviors, it is important to understand the extent to which they contribute to the formation of users' political beliefs and behaviors.

Therefore, this research aims to investigate the role of social media algorithms in shaping users' political beliefs and behaviors, and to identify potential implications for democratic participation and decision-making. The current study investigated the extent to which echo chambers contribute to political polarization, and the potential implications for democratic participation and decision-making. By exploring the relationship between social media websites and echo chambers and political attitudes, this study seeks to donate to a better understanding of the impact of social media on political processes and outcomes.

### **Research Objectives**

To investigate the extent to which smart media algorithms affect the consumers' political attitude, belief.

- To see whether there is any association between smart media's algorithms and the participants' political behaviors, such as electoral and non-electoral participations.
- To investigate how echo chambers contribute to the reinforcement and formation of consumers political attitudes and beliefs.
- To explore the relationship between exposure to diverse political views on social media platforms and political polarization among young adults

### **Significance of the study**

The study's findings will contribute to understanding the role of social media algorithms and echo chambers in shaping political beliefs and behaviors. This research work will also provide insights into the implications of these factors for democratic process and outcomes, and how they can be addressed. The study results were interest to policymakers, social media companies and the general public.

**Political Science:** The study's findings can contribute to political science by shedding light on how social media algorithms and echo chambers affect political socialization, opinion formation, and engagement in political activities. This can help researchers and scholars understand the nuances of contemporary political behavior, especially among younger generations who are increasingly reliant on social media for news and information.

**Media Studies:** The study's findings can inform media studies by investigative the role of social media algorithms in shaping the content that users consume and the potential implications of these algorithms for media pluralism and diversity. The study can also help identify the characteristics of echo chambers and how they differ from filter bubbles or other forms of online communities.

**Public Policy:** The study's findings can have significant inferences for public policy, mainly in terms of regulating social media platforms. The study can help policymakers and regulators understand the effects of social media algorithms and echo chambers on democratic processes and outcomes, and develop evidence-based policy solutions to address them.

**Social Impact:** The study's findings can have an impact on society by highlighting the potential possibilities associated with social media algorithms and echo chambers. Understanding how these factors shape political beliefs and behaviors can inform public discourse and help citizens make informed decisions about their social media use.

**Corporate Responsibility:** The study's findings can also inform corporate responsibility practices in the tech industry. Social media companies can use the findings to design algorithms and user interfaces that promote media pluralism, diversity, and democratic participation. This can help improve public trust in social media platforms and mitigate the negative effects associated with echo chambers and filter bubbles.

Overall, the proposed study can contribute to a better understanding of the complex relationship between social media algorithms, echo chambers, and political beliefs and behaviors. The study's findings can inform various domains of research and practice, from political science and media studies to public policy and corporate responsibility.

**Review of Literature:**

Richey (2008) investigated the impact of social networks on political knowledge and voting behavior in the 2000 US presidential election. He applied autoregressive theory and used NES data from 2000 respondents to investigate its effects. He concluded that social networking sites exert a large influence on voters because the impact of members of one network and the member of other websites are interlined and depend upon one another. Discussions on social networking sites increase social networking site users' chances of participating in elections and voting similarity. He demonstrates autoregressive effects of social networking sites on political knowledge and voting behavior.

Ancu & Cozma (2009) conducted an investigation and considered that Facebook, YouTube, MySpace and other social networking sites were used as political tools for campaigning during the November 2006 US congressional elections. Now, this time these sites are an indispensable medium for any modern political movement. They also argue that people are addicted to MySpace, Facebook and other social networking sites because they let the people to interconnect with families and friends of friends, which is the most distinctive function of social networking sites.

Diana et al. (2011) investigated the ways in which social media facilitate new types of engagement and alter established patterns of political engagement. Social networking sites played a dynamic character in Obama's 2008 US presidential election. This U.S. presidential campaign is the mother of social media development, and its development continues and will continue to expand the nature and possibility of civic appointment.

Teresi (2009) conducted research on computer-mediated social networks. Using an experimental design, she demonstrates that political messages can be successfully conveyed through computer-mediated social networks. Findings confirm that social networking sites enable users to influence the political knowledge of their social networking users without requiring each member to personally engage in direct communication. She also measured the importance of greater use of social networking sites compared to traditional media, finding that people visit social networking sites more than twice as often as they watch local news programs or discuss politics with friends and family.

Owen (2008) assumed that the advent of the Internet and digital communication technologies has mostly contributed to the youth-oriented media revolution, as Internet technologies provide a new channel to disseminate data and repurpose old material that appeals to younger voters. Social networking sites make e-politics visible to young people.

Online videos, blogs, podcasts, online video conferencing and electronic chat rooms are important tools for expression and access to information. During the event, these

communication channels encourage and motivate young people. As a political forum, Facebook has an impressive number of features, as the activity of broadcasting in image and video form, and text comments on walls. Use shared data to make it a collaborating environment to involve and motivate users to participate in activities.

In election year America, politicians are increasingly using social media to mobilize voters. The researchers conducted a study to understand the impact of social media on the political behavior of voters aged 18 to 24 and showed that social media has a strong influence on younger voters. He also suggested that candidates using social media do not always reach younger voters great way for voters, (Hamilton, 2011).

Papic & Noonan (2011) believe that in order to mobilize the people, social network media has become an important tool, and the role of social media in revolutions and protests is very prominent. Social media complicates the situation for dictators and ossified regimes. Social networking media such as Facebook and Twitter helped people in Tunisia and Egypt to organize, communicate and begin to publicly rebel against the order. Western countries followed Iran's Green Revolution in 2009 via YouTube and Twitter. The revolution in Moldova in 2009 can be called the Twitter revolution.

### **Theoretical Framework:**

The current study “investigating the impact of social media algorithms and echo chambers on political belief and behaviors” deploy on the basis of two theories, the first one is echo chamber theory. The echo chambers understand the relationship between political division and role of smart media in shaping people's information consumption patterns and contributing to political division.

It suggests that individuals are increasingly exposed to information and opinions that align with their preexisting beliefs and values. In the context of smart media, algorithms and personalized content delivery systems often present users with information that reinforces their existing views, creating virtual echo chambers. This selective exposure to like-minded perspectives can lead to the reinforcement and polarization of political beliefs, exacerbating divisions within society.

Smart media platforms use algorithms to curate personalized content based on users' preferences, these algorithms aim to maximize user engagement by presenting content that is likely to grab attention or align with their interests. In echo chambers, individuals primarily interact with others who share similar opinions, and dissenting viewpoints are either ignored or dismissed. This reinforcement of existing beliefs can lead to increased political polarization and a decreased willingness to engage in constructive dialogue or consider alternative perspectives.

The second applicable theory is” Folk Theory of media” The concept of "folk theory" is a way of analyzing the understandings that people draw on in their daily life. Unlike studying how people really use media in daily life or analyzing explanations for specific information, the folk theory approach focuses on uncovering people's beliefs about how media works.

The value of folk theory lies not only in guiding behavior but also in understanding experience, generating inferences and guiding knowledge about the universe. The reason we analyze folk theory rather than imagine it lies primarily in the broader conceptual development of folk theory, through the application of algorithms to media studies. This folk theory builds

on insights into how algorithms process digital traces, and posits that these functions capture users within increasingly narrow frames of knowledge.

### Research Questions

**RQ 1:** What role do social media algorithms play in shaping users' political behaviors?

**RQ 2:** What are the influential effects of social media echo chambers on political polarization and socialization?

### Research Methodology

The current study employs the quantitative research design, using survey research approach. Copies of the questionnaire were distributed among the young adults of Peshawar and Sarhad University because it was enable us to collect the expected data from a large young demography aged between 20 to35.

After careful consideration and with the recommendation of the prospective supervisor the researchers choose the technique for the data collection. However, the researchers are inclined to take the random sampling technique because it can be deemed the best possible technique among many to grasp the potential of the area. A statistical package was used descriptive statistics for instant mean, mode, median and standard deviation to report the outcomes.

### Variables of the Study

There are four types of variables are used in the current study. The first one is Social Media Algorithms the second one is Political Socialization and third one is Voters Behaviors .The Social Media Algorithms Echo Chambers are independent variables, Political Belief and behaviors are dependent variables in the current study.

### Reliability and validity

A pilot survey was directed in order to check the reliability and validity of the questionnaire. The questionnaire was posted on Google to observer any kind of shortcoming and to further refine those formulated questions. However, the piloted questionnaire came back with an incredible precision and then the researcher started the process of distribution.

### Demography of the Population

The demography for this study is carefully selected such as the selection of different age groups, different level of education among participants, equal participation of both gandersand students of two different universities in Peshawar Division were included in the survey. The required age for qualified samples was between 18-35 years old students and they must be enrolled in one of those universities such as University of Sarhad and University of Peshawar in Peshawar Division. However, taking into account the number of PhDs students, the researcher has extended the required age limit for the survey to almost 45 years on his discretion.

**Table-: Quantity of Participants in Selected Institutions**

Insti:	Frequency	Percent	Valid Percent	Cumulative Percent
University of Peshawar	100	50.0	50.0	50.0
Sarhad University	100	50.0	50.0	100.0
Total	200	100.0	100.0	

The above table indicated to the quantity of the Participant belongs to selected organization. All of the participants were meticulously chosen for the study in order to maintain a balanced representation from the selected population of this research study. There are 100 respondents were selected from University of Peshawar and the participants selected from the Sarhad University is similar to sample of Peshawar.

### Data Analysis and Interpretation

The current study is particularly focused on the Investigating the Impact of Social Media Algorithms and Echo Chambers on Political Belief and behaviors 'awareness regarding current political themes such as the norms and values of various important personalities of politically elected officials in the country. The following Bar charts and tabulations depict the Investigating the Impact of Social Media Algorithms and Echo Chambers on Political Belief and behaviors on so many different levels.

The results were obtained from the 300 male and female students but 100 of them deemed unfit for the contribution. Although most of the unqualified responses came from the female participants however to ensure equal representation between male/ female cohorts the researcher reduced the number of copies of the questionnaire from male representatives too, therefore only 200 copies of the questionnaire were selected which the researcher carefully analyzed and read for data interpretation. Notwithstanding, names and nationalities of the respondents are reported without any tabulation. The reason behind this was that all of the subjects who were picked for the study are Pakistani by nationality and as far as names are concerned, they were furnished on the supervisor's demand.

### Tables

**Table-1: Male/ Female participants**

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	100	50.0	50.0	50.0
	Female	100	50.0	50.0	100.0
	Total	200	100.0	100.0	

Table No 1 clearly shows that the same number of respondents from both genders were included in this study. All of the participants were meticulously chosen for the study in order to maintain a balanced representation from the selected population of this research study.

**Table-2: age of the participants**

Respondents' Ages		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 -24	62	31.0	31.0	31.0
	25-30	66	33.0	33.0	64.0
	31-36	44	22.0	22.0	86.0
	Above than 36	28	14.0	14.0	100.0
	Total	200	100.0	100.0	

It is clear that the table No 2 demonstrates the number of respondents were quite different demographically when it comes to their ages. The researcher was particularly interested to ensure equal participation among various age groups people but unfortunately 25- 30 age group came comparatively higher in number who account for almost 33% of the total population and 18-24 age group was the second highest number and they are amounted to almost 31% of the total population while the rest of three groups were relatively lesser in number but again, they were more than enough to meet the demands of the study.

**Table-3: level of education of the responders**

Level of	Qualifications	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	BS 1 <sup>st</sup> – 2 <sup>nd</sup>	13	6.5	6.5	6.5
	BS 3 <sup>rd</sup> – 4 <sup>th</sup>	17	8.5	8.5	15.0
	BS 5 <sup>th</sup> – 6 <sup>th</sup>	25	12.5	12.5	27.5
	BS 7 <sup>th</sup> – Final	31	15.5	15.5	43.0
	M. Phil 1 <sup>st</sup> – 2 <sup>nd</sup>	35	17.5	17.5	60.5
	M. Phil 3 <sup>rd</sup> – Final	16	8.0	8.0	68.5
	Ph. D 1 <sup>st</sup> – 2 <sup>nd</sup>	20	10.0	10.0	78.5
	Ph.D. 3 <sup>rd</sup> – 4 <sup>th</sup>	12	6.0	6.0	84.5
	Ph. D 5 <sup>th</sup> – 6 <sup>th</sup>	18	9.0	9.0	93.5
	Ph. D 7 <sup>th</sup> – Final	13	6.5	6.5	100.0
	Total	200	100.0	100.0	

Table No 3 above clearly demonstrates that the number of responders was comparatively greater of MPhil first year students and they are accounted for almost 17% of the whole population of the study. The data show the largest number of participants from BS final year and they are accounted for 15% of the total population. However, the rest of students from various disciplines and programs can be calculated for almost 70% of the population.

**Table-4: Number of hours exposure to used social media**

Hours spent, using social media typical week	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less than an hour	6	3.0	3.0	3.0
2 - 4 hours	18	9.0	9.0	12.0
5-6 hours	53	26.5	26.5	38.5
7-10 hours	88	44.0	44.0	82.5
More than 10 hours a week	35	17.5	17.5	100.0
Total	200	100.0	100.0	

Table No 4 clearly demonstrates the growing trend of using social media among Pakistani young adults. The data presented in the table No 4 above indicated that almost 100% of our young adults use social media sets across the Peshawar Division. Almost 44% of the young adults consume 7 to 10 hours on using social media in a typical week while there is another greatest number of users between 5 to 6 hours' usage who are contributed for 26% of the total consumption of time among young adults. It means most of our young adults will

be much more susceptible in a number of different ways such as their awareness about current issues.

**Table-5 Social Media echo chamber have influential effect on Political polarization and Socialization**

	Categories	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	125	62.5	62.5	91.5
	Somewhat agree	58	29.0	29.0	29.0
	Neither agree nor disagree	7	3.5	3.5	95.0
	Somewhat disagree	6	3.0	3.0	98.0
	Strongly disagree	4	2.0	2.0	100.0
	Total	200	100.0	100.0	

Table No 5 indicates that 62.5% of the responders say they are strongly in agreement with the above statement. There are 29.0 percent of participants are somewhat agree, 3.5 percent of participants are neither agree nor disagree, 3.0% participants are belong to disagree somewhat and only 2.0% of participants belong to strongly disagree categories in regarding about social media echo chamber have influential effect on political polarization and socialization.

**Table-6: Did you vote in the last general elections held on 25th July 2018?**

	Political Participation	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	135	67.5	67.5	67.5
	No	65	32.5	32.5	100.0
	Total	200	100.0	100.0	

Table No 6 shows that 67.5 % of the responders say that they have cast vote in previous general elections while the rest of 32.5% say they did not participate in 2018 general elections of the country. As expected more than half of the participants have directly participated in the last general elections of the country as expected more than half of the participants have directly participated in the last general elections of the country.

**Table-7: Which political party did you vote for in the last general elections held on Wednesday 25 July 2018?**

Political Parties		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PTI	44	22.0	22.0	22.0
	JUI	33	16.5	16.5	38.5
	PPP	14	7.0	7.0	45.5
	ANP	23	11.5	11.5	57.0
	PMLN	16	8.0	8.0	65.0
	Any other	5	2.5	2.5	67.5
	Did not vote	65	32.5	32.5	100.0
	Total	200	100.0	100.0	

Data in the above table No 7 illustrates that 22% of the respondents say they have voted for PTI and this is the single largest number of participants who have directly participated in previous general elections in the above data while the second greatest figure is stood at 16.5% of the participants especially those participants who have directly participated in the last general elections of the country they say they have directly supported JUI, thus the data table shows that 11% of votes of this study's respondents went for ANP in the last general elections of the country which held in 2018. However, PMLN, PPP and any other choices are collectively contributed for 17.5% of the total population of this research work. Although, the largest number of participants who calculate for 32.5 claimed that they did not directly participate in the last general elections of the country.

**Table-13: Why did you vote for that particular party?**

Categories		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Party manifesto	47	23.5	23.5	23.5
	Better future	54	27.0	27.0	50.5
	Longstanding Affiliation	34	17.0	17.0	67.5
	Did note vote	32	16.0	16.0	83.5
	Unregistered	33	16.5	16.5	100.0
	Total	200	100.0	100.0	

Table No 13 illustrates that 27% of the responders say they have voted for their respective party because they would expect better future from that particularly party which is the greatest figure in the above table while 23.5% of the participants claim that they voted for their respective because they were impressed by their party manifesto. Although 16% of the respondents say they did not vote in the last general elections of the

country which were held in 2018. However, 17% of the responders claim they have longstanding affiliation with their party that is why they have voted for that political party. In the last option 16.5 % of the responders say they were not registered that was why they did not directly participate in the last general elections of the country.

**Table-14: High Media Echo Chamber is Strongly Associated With Shaping Political Behavior**

	Categories	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	110	55.0	55.0	55.0
	Somewhat agree	61	30.5	30.5	85.5
	Neither agree nor disagree	23	11.5	11.5	96.0
	Somewhat disagree	4	2.0	2.0	99.0
	Strongly disagree	2	1.0	1.0	100.0
	Total	200	100.0	100.0	

The above table No 14 indicated that there are 55.0% of participants are strongly agree with high media echo chamber is strongly associated with shaping political behavior, 30.5% candidates are in the category of somewhat agree, 11.0% of University participant are in the center of agreeing they show their status in neutral people, 2.0% participant are enlisted in somewhat disagree and only 1.0% of participant are strongly disagree with the statement of high media echo chamber is strongly associated with shaping political behaviour.

**Table-15: I feel myself to be well qualified to take part in political activities in the country.**

	Categories	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	58	29.0	29.0	29.0
	Somewhat agree	125	62.5	62.5	91.5
	Neither agree nor disagree	7	3.5	3.5	95.0
	Somewhat disagree	6	3.0	3.0	98.0
	Strongly disagree	4	2.0	2.0	100.0
	Total	200	100.0	100.0	

Table No 15 indicates that 62.5% of the responders say they are somewhat in agreement with the above statement. According to their claims, to some extent, they feel themselves well qualified to be participated in the political activities of the country and that

is the single greatest figure in the above data while there is another great figure in the data which shows that 29% of the participants say they are strongly in agreement with the statement. They believe they are well qualified to take part in political activities in the country. Although therest of three choices such as neither agree nor disagree, somewhat disagree and strongly disagree are collectively calculated for 8.55 of the total population of this research study.

**Table-16: How much you agree that the social media algorithm effected on political behavior?**

	Categories	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	108	54.0	54.0	54.0
	Somewhat agree	63	31.5	31.5	85.5
	Neither agree nor disagree	21	10.5	10.5	96.0
	Somewhat disagree	6	3.0	3.0	99.0
	Strongly disagree	2	1.0	1.0	100.0
	Total	200	100.0	100.0	

Table No 16 shows that 54% of the participants say they are better up-to-date with the social media algorithm affected on political behavior. Although 31.5% of the participants believe they are somewhat in agreement with the above statement while the rest of the participants such as neither agree nor disagree, somewhat disagree and strongly disagree contribute for 14.5% of the total population of this study. However, the largest number of the responders believes that the social media algorithm have effected on political behavior.

**Table-17: How often would you say you take part in political campaigns?**

	Categories	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most of the time	63	31.5	31.5	31.5
	Some of the time	87	43.5	43.5	75.0
	Only now and then	24	12.0	12.0	87.0
	Hardly at all	21	10.5	10.5	97.5
	Never	5	2.5	2.5	100.0
	Total	200	100.0	100.0	

Table No 17 indicates that 43.5% of the responders went for some of the time choice. It means they usually take participation in various political campaigns and this is the single biggest figure in the data. While the second largest numbers of responders who are accountedfor 31.5% of the total population believe most of the time, they take part in

political campaigns. However, the rest of three other choices such as only now and then, hardly at all, and never are collectively contributed for 25% of the entire population.

**Table-18: Do you usually discuss political issues with your friends?**

Categories	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	1.5	1.5	1.5
Most of the time	70	34.5	34.5	36.0
Some of the time	75	36.9	36.9	72.9
Only now and then	32	15.8	15.8	88.7
Hardly at all	16	7.9	7.9	96.6
Never	7	3.4	3.4	100.0
Total	203	100.0	100.0	

Table No 18 shows in percentage that 37.5% of the respondents went for some of the time choice which is the biggest figure in the above table No 17. While the data show in table, 35% of the participants picked most of the time choice. However, the rest of choices such as only now and then, hardly at all and never are collectively contributed for the 27.5% of the total population of this study.

**Table-19: How often would you say you have contacted a politician or government officials either in writing or in person, through email, social media such as WhatsApp or through any other means to direct him/her regarding a political issue?**

	Categories	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most of the time	56	28.0	28.0	28.0
	Some of the time	75	37.5	37.5	65.5
	Only now and then	29	14.5	14.5	80.0
	Hardly at all	24	12.0	12.0	92.0
	Never	16	8.0	8.0	100.0
	Total	200	100.0	100.0	

Table No 19 illustrates that 37.5% of the responders say they would choose some of the time choice which is the single greatest number in this table No18. While the table indicates the second largest numbers of participants who account for 28% of the total population of this study believe that they agreed with the most of the time choice. However, the rest of three choices are collectively accounted for 34.5% of the total population.

**Table-20: How often would you say, you have taken part in protests?**

	Categories	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most of the time	58	29.0	29.0	29.0
	Some of the time	79	39.5	39.5	68.5
	Only now and then	25	12.5	12.5	81.0
	Hardly at all	22	11.0	11.0	92.0
	Never	16	8.0	8.0	100.0
	Total	200	100.0	100.0	

Table No 20 indicates that 39.5% of the responders say they would pick some of the time choice and thus this is the only single largest number of participants who went for some of the time option while the data also show another greatest figure for the participants who have picked most of the time choice and these two are the largest number of participants who claim they have taken participation in protests. However, the other three options such as only now and then, hardly at all and never are collectively accounted for 63% of the total population of this study.

**Table-21: How often would you say, you have signed petitions on papers about social issues?**

	Categories	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most of the time	42	21.0	21.0	21.0
	Some of the time	81	40.5	40.5	61.5
	Only now and then	42	21.0	21.0	82.5
	Hardly at all	23	11.5	11.5	94.0
	Never	12	6.0	6.0	100.0
	Total	200	100.0	100.0	

Table No 21 shows in percentage that 40.5% of the participants ticked most of the time choice they believe they have signed a petition on paper about a social issue. While 21% of the respondents claim they are in agreement with most of the time choice. However, 38.5 % of the participants went for other three choices such as only now and then, hardly at all and never were collectively the largest number of participants while some of the time was the single largest individual group of responders in the whole data.

**Table-22: How often would you say you have donated money to a political organization?**

	Categories	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most of the time	45	22.5	22.5	22.5
	Some of the time	80	40.0	40.0	62.5
	Only now and then	34	17.0	17.0	79.5
	Hardly at all	29	14.5	14.5	94.0
	Never	12	6.0	6.0	100.0
	Total	200	100.0	100.0	

Table No 22 shows that 40% of responders claim they are in agreement with some of the time choice they say they have donated money to a political organization some of the time while the data indicates that 22.5% of the participants believe they have donated money to a political organization most of the time, thus 17% of the respondents say they have donated money to a political organization only now and then while the rest of two choices such as hardly at all and never contribute for 20.5% of the total population of this study.

**Table-23: How often would you say, you have boycotted a product for a political reason?**

	Categories	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most of the time	44	22.0	22.0	22.0
	Some of the time	104	52.0	52.0	74.0
	Only now and then	17	8.5	8.5	82.5
	Hardly at all	20	10.0	10.0	92.5
	Never	15	7.5	7.5	100.0
	Total	200	100.0	100.0	

Table No 23 demonstrates that 52. % of the responders claim that they have boycotted a product for a political reason some of the time while 22% of the respondents say they have boycotted a product for a political reason most of the time. However only now and then, hardly at all and never are collectively contributed for 26% of the total population of this research work.

**Table-24: How often would you say, you have ever sent a letter to a newspaper about a political issue?**

	Categories	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most of the time	33	16.5	16.5	16.5
	Some of the time	61	30.5	30.5	47.0
	Only now and then	41	20.5	20.5	67.5
	Hardly at all	39	19.5	19.5	87.0
	Never	26	13.0	13.0	100.0
	Total	200	100.0	100.0	

Table No 24 indicates that 30.5% of the responders say they are in agreement with some of the time choice while 16.5% of the participants say they do agree with most of the time choice while 20.5% of the participants say they are in agreement with only now and then option. However, hardly at all and never both contribute for 32.5 of the total population of this research study.

**Table-25: How often would you say you have ever attended a political rally, dinner, meeting, speech or things like that?**

	Categories	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most of the time	59	29.5	29.5	29.5
	Some of the time	73	36.5	36.5	66.0
	Only now and then	23	11.5	11.5	77.5
	Hardly at all	27	13.5	13.5	91.0
	Never	18	9.0	9.0	100.0
	Total	200	100.0	100.0	

Table No 25 illustrates that 36.5% of the participants claim they are in agreement with some of the time choice which is the single largest number in the above table No 24 while 29.5% of the responders say they do agree with most of the time choice. However, 34% of the respondents went for other options such as only now and then, hardly at all and never.

To sum it up, the above 14 questions were formulated to determine the relationship between exposure to political talk shows and its subsequent impacts on viewers' political participations such as electoral and non-electoral participations of the consumers.

It has been observed in the above data that the people who usually watched talk shows have participated in the electoral and non-electoral process of the country such as table No- 10 shows that 54.5% of the respondents say they have cast vote in the last general elections of the country which was held in 2018, while the rest of 45.5% say they did not vote in that elections although a large number of participants have directly and indirectly

participated in the electoral process of the state. LIKERT-Scale was used in these questions to investigate the level of participation in a number of different ways.

Table No 11 elaborates that 45.5% of the respondents say they are very interested in politics; thus, it is clear that most of the participants who watch talk shows on regular bases are very much interactive in political activities of the country. This section was specifically prepared to explore how much of the respondents in agreement with the directly electoral participation and indirectly with campaign activities such as political discussions among viewers, taking participations in protests, signing petitions against government officials, furthermore, sending a letter to newspaper about a political issue, donation of money to a political organization, joining a dinner with politicians, staging protest, giving up a product for a political reason and political affiliation with a specific political party were the themes of this section in order to find out what role do media exposure play in the political structure of a state.

However, all of these questions came up with a remarkable outcome as the researcher expected in the proposal. There was significant rate of precision in responses in all those questions. The data recorded an influential impact of watching political talk shows on the consumers' behaviors.

### **Discussion and Conclusion**

The data for this research work was collected in the Peshawar division and only the target respondents of this study were the students of two different universities located in the Peshawar division. Each question is carefully crafted to unearth hidden features of social media echo chambers and political behavior. Therefore, a Google-based pilot study was conducted to check the reliability and validity of the questionnaire. Fortunately, the results of these questions were very accurate.

Demographically, participants include those who have reached the required age limit to make serious decisions about their future. All of these questions, designed to investigate the relationship between exposure to political talk shows and recipient awareness, proved to be highly impactful, as the results showed that each of the questions produced the expected results.

Respondents were observed to have considerable political involvement. In general, the largest turnout ever recorded in the political history of the country was recorded in the questionnaires, as they involved the largest number of participants directly, ie they went to the polling booth to cast their valuable vote, and at the same time they participated indirectly in the polls with their colleagues. Political discussions, their colleagues, family members, friends, peer groups.

No electoral participation is quite large compared to direct participation, such as having dinner with a politician, dropping a product for political reasons, signing a petition on a social issue, donating to a political organization, holding a protest, writing to a newspaper Write a letter, complain about an issue and join the campaign. Indirect engagement was shown to be helpful, with larger observed outcomes than direct engagement, and therefore confidence in the reported positive impact on consumers' political understanding. Therefore, it can be concluded that social media algorithms and echo chambers have a strong influence on political beliefs and behaviours.

However, the scope of this study is very limited when it comes to the influence of other agents, so this cannot be an absolute one-size-fits-all. However, the influence of the media is still there. Peshawar Province was specifically investigated, and the samples were only collected from Pashtuns. The results are in many ways only explanatory. Spend more time using social media than expected.

A possible reason for the spread of the virus and its lockdown is that people are confined to their homes so they don't have as many alternative opportunities to spend their time, so the data shows that time spent is greater than would normally be expected, as given above, most Social media users ticked more time-consuming options, such as spending 7 to 10 hours or more in a typical week.

The character of the media in a democracy is significant because it mediates between the public and the government. In today's world of ubiquity, spontaneity, diversity and deep penetration of people's daily life, the media has surpassed the traditional role of providing information and shaping the political culture candidate. Technological advancements have made media easily accessible to audiences and people have been exposed to information media of one type or another. All these characteristics of the media make it an important element of socialization and open up a vast field for future researchers. As it turns out, this research helps upcoming researchers and policymakers to further explore the field and make political decisions, respectively.

### **Conclusion**

To summarize the data, the current study was conducted within the framework of the influence of social media algorithms and echo chambers on political beliefs and behaviors. Findings suggest that the usage of social media within specific echo chambers and media algorithms significantly influences political beliefs and behaviors at many levels. It shows that the more you live in media algorithms and echo chambers, the more vulnerable you are to your content. So it is clear that social media can paint a vivid picture of a political party's vision and its performance.

All of the sub topics converted into questions were the researcher's best survey interpretation items, although many other scales could be generated to further explore this concept. This study makes a significant contribution to the field of social media and political behavior and is particularly fruitful for researchers who want to further explore the field of social media and political behavior and how media influence and behavioral shifts occur in the general public society.

It is clear that these variables are much more correlated than expected, and thus the predicted outcomes of social media use were, are, and will be relevant to an individual at every turn in his or her life. Social media educates people about the political process in a country. Data suggest that exposure to social media in echo chambers and algorithms can increase user awareness and understanding to fully understand a country's political behavior.

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