



# Social Media Platforms and Democratic Mobilization among University Students in the DRC: A Comparative Study

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## Abstract

This study examines the role of social media platforms in facilitating political mobilization among university students in the Democratic Republic of Congo (DRC). A comparative study design was employed, utilising surveys and interviews with participants from two universities in Kinshasa. Data collection methods included online questionnaires distributed via email and face-to-face interviews at the university campuses. Findings indicate a significant increase (30%) in student engagement through social media platforms compared to traditional mobilization channels such as rallies and meetings, highlighting the platform's growing importance in modern political discourse among students. The study concludes that while social media offers new opportunities for democratic mobilization, it also presents challenges related to information accuracy and echo chambers. Recommendations include fostering critical digital literacy skills among students and enhancing transparency in how student organizations use social media platforms.

**Keywords:** *Democratic Republic of Congo, Geopolitics, Political Mobilization, Social Media, Youth Activism, Digital Divide, Empowerment Studies*

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