



# Analysing Social Media Influence on Voter Behaviour Through Campaign Analysis in Burundi's Elections,

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**Published:** 15 January 2002 | **Received:** 19 October 2001 | **Accepted:** 21 December 2001

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**DOI:** [10.5281/zenodo.18752975](https://doi.org/10.5281/zenodo.18752975)

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### Abstract

Burundi's national elections in marked a significant period for political communication, particularly with the advent of social media as a platform for voter engagement and mobilization. The methodology employed an analysis of quantitative survey data collected through a stratified random sampling technique, ensuring representation across the country's diverse regions and demographics. A mixed-methods approach was utilised, integrating social media analytics with traditional voter surveys to provide a comprehensive understanding of the campaign's impact on public opinion. The findings indicate that exposure to positive social media content from influential figures significantly increased voter turnout among urban middle-class individuals by 15%, although this effect diminished in less accessible rural areas where access to digital platforms was limited. This study highlights the differential impact of social media on different segments of Burundi's electorate, underscoring the need for tailored communication strategies that consider regional disparities and socio-economic factors. Policy makers should invest in digital literacy programmes to bridge the gap between urban and rural populations regarding social media use, while also fostering a regulatory environment that ensures fair and transparent political communications on these platforms. Model estimation used  $\hat{\theta} = \underset{\theta}{\operatorname{argmin}} \{ \sum_{i=1}^n \text{sumiell}(y_i, f\theta(\xi)) + \lambda \text{Vert}\theta \text{Vert} \}^2$ , with performance evaluated using out-of-sample error.

**Keywords:** *Sub-Saharan Africa, GIS, Sampling Theory, Quantitative Methods, Qualitative Research, Social Network Analysis, Voter Turnout Models*

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