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## Political Polarization and Voting Behavior in Pakistan: Evidence from the Systematic Review of Literature

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### ABSTRACT

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Political polarization and voting behavior in Pakistan are influenced by various factors, including historical, cultural, and socio-economic aspects. Pakistan is a diverse country with multiple ethnic, linguistic, and regional identities, which often shape political violations and voting patterns. While it is challenging to provide an exhaustive analysis of the subject. Pakistan has a multi-party system with numerous political parties representing various ideologies and interests. The two major political parties are the Pakistan Tehreek-e-Insaf (PTI) and the Pakistan Muslim League-Nawaz (PML-N). These parties, along with others like the Pakistan People's Party (PPP), have strong support bases and often polarize voters along ideological lines. Pakistan is an Islamic country, and religious identity plays a significant role in political polarization. Some political parties draw support from religiously motivated voters, either through their Islamic ideology or by appealing to specific sects within Islam. Religious polarization can impact voting behavior, during elections. In this regard current study was carried out by using systematic methodology. The 100 articles were downloaded from Google Scholar, J. Store, Web of Science, and Scopus and after evaluation 30 articles were finalized. However, it's created a strong relationship that exists between social media and politicians' options shaping dialogue. By changing traditional voting methods, the voting turnout can be increased.

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## **1.0 Introduction**

Voting behavior refers to the choices that an individual makes while casting a vote during elections. Voting is considered a fundamental right of individuals in a democratic state. It allows individuals to express their opinions and preferences at the time of elections. According to Article 21 of the Universal Declaration of Human Rights, “Every individual has the right to be part of the government of his country directly or through freely chosen representatives. Of all the demographic groups, youth voting behavior holds significant importance as issues related to employment, education, and social equality directly affects them. (Mokgonyana, 2023) believes that to better engage youth in the electoral process there is a need to equip them with basic knowledge and capacity to participate at all levels.

According to Gallup Pakistan, the turnout in the 2018 general elections was only 51% as only half of the registered voters cast their votes. The highest voting turnout was seen in Punjab with 56.8% while KPK recorded the lowest turnout with 41.5%. Yasin (2021) the lower voting turnout of youth in general elections is an area of concern for Pakistan. Pakistan has over 122 million registered voters out of which 53.8 million voters are between the ages of 18 to 35. The youth voting turnout in the previous eight elections was recorded as just 31% which is 13% lower than the overall turnout of voters in the past eight elections. Surprisingly, the voting turnout of youth 31% is recorded as even lesser than the female turnout of 40% during the 2013 and 2018 general elections. Voting behavior is influenced by many determinants like social, political, media, and demographic factors.

### **1.1 Media influence on youth voting behavior**

Media holds significant importance in influencing the voting behavior of youth by awareness raising and engagement with political activities. (Hussain et al., 2023) studied the impact of social media on youth voting behavior during the elections of 2018 in Pakistan. According to this study, the use of digital media in political activities impacts the performance of political parties and their candidates. Due to social media, it has become possible for political parties to communicate with their voters directly in a persuasive manner. The study was done on 300 students of Federal Capital University, Islamabad. The study found that students use both traditional and digital media for their social activities and entertainment.

The majority 76% of the respondents were using digital social media in their daily routine. There is also a strong relationship between exposure to social media and the political participation of youth.

(Jun, 2022) conducted research with the aim to find how Malaysian youth uses social media platforms to understand politics. The study paid attention to engaging and motivating youth in the electoral process as this habit will continue across their life course. According to Malaysian Communication and Multimedia Commission report for 2022 “There are 46% of the total internet users in Malaysia who are in their 20s”. For this study, the data was collected from the students aged between 18 and 24. There is an average level of interest among students regarding youth. It is also found that youth does not rely on social media for political activities and engagement. Social media is found as a distraction for youth from the electoral process. Their voting behavior is highly

influenced by party affiliation and political interest.

Social media has a significant importance in our social interactions and discussions on different political affairs. The use of social media influences political knowledge by engaging youth in online political discussions on different platforms (Intyasawati et al., 2021). Through social media, political parties can engage their voters with different political activities around them. Through social media, youth learn about social and political issues and then make their choices accordingly during the election (Karamat & Farooq, 2020).

Hussain et al. (2022) studied the impact of Facebook use on online political participation of young voters. Facebook is considered one of the most popular and cheapest platforms for political activities. It is an effective medium for broadcasting different political events and conversations. According to this study, being a developing country, Pakistani youth use Facebook for entertainment and social and political activities. Facebook is considered a platform for sharing political views and holds importance in shaping political thoughts and behaviors. The results of the study found that Facebook use and political participation were highly connected. Male voters were more engaged on Facebook for political activities. The study revealed that female respondents have less awareness regarding politics. The level of political participation both online and physical was also found low.

### **1.2 Problem Statement**

The political instability and voting polarization affect the growth and prosperity of Pakistan. Due to the rule of law, many violations are done by corrupt mafias. Therefore issues that arise among nations and leaders like Vote Buying, Election Violence Corruption, or Personal Interests of political parties create instability and raise the poverty level in the country. Due to traditional voting systems, votes can be stolen by corrupt politicians that impact the stability of Pakistan, if this issue is resolved then voting turnout will increase honestly. New generations believe that the digital electoral process is effective in solving the voting stolen issue. Social media plays a significant role in separating political awareness among the public. The other social factor that impacts on voting behavior is the family bond and authority of elders that insist the new generation to cast their vote according to their elder's interests.

### **1.3 Significance of the study**

The political factors like different political parties have different agenda to represent their existence they use that agenda to win and grab the benefit. Voting behavior and political polarization are deeply interconnected, as the growing ideological divide significantly influences electoral choices. Political polarization pushes voters toward the extremes of the political spectrum, aligning their preferences with rigid partisan identities rather than broader national interests. This divide is amplified by factors such as media bias, misinformation, and identity politics, which create echo chambers that reinforce existing beliefs. Voting behavior increasingly reflects ideological loyalty rather than critical evaluation of policies or candidates. This trend not only intensifies electoral competition but also undermines the potential for consensus, making governance more challenging in polarized societies. Understanding the dynamic of instability is highly significant for addressing the democratic challenges posed by political polarization. As the

rule of law is a major condition that impacts the progress of any country. Voting behavior plays a crucial role in determining the stability of a country, as it reflects the collective political will and trust in democratic processes. When voters make informed and balanced decisions, prioritizing national interests over partisan allegiances, it creates a stable governance system capable of addressing societal needs. However, when voting behavior is heavily influenced by polarization, misinformation, or identity politics, it can lead to fragmented political mandates and weakened governments. This instability often manifests as legislative gridlock, policy inconsistency, and social unrest, undermining public confidence in institutions. In extreme cases, unchecked divisive voting patterns may increase conflicts, threaten democratic norms, and economic and social progress. Thus, promoting voter education, inclusivity, and accountability is essential for ensuring a stable and resilient political system.

#### **1.4 Objectives of the Study**

1. To find out factors affecting the voting behavior of people in Pakistan.
2. To find out the impact of social media & political awareness on the voting behavior of people.
3. To find out the difference in voting behavior of people from different socio-economic backgrounds.

#### **2.0 Literature Review**

In voting behavior, various factors contribute to political instability in the country. Rising political polarization creates instability in the country because interaction between employees, and government creates disturbance especially across the political leadership and common people. (Hate Trumps, 2023). However, Political factors like different political parties have different agendas to represent their existence they use that agenda to win and grab the benefit. Political Polarization is on the rise, that makes development and evokes the question how both voters and politicians behave under polarization and how they interact with each other. (Marius, 2023) Therefore psychological factors impacted by the country's ruling parties are crucial in shaping voting behavior because they influence how voters perceive, process, and respond to political information. The United States of America has become increasingly polarized, so elections are more important than ever for the progress of the country. The Social class refers to an individual's position within a society based on factors such as income, occupation, education, and wealth. It examines whether rising polarization in Americans judgments has positive implications for political participation. The cross-sectional data and survey data, are used to find evidence that polarized judgments. It relates to pre-election intent to vote, as well as post-election or self-reported voter turnout. (Chloe et al., 2023). But business interests also impact the progress of the country, because when a businessman comes into power then he will govern the state according to business mission. Polarization is increasingly shaping democratic competition across Europe. While it is perceived to have a negative impact that can effectively work against voter disengagement. (Fabio Ellger, 2023) In Pakistan two parties come with the mission of earning through corruption, increasing their profits and buying properties in rich foreign countries, due to

this way the country faces many struggles especially the common public effects of inflation. These issues are raised by corrupt politicians and votes are stolen. However, instability can be overcome by the implementation of rules and regulations and judicial institutions' independent work. The rule of law is a major condition that impacts the progress of any country.

### **2.1 Pakistan Political System and Social factors**

Leghari et al. (2020) studied the impact of different social factors in shaping the voting behavior of the youth of District Dera Ghazi Khan, Pakistan. Due to a lack of awareness regarding the electoral process and its importance, voting turnout is always seen as low in Rural areas of the country. Mostly, people have no experience in selecting their candidates. They prefer different social factors like Biradri and the caste system to make the choices of their representatives. This Biradri and caste system has deep roots in the rural belt of Pakistan. To carry out this research 60% male and 40% female were selected. A majority of 79% of respondents were between the ages of 18 and 22. The results of the study found that the people of Southern Punjab are in favor of a caste-based system. The majority of the respondents both from rural and urban areas prefer the same caste candidates while voting.

Khan (2022) surveyed by-elections in Punjab in 20 different constituencies of the provincial assembly. For this survey, 25 men and women were interviewed from each of the 148 localities. The results found that 95% of respondents are willing to vote in the coming elections. The results of the survey indicate that the Biradari system is important for the time being. However, party performance and leadership qualities were seen as two major factors shaping voter's choices for coming elections.

Bergan et al. (2021) believe that voting turnout among youth is lesser than among old citizens in American elections. Two factors are causing low youth political participation: (1) American youth have no interest in the electoral process and political activities (2) There is lack of awareness among youth regarding government work. This study investigated the role of peer and social pressure in reshaping the electoral behavior of American youth. The results found that social pressure results in higher voting turnout among youth. Similarly, the students have higher turnout, who have roommates previously voted in elections. This peer effect is seen as significant among females as compared to male respondents.

Social communication plays a significant role in increasing voting turnout among youth. It facilitates electoral communications, awareness raising on social issues and political engagement. Increased voting turnout indicates citizen's trust in the electoral process and institutions. (Idiong, 2023). Studied the impact of social communication on voting behavior of Nigerian youth. They believe that voter apathy among Nigerian youth has significantly increased in recent years. Electoral malpractices, vote buying and lack of trust in institutions are major causes of youth apathy. The findings of the study revealed social communication as the biggest influencing factor on electoral behavior. The respondents who discussed voting behavior had a more positive attitude towards the electoral process and are more likely to vote in coming elections.

### **2.2 Pakistan Political System and Political factors**

Voting behavior is significantly influenced by political factors like party affiliation, party

ideology and party campaigns. During the recent few years, political factors have been getting stronger as compared to social factors in Pakistan. Those who are party-affiliated cast their votes according to the will and directions of that specific party. A candidate's influence in an area is another major determinant of the electoral process. At the national and provincial levels, a significant number of independent candidates are elected in every election. This trend is seen mostly in rural areas of the country where people prefer candidates' personality over their performance.

Badshah et al. (2018) conducted a study to find out the impact of political factors in determining voting behavior in KPK province, Pakistan. The data was collected from 7 different districts of KPK. A total of 292 respondents were selected to carry out this research. The result of the study revealed a significant relationship between political factors (party and candidates' affiliation, party manifesto, and election campaigns) with voting behavior. The study recommends the Election Commission of Pakistan launch awareness-raising campaigns to include women in the electoral process.

According to (Batara et al. 2021) during the 2019 elections in the Philippines, youth dominated since one-third of the country's registered voters are young educated youth. It is therefore necessary to study their voting preferences during elections. They conducted a study to find out different political factors shaping the electoral behavior of educated youth. Candidate orientation, pre-electoral surveys, and party affiliation were considered independent factors for this study. To collect data from 210 respondents a survey method was adopted by the researchers. The results of the study revealed that independent variables like party affiliation and pre-electoral surveys have a significant relation with the voting preference of the youth. However, voting preference was seen as less influenced by the candidate orientation.

Madeloso et al. (2023) studied how the personal traits of candidates shape the voting behavior of registered voters. The data was collected from 41 students of social studies who were registered voters. Effective leaders can unite and guide nations toward progress. They prefer a country's interest over personal gains and bring a sense of stability and trust in society. The results of the study revealed that honesty and trustworthiness were two qualities that voters prefer in their candidates. Their voting behavior is likely to be influenced by clear political priorities. They are unlikely to be influenced by money or vote buying by the candidates. The results showed a significant relation between candidates' characteristics and the voting behavior of people.

### **2.3 Pakistan Political System and Individual Choices**

Mashud et al. (2021) conducted a study at Quaid-i-Azam University Islamabad, Pakistan. The purpose of this study was to find out the youth's voting attitude toward the electoral process regarding their gender and provinces. Voting behavior holds significant importance in the electoral process. It is a complex phenomenon and is highly affected by different socio-economic factors. The data was collected from 425 students from social, physical, and natural science disciplines. The results of the study found that only 7.3% of the respondents believe that the next elections will be fair and free. There is also a great variation in the voting behavior of students from different genders, areas, and academic disciplines. The students from natural sciences and female

respondents have less trust in voting behavior as compared to social science and male respondents. Similarly, the students from Gilgit Baltistan have less trust in electoral transparency and parliament as compared to students from Punjab, Sindh, and Kashmir.

According to the United States Institute of Peace out of 46 million registered female voters in Pakistan, only 40% of them cast a vote in the 2018 general elections. Women face social and religious challenges in their political participation. This institute of peace conducted a survey in the city of Lahore with a sample size of 2500. According to this survey, patriarchal effects and lack of political awareness result in low female electoral participation. The results revealed that 83% of men believe that it is inappropriate for female members to vote. 55% of the males stop females from political participation if they vote against their will. However, 43.3% of males don't allow females to cast their votes to avoid any fight and injury at the polling station.

Masad (2020) The struggle for women's participation in politics is long and challenging. It is due to these efforts that as of 2015 women in every country have the right to vote. Despite all the efforts women still face challenges in their electoral participation. Women are still marginalized from political activities and face different social, cultural, and religious barriers.

UNDP believes that youth can play an important role in engaging women in political activities and awareness raising. They can bring social changes for marginalized females in their respective countries.

Another reason for lower voting turnout is the high expenses like transportation costs to reach polling stations. According to a Gallup Pakistan report 1 out of 4 voters use public transport 32% use private transport to cast votes resulting in high expenses. This could be the reason for low electoral participation considering the economic conditions of the country. According to this report, 28% of voters do not vote as their name is absent from the voting lists. 12% of them do not spare extra time for vote casting while 6% of them have no interest in politics.

Le & Nguyen (2021) studied the association between education and political engagement to check whether there is any education effect on political engagement and the electoral process. The data was collected from the International Social Survey Programme where data is taken from all the member countries. The results of the study found a positive impact of education on political participation and awareness regarding the electoral process. It is found that an increase in years of education increases 6.7% interest in politics and 8.5% awareness towards politics.

Lindgren et al. (2019) Conducted study to find out how increasing educational opportunities can help in lowering the voting gap between the individuals from different socio-economic backgrounds. According to the study the voting turnout is lower among the families with lower economic background. However, the turnout is higher among the families with higher economic conditions. The data was collected from Sweden Statistics from the respondents who have completed compulsory schooling. The results found that educational reforms help in increasing voting turnout of low socio-economic groups. Similarly, education is significantly important in uplifting marginalized groups.

### 3.0 Methodology

The content analysis methodology was applied to evaluate the findings of the current study, in which the secondary data analysis approach was conducted. The researchers have evaluated already available data related to this topic in this regard 100 articles were downloaded from Google Scholar, JStor, Web of Science, Scopus, (An analysis of Students’ attitude towards electoral politics in general elections. A case study in Quaid-e-Azam university Islamabad) (Voting behavior of educated youth in Pakistan. A study of Multan city) (Persistence of social media on political activism and engagement among Indonesian and Pakistani youths) (Political Polarisation and Challenges of National Integration in Pakistan) after evaluating the researcher has shortlisted the final 30 articles and the review of the 30 article is given below to systematic literature review.

#### 3.1 Inclusion Criteria

The researchers had shortlisted thirty articles through Web of Science, Google Scholar, J. Store, Scopus that were matching the keywords which includes: Vote Buying, Election Violence, Social Media Influence, Public Opinion, Family and Social Pressure, Voter Turnout, Party Loyalty, Voter Apathy. It elaborates on the youth voting behavior. The majority of respondents were youth and new generations who expressed their ideas by their response in vote casting.

**Table 1 Systematic Literature Review**

Sr. No	Topic	Authors	Objectives	Findings
01	An analysis of Students’ attitude towards electoral politics in 2008 general elections. A case study in Quaid-e-Azam university Islamabad	Noor Hamid Wasai Munawar Hussain	1) To find out youth attitudes towards electoral politics.  2)An analysis of students’ opinions regarding their gender, discipline, and ethnic identity	1) 35% of students believe that electoral politics can solve Pakistan’s issues.  2) 9% believe that parliament is unable to solve issues.  3) There is a great variation in the opinion of students from different genders, disciplines, and provinces.
02	Impact of social media on voting behavior of youth during general elections 2008.	Dr Shahid Hussain Javed Iqbal Nasir Iqbal Sajid Nawaz Abbasi	1) To find the media preference of youth between social & traditional media.  2) Daily time consumption of youth on social media.  3) Impact of media on voting behavior	1) Political content & activities have the power to influence the voting behavior of youth.  2) Students spend more time on social media for political & informational discussion.
03	Voting behavior of educated youth in Pakistan. A study of Multan city	Lubna Kanwal Abdul Razzaq Mahwish Naeem	1) To find out the impact of various social & political factors in determining the	1) The family bond & authority of elders play an important role in defining voting behavior.



			voting behavior of youth.	
				2) 6.4% of the respondents were inspired by religious ideologies of candidates.
04	Youth voting behavior in Pilkada to realize civic skills	Fahmi khalehar, Darmawan, prayoga	1) To find voter behavior to realize civic skills in increasing citizen participation.	Students who are members of extra-campus organizations have shown a better understanding of voting behavior than those members of intra-campus organizations.
05	Impact of mass media on the youth: a case study of Pakistan's politics	Komal Ahmed Maryam Azam	1) To find out the impact of mass media on the political views of the youth of Pakistan.	1) 74% of respondents keep up with current events showing their interest in politics. 2) There is a significant impact of mass media on youth regarding politics.
06	Female teachers' impact on their pupils' voting behavior and views on female labor force participation	Eiji Yamamura	1) To find out the influence of learning from a female teacher on students' voting behavior	Having a female teacher makes students vote for female candidates.
07	The impact of Facebook use on political self-efficacy & online political participation among young voters	Sabir Hussain Syed Musa Kazim Meesam Ali Aqsa Azam	To find out the role of Facebook's use of political self-efficacy in online & offline political participation among young voters	1) Facebook use & political self-efficacy are positively correlated. 2) Male voters are found more frequent users of Facebook & are more active in politics
08	Electoral preference of youth voters in Bosnia & Herzegovina	Sara Arslanagic Marina Mitrovic	To find out the impact of different means of communication & education on the voting behavior of youth.	1) There is found significant impact of education on voting behavior. 2) Direct communication with young voters makes them more active in the electoral process.
09	Interpersonal communication as a mean of tackling voter apathy among Nigerian youth.	Nsikak idiong Aniekan Etimbok	To find out the extent to which interpersonal communication influences voters' turnout	Those who discuss voting more often have a positive attitude toward voting and are more likely to vote.
10	Analysis of political participation and young voters in the 2020 simultaneous regional head elections.	Massa Djafar	1) To find out the level of political involvement of first-time voters. 2) Factors affecting political involvement. 3) Factors that discourage political involvement.	1) There is found eagerness among first-time voters. 2) However, there is a need for some degree of knowledge to be an intelligent voter.
11	Social media political information use & voting behavior of the Malaysian	Tan Jue Jun	To find out the impact of social media platforms on politics learning & casting	1) Social media does not encourage youth to the electoral process but rather it distracts

	youth.		of votes.	them.
				2) Party affiliation holds significant importance in voting behavior.
12	Voting behavior in 2022 National Election. A casual comparative & correlated study.	Msdeloso Lorienel Mahinay Sagun	1) To compare voting behavior regarding age and sex. 2) To find out characteristics that voters look for in candidates.	1) Having a degree increases voter 'confidence. 2) Honest & trustworthy candidate is given preference.
13	Determinants of voting behavior in Pakistan. A theoretical perspective.	Fakhta Zeib Muhammad Hassan Kashaf Abdul Razaq	To find out the sociological, psychological, and rational choice determinants of voting behavior in Pakistan	1) The Biradri system in rural areas holds significant importance. 2) In urban areas media has changed voters' perspectives and now economic factors value a lot.
14	Voting behavior & elections in Pakistan. A case study of Pakistani elections	Jamil Ahmed sheikh Syeda Saman s	To know the impact of social & political conditions on voting behavior. To find out the impact of the area on voting behavior.	People are not free to cast their vote according to their will. Social forces play a significant role in shaping voting behavior.
15	Political polarization & challenges of national integration in Pakistan	Waseem, Mukhtar Tanveer	To find out the rising trend of political intolerance in the country. To suggest courses of action to strengthen national integration.	Strong & effective efforts are required to ensure economic & political stability in Pakistan.
16	Political polarization & effect of social media contents on Pakistani people	Dr. Muhammad Shabbir,	To find out impact of media on the political thoughts & behavior of people.	There is a significant relationship between media & political behavior of people.
17	Polarization & ideological weaving in Twitter discourse of politics	Dr. Salma Umber Farzana Mansoor Zulfiqar Ali	To investigate the effects of Twitter in shaping the political opinion of people.	Twitter is the most effective & largest medium holding significant importance in shaping political opinions.
18	Persistence of social media on political activities & engagement among Indonesian & Pakistani youth.	Muhammad Saud Mustain Mushaid	To find out the effects of social media on the political polarization of youth.	Social media is found to be a persuasive means for youth engagement in political activities.
19	Easy voting methods boost youth turnout	Mary Fitzgerald	To find out the impact of voting methods on voting turnout of the youth.	Easier voting methods increase the voting turnout of youth. By changing traditional voting methods, voting turnout can be increased.
20	Direct & mediating effects of information efficacy on	Sidharth Muralidharan	To find out the impact of political socialization on	Election news & peer communication have a direct

	voting behavior: Political socialization of young adults in 2012 US elections.	Yongjan Sung	youth voting behavior.	impact on voting behavior. Implications of political campaigns can boost youth's voting turnout.
21	Policy effects on informed Political engagement	Kei Kawashima Peter Levine	To find out the impact of laws & policies on political engagement	Allowing early voting or introducing school courses does not increase political engagement. Policies that allow extracurricular participation are more effective.
22	I only have eyes for you: Does implicit social pressure increase voter turnout?	Richard Matland, Gregg R Murray	To find the effects of social pressure on voting turnout.	The study negative effects of social pressure on voting turnout. The results found inconsistency with the previous research.
23	Why do young adults vote at low rates? Implications for education	Knoester, Lisa Kretz	To find out the reasons behind low voting turnout in young adults in the USA	The majority of the respondents didn't vote in previous elections. There is found lack of communication between youth & family over political participation.
24	Turnout for what? Do colleges prepare informed voters?	Frank Fernandez	To find out how college courses /education politically prepare youth	Taking political science courses increases youth political engagement, turnout, and political communication.
25	Making young voters: the impact of preregistration on youth turnout	John B Holbein, D Sunshine Hillygus	To find out the impact of preregistration on youth voting turnout.	Preregistration increases voting turnout in youth. This technique has a positive impact on other subgroups as well.
26	E-lections: Voting Behavior and the Internet	Oliver Robert Gold, Heblich	The significance of internet information in shaping voting behavior.	Internet information has negative effects on voting behavior. It shows no positive impact on the parties' performance.
27	Birds of a caste-how caste hierarchies manifest in retweet behavior of indian politicians	Palashi Vaghela, Ramaravind K Mothilal, Joyojeet Pal	To find out the impact of caste relations on online political engagement of candidates.	Members of Parliament get more engagement on their political content from members of their own caste.
28	Use of social media and political participation among university students	Lubna Zaheer	To find out the relationship between political participation and social media.	There is a significant relationship between political participation and time spent on Facebook.
29	Newspaper closures polarize voting behavior	Joshua P Darr, Matthew P Hitt, Johanna L Dunaway	To find out the impact of closures of local newspapers on the voting behavior of people.	There is found significant decrease in voting behavior as a result of newspaper closures at local levels.
30	Voice pitch influences voting behavior	Cara Tigue Diana Borak Feinberg	To find does voice pitch of candidates affects their political performance.	There is found significant relationship between voice pitch & political performance.

## **4.0 Findings and Results**

### **4.1 Political Leadership**

The public believes that the electoral process in Pakistan is not in an actual position to work for the best voting behavior in the country, so we need to upgrade our system to change traditional voting methods into a digital electoral system. When we did this update then the vote stole issue was resolved and actual candidates came into power. The national leaders who come from the common public are well-known to resolve public issues and play a significant role in the progress of the country. The corrupt politicians and opportunists grab the power by vote counting if it is converted into a digital electoral system then counting and results of General Elections will come very soon and a real face of leadership arise in the country.

### **4.2 Media Influence**

Media plays a big role in shaping any opinion among the public because it's considered to develop a mindset and provide information about current issues between the public and politicians. Social media has risen in recent years and the public uses it frequently for the purposes of updating and enjoyment. In previous years the media played a great role in elaborating political instability and its effects on the economy. The studies showed that government media can be controlled but social media can't be controlled. It's the real voice of the public, however it separates updates hourly. During general elections, social media activists separated information on voting results minute by minute, due to this way public awareness and interest increased about how votes were stolen and Form 47 government rules in the country.

### **4.3 Family bond and authority of elders**

Some areas in our country people cast their votes according to their personal interests. Although every person does not agree with one party for voting, their elders build pressure to give their votes to a specific party. In the past election, people were not aware of the reality of leadership and they were not interested in politics. They cast their vote on behalf of their elders association with a particular party, so that issue creates instability. But now public awareness increase and level of consciousness also increases and the public casts their vote according to their knowledge. When the public selects real leaders and they come to the National Assembly and parliament they work for the development and prosperity of the country and then the economy of the country boosts and stability comes into the country.

### **4.4 Age and Generation**

The generational divides, such as the youth vote versus older generations, contribute to political polarization. Because uneducated people are not aware of the values of vote they just cast their vote on a small interest, but they don't realize that it's not a piece of paper it's the decision moment for the ruling party who affects the overall progress of the country. On the other hand, the new generations have totally different behavior about politics in Pakistan. Because new people's aware of the value of vote and they use it correctly for the progress of the country, so age difference exists in the country and it creates a strong impact on the recent election in Pakistan.

### **4.5 Role of Political Economy**

The economic crises or boom periods can depend on the political system, by voting system

candidates elect and rule. It has an impact on the political economy of the country. When competent leadership comes into power then they utilize their expertise to build the import-export in the country. They can welcome new investors in the country to shift their business industry and expand the level of opportunity for progress. When visitors come into the country then the economy of Pakistan is boosted automatically. However, it is possible only when the voting issue is resolved and good leaders come into power then the political economy of Pakistan increases

## **5.0 Discussion and Conclusion**

The connections, between family affiliations, and kinship networks remain potent forces in Pakistan's voting behavior. Friends, family members, and community influencers continue to shape electoral decisions. In this multifaceted landscape, it is evident that political polarization and voting behavior in Pakistan are the result of a dynamic interplay of various factors that make it a continually evolving and fascinating subject of study Socio-economics factors such as income, education, and social class are influential, as they determine which parties align with voters' economic interests and social welfare priorities. Media, including both traditional outlets and social media, have a profound impact on public opinion and contribute to polarization by amplifying certain narratives and influencing voter preferences. The voting behavior is multi-faceted and shaped by a wide range of interconnected factors that reflect the complexity of its society and politics.

## **5.1 Discussion**

The study shows that in polarized environments, primary elections become more crucial. Extreme candidates often gain traction during primaries, leading to the selection of more ideologically extreme candidates for the general election. It shows that Political instability, marked by frequent changes in leadership, government crises, or corruption scandals, erodes trust in the government. When citizens lose faith in their leaders, they may be less motivated to participate in elections or make informed voting choices. In some cases, political instability can lead to protest voting. People may use their votes as a form of protest against the current establishment by supporting fringe or anti-establishment candidates or parties. Some voters may become more entrenched in their partisan beliefs during periods of instability, believing that their preferred party can provide stability amid the chaos. Instability can also affect political parties. New parties may emerge, and existing ones may splinter or realign, influencing the choices available to voters. Political polarization can also be seen in geographical voting patterns, with urban areas often leaning more liberal and rural areas more conservative. This spatial divide can further reinforce polarization.

**Abdullah Haroon:** Problem Identification and Theoretical Framework

**Muhammad Hassan Babar:** Data Analysis, Supervision and Drafting

**Imran Ibrahim:** Methodology and Revision

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