

# Impact of Economic Disparity on Democratic Values and Democratic Participation

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## ABSTRACT

*The study measures the impacts caused by economic disparity on democratic values and political participation of people and also examines the role of social media in shaping public perceptions of inequality and democratic engagement. This research will employ a quantitative approach to examine the impact of economic disparity on democratic values and political participation in rural areas of the Salem, Namakkal, Dharmapuri and Erode districts. The study used a structured interview schedule to collect quantitative data from a sample of 276 electoral residents in rural areas of these four districts. The study utilizes snowball sampling due to the challenges in identifying and contacting individuals in rural areas. This method is particularly suitable for exploring potentially sensitive topics related to economic inequality and political views. The sample size of 276 provides adequate statistical power for the planned analyses considering the expected effect sizes and desired level of precision. The Quantitative data will be analyzed using descriptive statistics, ANOVA, correlation and regression analysis to examine the relationships between economic background, democratic values, social media effects and political participation. The findings portray that the economic disparity and social media influence are having significant quantitative impact on the democratic values and participation among the electoral voters.*

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## I. INTRODUCTION

The results of growing amounts of studies point to a complex link between economic disparities and the condition of democratic nations. With an eye on the part social media plays in this relationship, this study aims to examine the many ways in which economic disparity influences democratic values and political participation. The growing economic inequalities might compromise basic democratic values like fairness, equality of opportunity, and trust in institutions. When there are notable economic disparities, some may believe that the system is set against them. Disillusionment and political process disengagement may follow from this. Indices suggesting this phenomena could be under way include declining voter participation, less civic activity, and decreasing social cohesion. The results of the research show that even little disparity might lead a representative democracy to turn into an oligarchy, therefore posing issues about the equitable distribution of power. Economic differences might create rather significant obstacles to political process participation. Those that have fewer resources might not have the time, money, or understanding needed for active involvement to be effective. This might lead to a society in which the perspectives of the affluent are emphasized while those of those with less money are disregarded. Solt's (2008) paper provides further details on how differences in wealth lower political interest and opinions of government responsiveness. Though for some individuals digital media may make access more accessible, if it is not backed by policies that support good governance it might potentially aggravate already existing disparities. Social media channels have become increasingly important in order to shape public opinions about inequality and promote democratic participation. These platforms might therefore be used to spread false information, amplify extreme views, and increase society conflicts even while they have the ability to facilitate political mobilization and provide means for voices that are excluded to be heard. Media coverage of non-institutional digital platforms focuses on their ability to provide new means of engagement, therefore reshaping politics. These platforms also have challenges in terms of increasing their impact and optimizing their possibilities, however. The results of the study underline the need of social trust and system trust

in deliberative democracy, so using social media may both contribute to the continuation of trust issues and assist to cure them. Measuring the impact of social media on democratic processes depends on an awareness of how it shapes public discussion on inequality and impacts political behavior.

## II. LITERATURE ANALYSIS

The emphasis of this paper is differential participation in social movements. and helps to balance responses at the individual and systemic levels. The study assess three hypotheses generated from rationalist perspectives on individual engagement and social networks using survey data on members of a notable Swiss solidarity movement organisation. Evidence supports both points of view: people's social network integration as well as their own subjective assessments of certain engagement-related cognitive aspects affects their degree of participation. The two most crucial elements that can explain differences in participation are the confidence one has in the effectiveness of their own probable contribution and the chance of getting recruited by an activist (Passy, F., & Giugni, M. (2001))<sup>1</sup>. The model shows the interaction between at the individual level effects and socio-structural factors as well as the type of the conversation such the degree of exposure to ideas that vary from one's own. The study gathered a multitude of models created by local political communication experts to investigate the link between more systematic social factors and the activities often targeted at the individual level in political science. The study indicates that people's degree of political involvement is much influenced by the social setting in which they debate political concerns. The study reveals that the many points of view people encounter when discussing politics in corporate and religious networks significantly reduce the influence of these networks on political engagement (Scheufele, D. A., Nisbet, M. C., Brossard, D., & Nisbet, E. C. (2004))<sup>2</sup>. The study addresses this question in this study by use of data acquired from many worldwide polls of mature industrial democracies. It contrasts counterarguments stressing how inequality influences people's objective interests or their capacity to engage in politics with the presumption that the wealthy have greater influence in politics because of higher inequality. This research shows that everyone save the richest

people are far less engaged in politics, have fewer political dialogues and are less likely to vote when income inequality is high (Solt, F. (2008))<sup>3</sup>. The study examined ten-year study literature on citizenship, participation, and responsibility which was assessed using a non-random sample of 100 research articles on four categories of citizen engagement in twenty nations. The study used a meta-case study methodology which examined democratic and developmental outcomes that can be ascribed to citizen participation. The findings of this research have great influence on the funding and organisation of participatory projects aiming at raising the state's responsiveness and efficiency (Gaventa, J., & Barrett, G. (2010))<sup>4</sup>.

The study provides some basic principles for understanding coordinated, large-scale, personal collective action performed online. Driven by social fragmentation and the disintegration of collective loyalties, we live in a time of individualised politics. For many protest movements, individually expressive action frames have replaced group action frames. This trend is shown by the increasing mass, fast coordinated political involvement aiming at everything from parties and candidates to brands, businesses and international organisations (Bennett, W. L. (2012))<sup>5</sup>. There is ongoing debate about how much political consumption constitutes political behaviour. In their pursuit of a resolution to this debate, researchers have examined several criteria that may indicate political consumerism; nevertheless, they have failed to examine the communicative components of this tendency, especially in relation to digital media. Based on primary survey data from the United States, the study found that social media use mediates political consumerism and that the most direct connection between political consumerism and the Internet is civic engagement, not political participation (De Zúñiga, H. G., Copeland, L., & Bimber, B. (2014))<sup>6</sup>. The digital revolution has enabled notable changes in political life and many more avenues have opened for individuals to engage in political activity. Participatory politics is peer-based, interactive and driven by the will of the people unlike institutional politics, which is controlled by strong elites and institutions. This study offers a framework for comprehending these trends, measures the frequency and expansion of these new activities using a representative national survey, and suggests a more general agenda for civic education in the digital era by means of curricular reform models (Kahne, J., Hodgin, E., &

Eidman-Aadah, E. (2016))<sup>7</sup>. This study tested the relationship between online comedy and the dependent variables such public engagement and opinion leadership. They viewed a political stand-up comedy clip to get the treatment group's opinions on public engagement, critical thinking and opinion sharing. This study revealed that viewers of political comedy online were more likely to be politically active, critical thinker, and opinion sharer in a non Western developing country environment (Saxena, K., & Ofori-Parku, S. S. (2024))<sup>8</sup>. Digital technologies supporting media creation, creativity, critical thinking and teamwork may help close the gap between the reality of young people from all backgrounds and their experiences as citizens, thereby empowering and integrating them into the learning process. Participating in cooperative, immersive and participatory events based on consistent literature review approaches could help research teams. The study contributes to the continuing discussions on the urgent need to solve youthful social and digital exclusion for improved democratic involvement as well as the requirement of appreciating and embracing the many origins of young people using ideas like inclusive design and co-creation (Oliveira, A. F., Leote de Carvalho, M. J., & Sousa, C. (2024))<sup>9</sup>. This interdisciplinary research reviews the empirical material from the past quarter of a century in the domains of management and politics. Broadly speaking, job content, working environment, employment features and social contacts at work define work-related experiences. This research investigates how these elements interact with individuals' political involvement outside of their employment to include their participation, attitudes, trust and values towards politics. The study proposed more multilevel research, an emphasis on processes explaining particular events and a wider spectrum of theoretical viewpoints (Sharma, S., Kar, A. K., & Gupta, M. P. (2024))<sup>10</sup>. The extensive research will address the effects of ICTs on democratic processes and citizen engagement, specifically focussing on tools like social media, e-voting systems, e-government projects and e-participation platforms. This study explores the ways in which information and communication technologies have improved the efficiency, transparency, and quality of democratic engagement. The analysis of 46 peer reviewed publications published between 1999 and 2024 based on which the study identifies key concerns,

research gaps and potential solutions. Unfortunately, there is a lack of understanding about the long-term effects of ICTs on democratic governance, and the current legislative framework is not very good when it comes to protecting individuals' privacy and combating misinformation. Modern information and communication technologies (ICTs) may be both a boon and a bane to democratic processes (Asimakopulos, G., Antonopoulou, H., Giotopoulos, K., & Halkiopoulos, C. (2025))<sup>11</sup>. The studies want to better understand the many aspects of DCE and how it increases involvement. Using structural equation modelling as part of a mixed method approach, the study looks at the relationships between e-participation, DCE, social and public accountability. The findings reveal that public opinion of e government initiatives is negative as officials seem to ignore them. The results of the research might be used by policymakers to design responsible e-government services that support increased e-participation by spotting certain facets of personal empowerment (Selenko, E., et.al. (2025))<sup>12</sup>.

### III. RESEARCH PROBLEM

The principles of economic inequality affect democratic principles and by extension political engagement is a complex issue that this research seeks to address. There is mounting evidence that economic disparity and democratic system health are interdependent. The studies by Andersen (2012), Kriekhaus et al. (2013) and Solt (2008) have seen a rise in wealth disparity, a fall in public faith in government and a corresponding decline in voter participation. This makes one wonder if economic inequality has the ability to erode democratic principles like justice, equality, and civic duty which are the bedrock of representative government. Political polarisation, disengagement from political processes and a decrease in social cohesiveness are some ways that democratic principles may be eroded (Rebechi & Rohde, 2022). In addition, those who are economically disadvantaged may not have the time, money or knowledge to actively participate in politics as they are struggling to satisfy their most fundamental requirements. This may exacerbate economic and social inequality by further excluding already-marginalized groups from political decision-making (Sakib, 2021). To build methods to fortify democratic institutions and encourage inclusive political involvement in an age of growing economic gaps, it is essential to comprehend the

complex ways in which one's economic background affects democratic principles and political activity. With the end objective of cultivating more equitable and resilient democratic societies, study seeks to add to this knowledge by investigating the particular ways in which economic disparity impacts democratic principles and political conduct. The link between economic circumstances and political involvement may be mediated by characteristics including social trust, views of government responsiveness and political effectiveness are major issues measured by the study.

### IV. RESEARCH QUESTIONS

What are the diverse impacts caused by differing economic background on democratic values and resultant impact on political participation of people? What is the role played by social media in shaping the perceptions of the people towards democratic engagement?

### V. SIGNIFICANCE OF THE STUDY

This study explores the intricate problem of how economic disparities influence democratic values consequently political participation. A growing body of research suggests a complex relationship between economic inequality and the health of democratic systems. The rising income inequality has been observed alongside declining public trust in political institutions and decreased voter turnout in many established democracies. This raises concerns about the potential for economic disparities to undermine the very foundations of democratic governance by eroding core values such as fairness, equality, and civic responsibility. This erosion of democratic values can manifest in various ways, including increased political polarization, disengagement from political processes and a decline in social cohesion. The economic hardship can create barriers to political participation, as individuals struggling to meet basic needs may have limited time, resources or access to information necessary for effective engagement. This can lead to a vicious cycle of disenfranchisement, where marginalized groups are increasingly excluded from political decision-making, exacerbating economic and social inequalities. The study provides an understanding about the multifaceted impacts of economic background on democratic values and political participation is crucial for developing strategies to



strengthen democratic institutions and promote inclusive political engagement in an era of widening economic divides. This research is significant which aims to contribute to this understanding by examining the specific mechanisms through which economic inequality affects democratic values and political behavior with the ultimate goal of fostering more equitable and resilient democratic societies.

## VI. OBJECTIVES

1. To examine the impacts caused by economic disparity on democratic values and political participation of people
2. To evaluate the role of social media in shaping public perceptions of inequality and democratic engagement

## VII. RESEARCH METHODOLOGY

This research will employ a quantitative approach to examine the impact of economic disparity on democratic values and political participation in rural areas of the Salem, Namakkal, Dharmapuri and Erode districts. The study will integrate diverse tools of quantitative data collection and analysis methods to provide a comprehensive understanding of the research problem. The study used a structured interview schedule to collect quantitative data from a sample of 276 electoral residents in rural areas of these four districts. The schedule will include items measuring economic background (income, occupation, and education), democratic values (support for free and fair elections, belief in equality), social media influence and political participation (voting, engaging in political discussions, participating in protests). The study focuses on rural areas within the four districts which is crucial to acknowledge the potential diversity in economic backgrounds and access to technology. The survey will incorporate questions designed to account for such diversity, including location-specific queries to ensure accurate representation of the target population's experiences. Snowball sampling will be employed due to the challenges of accessing geographically dispersed and potentially marginalized populations in rural areas. The study utilizes snowball sampling due to the challenges in identifying and contacting individuals in rural areas similar to studies conducted on healthcare workers in rural Ethiopia (Abetu & Amanu, 2020). This method is particularly suitable for exploring potentially sensitive topics

related to economic inequality and political views. The sample size of 276 provides adequate statistical power for the planned analyses considering the expected effect sizes and desired level of precision. The Quantitative data will be analyzed using descriptive statistics, ANOVA, correlation and regression analysis to examine the relationships between economic background, democratic values, social media effects and political participation.

## VIII. DATA ANALYSIS & INTERPRETATIONS

The section presents the analysis and interpretation of data collected through interviews among the electoral residents in the study area. Descriptive statistics summarize key variables related to political engagement practices and economic disparities among the sample. ANOVA correlation and regression analyses explore relationships between these economic disparities and their differential effects on demographic values, participation and social media influences.

Table 1: Economic Segmentation of Electoral Voters

Variables	Group	N	Percent
Gender	Male	175	63.40
	Female	101	36.60
	Total	276	100.00
Age	18 – 25 Years	30	10.90
	26 – 35 Years	81	29.30
	36 – 45 Years	109	39.50
	46 – 55 Years	56	20.30
	Total	276	100.00
Education	SSLC/HSC	17	6.20
	UG	147	53.30
	PG	77	27.90
	Diploma/Technical	35	12.70
	Total	276	100.00
Monthly Income	Below Rs. 20,000	40	14.50
	Rs. 20,001 – Rs. 30,000	91	33.00
	Rs. 30,001– Rs. 40,000	127	46.00
	Above Rs. 40,001	18	6.50
	Total	276	100.00
Occupation	Salaried	77	27.90
	Self Employed	92	33.30
	Technical	96	34.80

	Professional	11	4.00
	Total	276	100.00
Marital Status	Married	170	61.60
	Unmarried	102	37.00
	Others	4	1.40
	Total	276	100.00

(Source: Primary Data)

The data provides a comprehensive snapshot of the demographic and economic profile of electoral voters which can be used to analyze the impact of economic disparity on democratic values and democratic participation.

#### IX. ECONOMIC DISPARITY AND DEMOCRATIC PARTICIPATION

- **Income Distribution** – The data reveals a clear income disparity among voters. While 46% of voters earn between Rs. 30,001–Rs. 40,000, a significant portion (14.50%) earns below Rs. 20,000, and only 6.50% earn above Rs. 40,001. This disparity may influence voter turnout and participation as lower income groups often face barriers such as lack of access to information, transportation or time to engage in democratic processes.
- **Occupation** – The majority of voters are employed in technical (34.80%) or self-employed (33.30%) roles with a smaller percentage in salaried (27.90%) or professional (4.00%) jobs. This suggests that economic policies targeting small businesses, technical workers and labor rights may resonate strongly with this electorate.

#### X. EDUCATION AND DEMOCRATIC VALUES

- **Education Levels**– A significant majority of voters have at least an undergraduate degree (53.30%), with 27.90% holding postgraduate degrees. This indicates a relatively educated electorate, which is often associated with higher levels of political awareness and engagement. Educated voters are more likely to prioritize issues like transparency, accountability, and policy-driven governance.

Higher education levels may foster stronger democratic values, such as tolerance, inclusivity, and active participation. However, the presence of a small but notable group with only SSLC/HSC qualifications (6.20%) suggests a need for targeted efforts to ensure inclusive participation and understanding of democratic processes among less-educated voters.

#### XI. AGE AND DEMOCRATIC ENGAGEMENT

The largest age group is 36–45 years (39.50%), followed by 26–35 years (29.30%). Middle-aged voters are often more politically active and have established economic and social concerns, such as job security, healthcare, and education for their children. Younger voters (18–25 years) make up only 10.90% of the electorate, which may indicate lower engagement among this demographic, possibly due to economic instability or disillusionment with the political system.

#### XII. GENDER AND MARITAL STATUS

Males constitute 63.40% of the electorate, while females make up only 36.60%. This gender gap may reflect broader societal inequalities that limit women's participation in democratic processes. Addressing barriers to women's participation, such as safety, mobility, and cultural norms, is crucial for fostering inclusive democracy.

#### XIII. MARITAL STATUS

Married individuals make up 61.60% of the electorate, which may indicate that family-oriented policies could have a significant impact on voter behavior.

#### XIV. ECONOMIC DISPARITY AND POLICY PRIORITIES

The opinions reveal that economic policies addressing middle-income and lower-income groups will be critical for engaging the majority of voters.

Table 2: Social Media Exposure of Electoral Voters

Variables	Group	N	Percent
Social Media Usage for Information Seeking	High	152	55.10
	Medium	65	23.60
	Low	59	21.40
	Total	276	100.00
Political Opinion Expression in Social Media	High	181	65.60
	Medium	68	24.60
	Low	27	9.80
	Total	276	100.00
Political Discussion in Social Media	High	48	17.40
	Medium	182	65.90
	Low	46	16.70
	Total	276	100.00
Exposure to Various Political perspectives	High	90	32.60
	Medium	166	60.10
	Low	20	7.20
	Total	276	100.00

The data presents an inclusive analysis of electoral voters' social media exposure measuring the various aspects such as social media usage for information seeking, political opinion expression, political discussion, and exposure to various political perspectives.

#### XV. SOCIAL MEDIA USAGE FOR INFORMATION SEEKING

A significant portion of voters (55.1%) use social media for information seeking at a high level, followed by 23.6% at a medium level, and 21.4% at a low level which informs that more than half of the



voters rely heavily on social media for political information.

1. Political Opinion Expression in Social Media:

The majority (65.6%) of voters express their political opinions on social media at a high level, while 24.6% express opinions at a medium level, and 9.8% at a low level which reveals that social media is a prominent platform for political expression among electoral voters.

2. Political Discussion in Social Media:

Most voters (65.9%) engage in political discussions on social media at a medium level, while a smaller portion participates at high (17.4%) and low (16.7%) levels which suggests that while political discussions occur frequently on social media, the majority of voters engage in moderate levels of interaction.

3. Exposure to Various Political Perspectives:

A majority of voters (60.1%) are exposed to various political perspectives at a medium level, with 32.6% experiencing a high level of exposure, and only 7.2% exposed at a low level which explains a diverse exposure to political viewpoints on social media, although the intensity of this exposure varies.

**Table 3:** Variance Effects of Social Media Exposure on Democratic Values and Democratic Participation

	Sig Value		
	Political Opinions Expression in Social Media	Political Discussion in Social Media	Exposure to Political Perspectives
Fair and Free Elections	<0.001**	0.021*	<0.001**
Government should be accountable to people	0.003**	<0.001**	<0.001**
Freely Express their opinions	0.009**	<0.001**	<0.001**
Diversity of Opinions are Valued	0.019*	0.004**	0.003**
Respect to the rights of minorities	0.002**	0.024*	<0.001**
Balances to prevent abuse of power	0.0036*	<0.001**	<0.001**
Peaceful protests to express dissent	0.001**	<0.001**	0.009**
Higher Frequency of Voting in Elections	0.011*	<0.001**	<0.001**
Discussion of Politics with Others	0.041*	0.032*	<0.001**
Participation in Political Campaigns	<0.039*	<0.001**	0.011*
Contact Election Officials for Clarifications	0.012*	<0.001**	<0.001**
Volunteer in Political Activities	<0.001**	<0.001**	<0.001**
Sign Petitions for Public Issues	0.007**	0.005**	<0.001**

(\*\* – Highlights relationship @ 1% level & \* – Highlights relationship @ 5% level)

The evaluation based on the social media exposure towards the democratic participation and uplifting of democratic values using the variance analysis reveals significant difference in relationship between social media exposure and numerous indicators of political participation. With very significant p-values, there is a vital relationship between the expression, debate and exposure to political viewpoints and the belief in free and fair elections. There are also correlations between social media use and views on government transparency, free speech, and minority rights. There were statistically significant findings for all three variables, indicating that those participating in political speech and conversation on social media really appreciate diversity of thought. The support for a system of checks and balances to avoid the misuse of power is also associated with the speech, debate and exposure of political opinions. Expression, debate and exposure of political opinions, as well as involvement in political campaigns as well as communication with election authorities are impacting the frequency of voting in elections. There is a strong relationship between social media exposure and political activism including petition signing and volunteer work. The results show that people's exposure to social media has a significant impact on their political involvement, attitudes and behaviours. It also affects their participation in elections, the quality of political discourse and their support for democratic values

Table 4: Partial Correlation – Economic Disparities and Demographic Participation

Control Variables			Fair and Free Elections	Government should be accountable to people	Freely Express their opinions	Diversity of Opinions are Valued	Respect to the rights of minorities	Balances to prevent abuse of power	Peaceful protests to express dissent
Economic Disparities	Fair and Free Elections	Correlation	1.000						
		Significance (2-tailed)	.						
	Government should be accountable to people	Correlation	.464	1.000					
		Significance (2-tailed)	.000	.					
	Freely Express their opinions	Correlation	.120	.122	1.000				
		Significance (2-tailed)	.047	.044	.				
	Diversity of Opinions are Valued	Correlation	.137	.115	.337	1.000			
		Significance (2-tailed)	.023	.057	.000	.			
	Respect to the rights of minorities	Correlation	.233	.149	.326	.430	1.000		
		Significance (2-tailed)	.000	.013	.000	.000	.		
	Balances to prevent abuse of power	Correlation	.058	-.001	.367	.325	.233	1.000	
		Significance (2-tailed)	.337	.990	.000	.000	.000	.	
	Peaceful protests to express dissent	Correlation	.023	-.107	.367	.328	.177	.436	1.000
		Significance (2-tailed)	.701	.075	.000	.000	.003	.000	.

The outcome of partial correlation shows correlations between "Economic Disparities" and various measures of democratic participation. It appears "Fair and Free Elections" is positively correlated with the belief that "Government should be accountable to people" (correlation = .464,  $p < .000$ ). This suggests that individuals who perceive elections as fair and free are also more likely to believe in government accountability. Similar positive correlations, albeit weaker, exist between "Fair and Free Elections" and other democratic values such as "Freely Express their opinions," "Diversity of Opinions are Valued," "Respect to the rights of minorities," and "Balances to prevent abuse of power." These findings align with general theories of democratic participation which emphasize the importance of free and fair elections as a foundation for other democratic principles. It would be beneficial to examine other potential influences on these perceptions, such as socioeconomic factors, education levels, and access to diverse information sources, particularly since your data specifically mentions "Economic Disparities." Further analysis, controlling for other relevant variables, would be helpful in understanding the complex interplay between these factors and democratic participation

**Table 5:** Regression – Model Estimates – Impact of Economic Disparity & Social Media Influence on Democratic Values

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	ANOVA Fit Model	
1	0.789	0.696	0.093	0.51379	0.007**	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.459	0.104		14.056	<0.001* *
	Economic Disparity	0.393	0.032	0.174	2.930	0.004**
	Social Media Influence	0.171	0.052	0.081	1.961	0.017*
a. Dependent Variable: Democratic Values						

The regression model analyzes the impact of "Economic Disparity" and "Social Media Influence" on "Democratic Values." The model demonstrates a statistically significant relationship between the independent variables and the dependent variable, indicated by the ANOVA result (F-statistic p-value = 0.007). The R-squared value of 0.696 indicates that the model explains approximately 70% of the variance in "Democratic Values." Both "Economic Disparity" and "Social Media Influence" have positive and statistically significant effects on "Democratic Values," as indicated by the positive coefficients and p-values less than 0.05. Specifically, the model suggests that an increase in "Economic Disparity" is associated with an increase in "Democratic Values" (coefficient = 0.393, p = 0.004). Additionally, an increase in "Social Media Influence" is associated with an increase in "Democratic Values," although the effect is smaller (coefficient = 0.171, p = 0.017). The relatively small size of the social media coefficient is likely due to the multi-faceted and sometimes contradictory role social media can play in political discourse.



Table 6: Regression –Model Estimates

Impact of Economic Disparity &amp; Social Media Influence on Democratic Participation

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	ANOVA	
1	0.691	0.655	0.048	1.13532	<0.001**	
Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.660	0.229		7.240	<0.001**
	Economic Disparity	0.242	0.070	0.135	3.597	0.035*
	Social Media Influence	0.573	0.116		287.955	<0.001**
a. Dependent Variable: Democratic Participation						

This regression model examines the impact of "Economic Disparity" and "Social Media Influence" on "Democratic Participation." The model explains a substantial portion of the variance in democratic participation, as indicated by the adjusted R-squared value of 0.655. The coefficient for "Economic Disparity" (0.242,  $p = 0.035$ ) suggests a positive relationship with "Democratic Participation." It is also possible that in certain contexts, economic disparities can mobilize specific groups to participate more actively in political processes. The coefficient for "Social Media Influence" (0.573,  $p < 0.001$ ) is also positive and larger, suggesting a stronger influence on democratic participation. This finding aligns with the growing body of research exploring the role of social media in political mobilization and engagement. The increased accessibility and ease of online communication offered by social media platforms can facilitate political discussions, information sharing, and collective action, potentially boosting democratic participation.

## XVI. DISCUSSION AND CONCLUSION

The study showed a significant degree of participation for information seeking and opinion expressing was found by the percentage study of social media use among election voters. A possible preference for passive consumption over active argument may explain the significantly lower degree of involvement in democratic participation. This research is needed to determine the effects of exposure to multiple political ideas on reducing the prevalence of filter bubbles and encouraging real dialogue between people with different opinions, even when such perspectives are already available. The results of the study reveal there is a positive relationship between the belief in government responsibility and the perception of free and fair elections. Consistent with democratic theory, which holds that free and fair elections are essential to a democratic government, this result supports that view. There is strong evidence that democratic ideals are interdependent on one another, as free

and fair elections are positively correlated with other democratic characteristics.

A more sophisticated understanding of the relationship between the variables under study was revealed by the regression analysis. Democratic principles are favourably affected by economic inequality and the influence of social media, according to the first regression model. Although it may seem paradoxical, there is a favourable correlation between economic inequality and democratic principles. Although studies have shown that economic inequality weakens democracies, it's also possible that certain people might be galvanised by a desire for change or more equality and engage with democratic principles. As a medium for political discourse and organisation, social media has a constructive impact on democratic principles. Economic inequality and the impact of social media were shown to have a positive relationship with democratic engagement in the second regression model. While economic disparity may prevent some from becoming involved, it may also inspire others to fight for fair treatment in politics. Social media has shown to be an effective instrument for mobilisation and engagement, as seen by its considerable positive impact on democratic participation. Social media's simplicity of use in communicating and sharing information online may give people a voice in political processes.

This study reveals how the digital era has many different effects on democratic principles and engagement. An influential new force is emerging in the realm of politics: social media. While it opens people up to new ideas and encourages them to share their own, it also raises concerns about fake news and online filter bubbles. The inequality might make it harder for certain people to participate in democratic processes, but on the other it can inspire others to become involved. The precise processes by which social media affects democratic principles and engagement should be the subject of future study that accounts for these intricacies across a variety of demographic groupings. It is equally important to study the effects of various social media behaviours on democratic results, such as taking part in online debates vs. just watching political videos. The study portrays that the economic disparity and social media influence are having significant impact on the democratic values and participation among the electoral voters.

## XVII. REFERENCES

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