Social Media and Political Engagement: An Ethiopian Election Analysis

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Abstract

The use of social media platforms has surged in Ethiopia during election periods, influencing political discourse and engagement. Data were collected through surveys ($n = 500$) $\wedge$ *social media sentiment analysis of election* − *related posts*. A logistic regression model was employed to predict engagement levels based on demographic data. The proportion of respondents who used social media for political purposes increased from 35% in to 48% in , indicating a significant rise in its use as an engagement tool. Social media enhances voter participation by providing platforms for mobilization and information dissemination during elections. Governments should develop policies that promote ethical social media practices to mitigate potential negative impacts on democracy.

ABSTRACT-ONLY PUBLICATION

This is an abstract-only publication. The complete research paper with full methodology, results, discussion, and references is available upon request.

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