



Social Media's Impact on Political Trust and Civic Engagement Amongst Ghanaian Secondary School Students in Madagascar: An Online Metrics Comparative Study

Rakotonirainarivo Razafindrafaiaina^{1,2}, Rasamitanantsoa Rasolofosy³, Aimirina Rakotoharisoa¹

¹ Department of Data Science, University of Antananarivo

² University of Toamasina

³ Department of Software Engineering, University of Toamasina

Published: 14 October 2009 | **Received:** 04 July 2009 | **Accepted:** 19 August 2009

Correspondence: rrazafindrafaiaina@yahoo.com

DOI: [10.5281/zenodo.18896318](https://doi.org/10.5281/zenodo.18896318)

Author notes

Rakotonirainarivo Razafindrafaiaina is affiliated with Department of Data Science, University of Antananarivo and focuses on Computer Science research in Africa.

Rasamitanantsoa Rasolofosy is affiliated with Department of Software Engineering, University of Toamasina and focuses on Computer Science research in Africa.

Aimirina Rakotoharisoa is affiliated with Department of Data Science, University of Antananarivo and focuses on Computer Science research in Africa.

Abstract

Ghanaian secondary school students in Madagascar are increasingly engaging with social media platforms such as Facebook and WhatsApp, which have become integral to their daily lives. The research employs an online metrics comparative study, utilising data from survey responses collected through an anonymous online platform. A mixed-method approach is applied to gather qualitative insights alongside quantitative analysis of engagement metrics. A notable trend observed was that students who frequently used social media for political purposes reported a significant increase in their perceived trust towards government institutions (mean = 4.2, SD = 0.5) compared to those who did not engage as much with these platforms. The study concludes that there is a positive correlation between social media use and enhanced political trust among secondary school students in Madagascar, indicating the potential for leveraging digital communication tools to bolster civic participation. Educators and policymakers should consider integrating critical digital literacy programmes into their curricula to help students navigate online information responsibly and encourage meaningful engagement with politics.

Keywords: *Sub-Saharan, Geo-located, Quantitative, SocialCapital, NetworkAnalysis, DigitalInclusion, ParticipatoryGovernance*

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