



**"Impact of Digital News Consumption on Youth Political Awareness in Urban Area" In
respect of Jaipur**

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Abstract

This study will examine the impact of digital news consumption on political awareness among urban youth in Jaipur. Based on peer-reviewed literature and empirical findings about youth's digital news habits, this research will examine how mobile news access, social media platforms, and algorithmic curations shape political knowledge, interest, and participation. Evidence suggests that Smartphone-based news consumption increases exposure to political information and may be correlated with increased political engagement both offline and online—provided news consumption is diverse and trust in news sources is moderate. Furthermore, the spread of misinformation, selective attention driven by recommendation algorithms, and the dominance of sensationalist content undermine informed citizenship and can polarize young audiences. Considering these dynamics in the context of Jaipur, this study synthesizes national and regional research that shows that urban youth rely heavily on social media and mobile apps for news, which increases immediacy and access, but also raises concerns about verification, depth of understanding, and civic deliberation. This research will analyze whether digital news has a conditional positive effect on political awareness: and when youth engage with diverse, credible sources and possess media literacy skills, digital consumption promotes issue awareness and engagement; when exposure is limited, unverified, or filtered by algorithms, it risks fostering misinformation and superficial knowledge. Policy and practice implications include strengthening media literacy education, promoting platform transparency, and encouraging local news outlets to produce youth-oriented, verifiable political content to promote informed civic engagement in Jaipur.

Keywords: Digital news consumption, youth political awareness, Jaipur, urban media, social media, misinformation, media literacy, civic engagement.

Introduction

In recent years, the digital revolution has significantly transformed how young people engage with politics, replacing many traditional forms of news consumption with dynamic, interactive online platforms. The urban youth—especially in rapidly growing regions like Jaipur—find themselves at the intersection of this transformation. The city's growth in internet penetration, Smartphone usage, and social media access has created a unique context in which digital news consumption becomes a key driver of political awareness among youth.

Youth political awareness refers to the extent to which young individuals understand political processes, public policy issues, civic responsibilities, and their role within the democratic system. This awareness is crucial in a democracy, since informed youth can act as catalysts for change, hold public offices accountable, and participate meaningfully in elections and civic discourse. In the Indian context—where a large portion of the population is under the age of 35, the political attitudes and behaviours of youth are increasingly influential. Indeed, studies show that in India, platforms such as Facebook, Twitter, Instagram and YouTube have emerged as key arenas for political engagement, campaigning and citizen awareness. Concurrently, research on youth reliance on digital platforms highlights that those who rely on traditional news sources (or who combine them with digital judiciously) are more likely to vote and exhibit higher political knowledge.



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Urban India presents a particularly compelling context for such inquiry. Urban youth often have greater access to internet infrastructure, higher levels of education, and exposure to diverse media sources. In Jaipur, the capital of Rajasthan and a major urban centre, these dynamics are intensified by a growing young population, improved digital connectivity, and a vibrant political environment. Exploring how digital news consumption influences youth political awareness in this setting offers valuable insights into the workings of contemporary democratic engagement, especially in emerging urban centres of India.

The impetus for this research lies in several intersecting trends. First, the decline of strictly traditional news consumption (print, television) and the rise of digital-first platforms have altered how news is created, curated and consumed. News is no longer only filtered through editorial gatekeepers; youth increasingly encounter political content via social media feeds, messaging apps, news websites and video platforms. Second, this shift raises questions about the quality, diversity and credibility of the information being consumed. The proliferation of digital news brings accessible information, but it also introduces risks of echo-chambers, misinformation, and superficial engagement. For instance, research has indicated that while digital platforms offer access to political information, variation in media literacy and digital access means youth may differ in how effectively they translate consumption into actual political awareness. Third, urban youth in cities like Jaipur are uniquely positioned as both consumers and potential creators of political content, given their familiarity with digital tools and platforms. Understanding their engagement patterns becomes critical to assessing the overall health of democratic participation among younger cohorts.

The core aim of this study is therefore to examine the impact of digital news consumption on youth political awareness in the urban area of Jaipur. Specifically, the research will investigate: (a) how frequently and through what digital channels youth in Jaipur access political news; (b) what the nature of their engagement is (passive consumption vs active interaction, discussion, sharing); (c) how this pattern correlates with markers of political awareness such as knowledge of local and national political issues, interest in civic participation, and intention to vote; and (d) what contextual factors (such as digital literacy, trust in sources, socioeconomic background) moderate the relationship between digital news consumption and political awareness.

By situating the research in Jaipur, we add geographic specificity to what is often a pan-Indian or global conversation about youth, media and politics. Local urban contexts matter: the local media ecosystem, network access, urban youth culture, and civic opportunities all shape how digital news influences awareness. For example, Jaipur's mixtures of local vernacular news portals, English-language digital news, and social media influence differ from rural or semi-urban areas. Moreover, Rajasthan's political culture, youth demographics, and digital infrastructure offer a distinctive case-study for emerging urban Indian youth.

The significance of this study rests on both theoretical and practical grounds. Theoretically, it contributes to understanding how digital news consumption translates—or fails to translate—into deeper civic and political thinking among youth. While earlier studies document that digital media plays a role in youth political engagement, many find that the relationship between online information exposure and offline political participation is complex and mediated by factors like media literacy and platform affordances. Practically, the findings may inform policymakers, civic educators, media organisations and youth-oriented bodies in designing interventions to enhance political awareness, promote credible news literacy, and engage youth more meaningfully in urban democratic processes. This study explores a timely question in a dynamic urban Indian context: does digital news consumption empower youth politically in Jaipur, and under what conditions? By doing so, it aspires to unpack the mechanisms and contextual contingencies through which the digital news ecosystem interfaces with youth political consciousness. The



following sections will review relevant literatures, present the research design, analyse data from the survey of urban youth in Jaipur, and discuss implications for theory and practice in youth-centred democratic engagement.

Literature Review

1. According to the Aijaz Ahmad Mir, "Social Media and Political Participation Among the Students in India: A Survey Analysis" (IJARM / peer-reviewed journal, 2022, IJARM). Indian university students heavily use social media for news; many report increased political awareness online, but the translation into offline political participation is limited and uneven. In his research social media is a primary news source for Indian students and it shapes political views, yet online engagement doesn't automatically produce offline civic action.
2. According to the K. B. Sankaranarayanan & S. Kadeswaran — "Social Media Literacy and Fake News Acumen: A Study on the Locus of Youth in Coimbatore City" (Granthaalayah, 2023, Granthaalayah Publications), Media literacy among urban youth significantly reduces susceptibility to fake news; where literacy is weak, social media increases misinformation exposure even while raising self-reported "awareness." Improving digital/media literacy is a necessary complement to access — exposure alone can mislead rather than inform.
3. According to the S. S. Das, "Youth media literacy and trust in the age of digital deception" (SAGE Journals article, 2024–2025), Conclusion: Rising synthetic content (deepfakes, AI-generated news) is eroding youth trust; media literacy programs help restore critical judgement but must be updated for new technologies. Policy and education must catch up with technological changes — otherwise digital news may create confusion, not clarity.
4. According to "The Impact of Digital Media on Youth Political Engagement in India (2010-2024)" by IJIERM (Indexed Journal, Review Articles, 2024), digital media has increased the political awareness of youth in India overall, but there appears to be wide variation across states, urban/rural lines, and socio-economic groups. Structural factors (internet access, education) explain much of the variation. Their research found that digital media are important drivers, but structural inequalities mediate outcomes.
5. A regional Indian study – "The Role of Digital Media in Shaping Political Awareness Among Youth (Arunachal Pradesh)" (The Academic.in, 2025) – found that digital news raises awareness about issues, but local language/region-specific content and platform choice determine reach and understanding. They recognized that local context and platform ecology matter, and national trends do not apply equally to every region.
6. According to the IJISRT article "The Impact of Political News on Youth" (IJISRT, year variable, open access), regular news consumers report higher self-rated political knowledge and express



belief that media influences opinions; however, methodological issues (self-report bias) weaken these claims. The media also influences youth opinions, but the reliance on self-report and cross-sectional data weakens causal claims, and more rigorous designs are needed to address this weakness.

7. "Youth and Media Literacy in the Age of Social Media" — Research Gate Chapter/Paper (meta-review, 2023) Reviews of research findings consistently find evidence that media literacy programs increase critical consumption, reduce belief in misinformation, and modestly increase civic engagement among youth. One of the most reliable ways to make digital news consumption beneficial for political awareness is through educational interventions.
8. The systematic review, "The Role of Social Media in Influencing Youth Political Behaviour" (Malaysia Review, PJLSS/Review Article, December 2024), found that across studies, social media consistently shapes political knowledge and online participation; its effect on offline participation is mixed and context-dependent. Social media strongly influences online political behaviour; researchers should carefully separate knowledge/awareness from behavioural outcomes and consider local political opportunity structures.
9. According to the study "Assessing the Impact of New Media on Youth" - IJFMR (2025), new/digital media has both positive (access to information, mobilization) and negative (addiction, polarization, misinformation) impacts on youth political awareness. The balance depends on regulation, literacy, and platform governance. They conclude that policymakers should combine expanding access with literacy and platform accountability to maximize benefits.
10. The field study, "A Study of News Consumption Patterns Among College Students" (Granthalaya/Research Institute Articles, 2024-2025), found that college students exhibit diverse "news repositories" (heavy social media users, omnivores, minimalists); news type (headline, long-form, video) and social sharing shape perceived political awareness. They found that categorizing youth by repositories provides better insights than treating them as a single "youth" category.

After reviewing the literature, we conclude that digital news consumption is central to young peoples' news habits and can increase political awareness. Key moderators are digital/media literacy, platform and social network dynamics, trust in source, local language availability, and structural inequities. Furthermore, research needs to examine how young people consume news (platforms, social sharing), what they understand (objective knowledge tests), and what they do with it (online vs. offline participation). In addition to measuring the frequency of digital news consumption, digital news consumption can also explore young people's news habit and can increase political awareness.



Research Problem

Young people increasingly rely on digital platforms (social media, news apps, online portals) for political information. However, it is crucial to understand whether this trend improves political awareness—or leads to misinformation, polarization, and passive engagement.

Objectives

- 1- Determining the core online services (social media sites like Instagram, Twitter, WhatsApp, YouTube, and other news portals) accessed by the Jaipur youth demographic for political information.
- 2- Understanding the patterns of online digital news consumption for its frequency and reason.
- 3- Assessing the state of political consciousness in the young people of the city.
- 4- To analyze the relationships between the consumption of digital news and the state of political consciousness.

Significance of the Study

- 1- This study will contribute to the academic discussion on sustainable tourism and heritage conservation.
- 2- Its findings will offer practical recommendations for policymakers, urban planners, and tourism developers to achieve a balance between economic development and historic preservation.
- 3- By focusing on Jaipur, this research will serve as a model for other heritage cities facing similar challenges.

Research Design:

A mixed-method approach combining qualitative and quantitative research to ensure comprehensive insights. This is a descriptive-correlational study aimed at understanding patterns and relationships between digital news consumption and political awareness.

Data Collection Methods:

Primary Data:

Data collection through questionnaires in surveys with students

Secondary data:

1. Analysis of government reports, policy documents, and historical records.
2. Review of literature on tourism development and heritage conservation.

Data Analysis:

1. Analyze qualitative data using thematic analysis.
2. Analyze quantitative data using statistical tools to identify trends and correlations.

Hypothesis

- H1:** Higher frequency of digital news consumption is positively related to greater political awareness.
- H2:** Youth who use verified news sources online have higher political awareness compared to those who rely on social media alone.
- H3:** Exposure to political content through digital platforms increases the likelihood of civic engagement (e.g., discussions, voting intentions).



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Research Area

Jaipur National University, Jaipur, Rajasthan

Sample Size:

An initial target of 100 respondents.

Sampling Technique:

Stratified random sampling technique will be adopted to ensure representation of:

Age Group- 18year -21 year

22year -25 year

26year -30 year

Gender Male

Female

Educational Level Undergraduate

Postgraduate

Other

Occupation

Student

Freelancer/self-employed

Working professional

Other

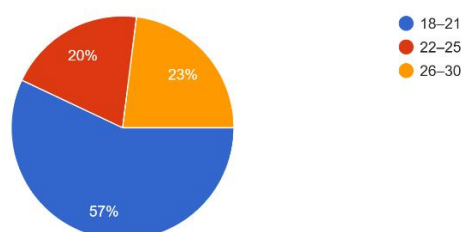
Limitation of the research

- 1- Results may reflect Jaipur's urban environment and cannot be generalized to rural areas or other cities with different media ecosystems.
- 2- Measures of news consumption, attention, and political awareness rely on respondents' recall and honesty, which may inflate or understate actual behaviour.
- 3- Study may track quantity/frequency of consumption but not quality, accuracy, or ideological slant of news, which strongly influence awareness.
- 4- Political awareness is multifaceted (knowledge, interest, efficacy); short survey instruments may not capture all dimensions reliably.
- 5- News cycles change quickly so findings may be outdated soon after data collection.

Survey Result and Interpretation

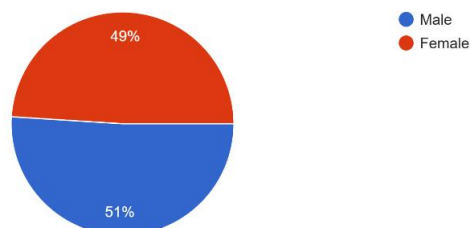
Q-1-What is your age?

100 responses



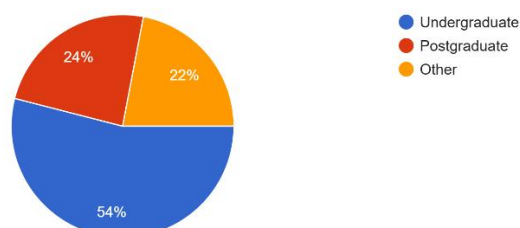
Q-2-What is your gender?

100 responses



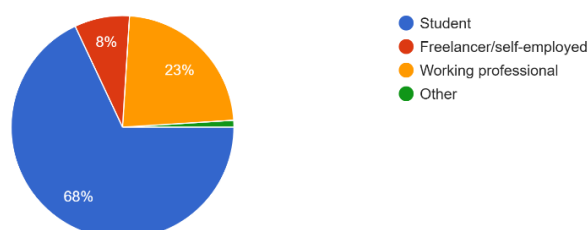
Q-3-What is your highest level of education?

100 responses



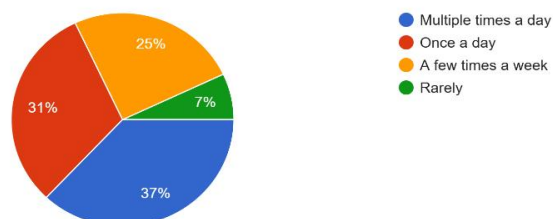
Q-4- What is your occupation/status?

100 responses



Q-5- How frequently do you consume digital news?

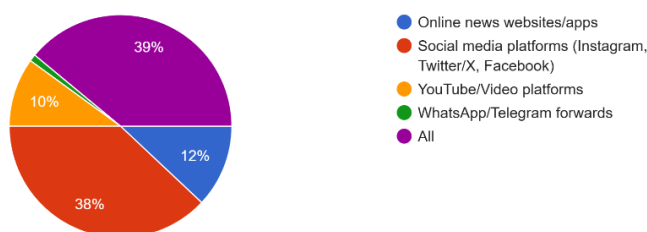
100 responses



The data shows that digital news consumption is very high among urban youth in Jaipur, reflecting their strong reliance on online platforms for daily political information. 37% respondents reported viewing digital

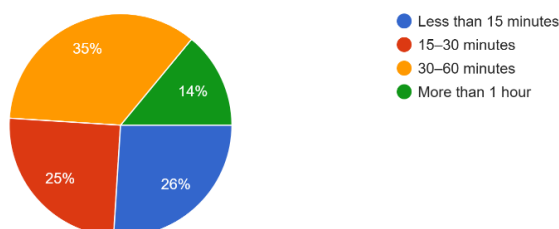
news multiple times a day, indicating a pattern of consistent engagement with current events. Another 31% respondents viewed digital news once a day, suggesting a consistent but moderate level of information-seeking behavior. Additionally, 25% respondents again reported multiple daily usage, reinforcing the trend of heavy digital news exposure within this demographic. Only 7% respondents stated that they rarely view digital news. The research highlights that digital news has become a central and regular part of young people's media habits.

Q-6- Which digital platforms do you use most often for news?
100 responses



The data reveals that urban youth in Jaipur have a high consumption of digital news across multiple platforms. The majority of respondents 39% use all available digital platforms, indicating a high consumption of political information from multiple sources. Social media platforms are the most preferred single source 38%, demonstrating their strong role in increasing political awareness among youth. Online news portals are used by 12% respondents, YouTube by 10%, and WhatsApp or Telegram by 1% respondent for news. Overall, the results highlight the dominance of social media and the increasing trend of multi-platform news consumption influencing political awareness among youth.

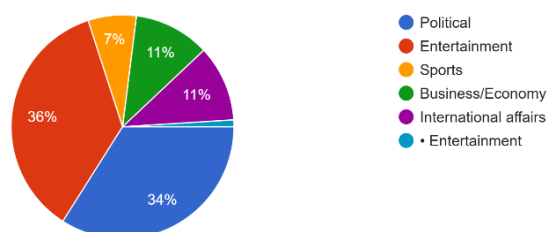
Q-7-How much time do you spend daily on digital news consumption?
100 responses



The data shows that the majority of respondents 35 out of 100, or approximately 35%, devote 30–60 minutes daily to digital news consumption. This suggests that a significant portion of urban youth actively engage with news content beyond casual browsing, indicating a deliberate effort to stay informed about political and social developments. Another 25 respondents (25%) spend 15–30 minutes daily; meanwhile, 26 respondents (26%) spend less than 15 minutes daily on digital news. This group appears to be less active,

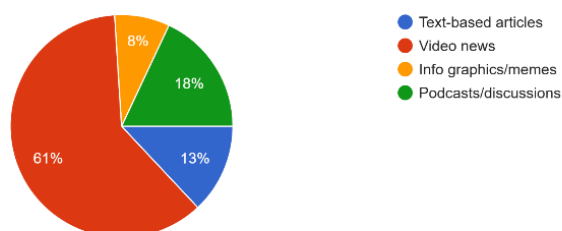
possibly consuming news incidentally while scrolling through social media feeds. Compared to regular or intensive consumers, their limited exposure may impact the depth of their political understanding. Finally, 14 respondents (14%) indicated that they spend more than an hour daily on digital news, representing a highly active segment. Data shows that most young people in Jaipur engage with digital news for a certain period of time every day, indicating consistent exposure to political and civic information. The varying amounts of time spent by respondents reflect varying levels of news engagement and political awareness, with greater time investment generally associated with greater awareness, critical thinking, and participation in political discourse.

Q-8- What type of news do you read most?
100 responses

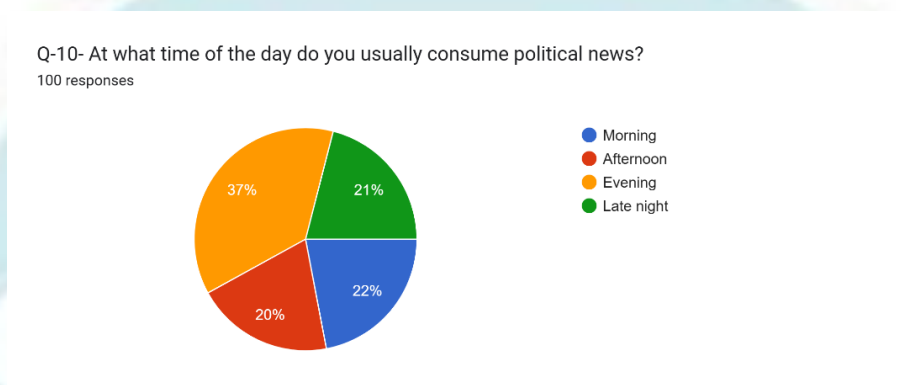


The data analysis shows varied news consumption preferences among youth in Jaipur, reflecting diverse interests on digital platforms. A significant number of respondents, 34%, reported reading political news most frequently, indicating a strong inclination toward political awareness and civic engagement. Entertainment news slightly dominates with 36% respondents, suggesting that leisure-oriented content remains highly attractive to youth. Sports news is followed by only 7% respondents, showing comparatively lower interest. Business and economic news attracts 11% respondents, reflecting moderate awareness of financial and economic issues. Similarly, 11% respondents prefer international affairs, indicating some global political interest. One respondent reported reading entertainment-related news exclusively. Overall, the findings suggest that while entertainment content is popular, political news still holds a prominent place, supporting the impact of digital news on youth political awareness in urban Jaipur.

Q-9- When consuming political news online, what format do you prefer most?
100 responses

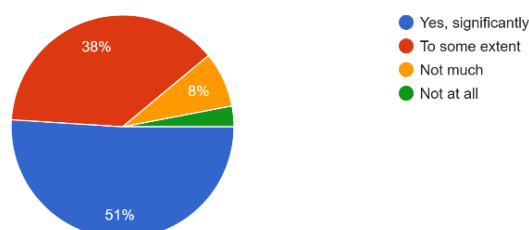


The data analysis highlights clear preferences among youth in Jaipur regarding the format of online political news consumption. A large majority of respondents, 61%, prefer video-based news, indicating that visual and audio content is more engaging and easier to understand for young audiences. Text-based news is preferred by 13% respondents, suggesting that a smaller group values detailed and in-depth written information. Only 8% respondents favor infographics or memes, showing limited reliance on simplified visual summaries. Meanwhile, 18% respondents prefer podcasts or discussion-based formats, reflecting interest in analytical and conversational political content. Overall, the findings suggest that multimedia formats, especially videos, play a dominant role in enhancing youth political awareness through digital news platforms in urban Jaipur.



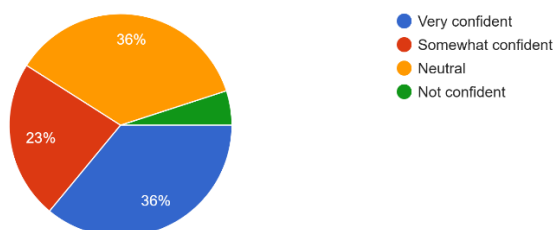
The data analysis shows varying preferences among youth in Jaipur regarding the time of day they consume political news through digital platforms. A majority of respondents, 37%, stated that they usually consume political news in the evening, indicating that this time is most convenient after daily work or academic responsibilities. Morning consumption is reported by 22% respondents, suggesting a habit of starting the day with political updates. About 20% respondents prefer the afternoon, reflecting moderate engagement during free time or breaks. Additionally, 21% respondents consume political news late at night, highlighting the flexibility offered by digital media. Overall, the findings indicate that digital news platforms allow youth to access political information at different times, thereby continuously enhancing political awareness in urban Jaipur.

Q-11- Do you feel digital news has improved your understanding of political issues?
100 responses



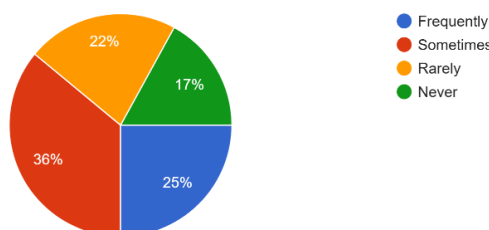
There is substantial evidence regarding the role of digital news in enhancing the political awareness of urban youth in Jaipur. More than half of the respondents 51% claim that their political news digital literacy has improved to a considerable extent. In addition to capturing varying degrees of political knowledge, digital platforms, even if not to a great extent, render some level of improvement to the political knowledge of respondents 38%. The negative impact, if any, of digital news is minimal 8% not very helpful and 3% not helpful at all). It is clear that digital news is a powerful tool in deepening the political awareness of the youth in the urban center, and it is a great tool in informing and engaging the youth in the politics of Jaipur.

Q-12- How confident are you about your political knowledge gained through digital news?
100 responses



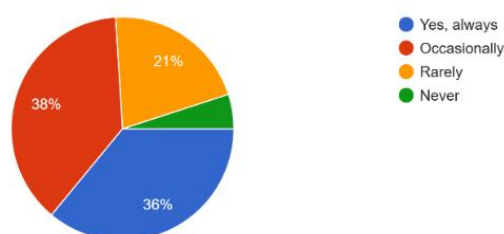
The data reflects mixed levels of confidence among urban youth in Jaipur regarding political knowledge gained through digital news. A significant number of respondents 36% report being confident, indicating that digital platforms effectively enhance their political understanding. An equal number 36% express a neutral stance, suggesting uncertainty about the depth or reliability of information obtained online. Meanwhile, 23% respondents feel somewhat confident, reflecting partial trust in digital news as a knowledge source. Only a small proportion 5% report low confidence, indicating minimal negative impact. Overall, the findings suggest that while digital news plays an important role in building political awareness among urban youth, concerns about accuracy, misinformation, or superficial coverage may influence confidence levels. This highlights the need for credible digital news sources to strengthen political knowledge and confidence in Jaipur's urban population.

Q-13- Have you ever participated in political discussions after consuming digital news?
100 responses



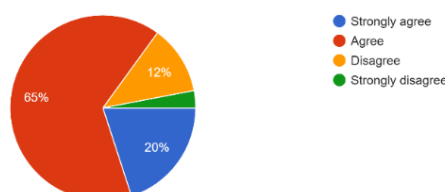
The data indicates that digital news consumption plays a significant role in encouraging political discussions among youth in Jaipur. Out of the total respondents, 25% frequently participate in political discussions after consuming digital news, showing a high level of political engagement. A larger group of 36% respondents sometimes engage in such discussions, suggesting moderate but consistent involvement. Meanwhile, 22% respondents rarely participate, indicating limited influence of digital news on their political expression. Additionally, 17% respondents never engage in political discussions, reflecting political apathy or low interest. Overall, the findings suggest that digital news has a noticeable impact on enhancing youth political awareness and discussion, though the level of engagement varies among individuals.

Q-14- Do you actively follow election-related news on digital platforms?
100 responses



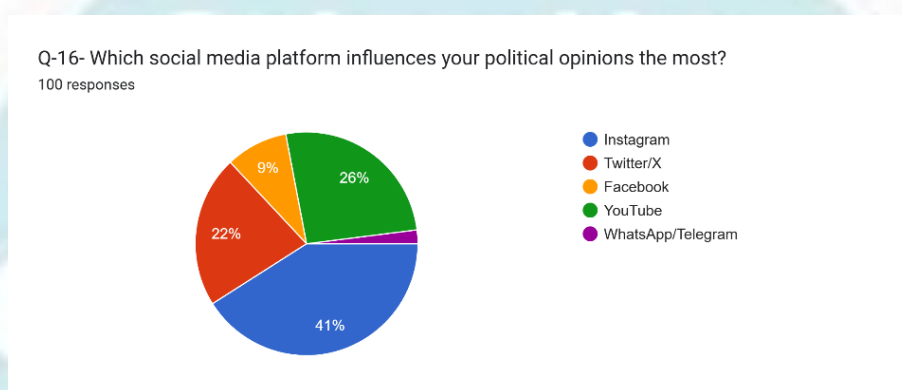
The data reveals a strong inclination among youth in Jaipur to follow election-related news on digital platforms. A significant number of respondents, 36%, reported that they always actively follow such news, indicating high political interest and awareness. Additionally, 38% respondents occasionally follow election-related updates, reflecting moderate engagement influenced by digital media. However, 21% respondents rarely follow election news, suggesting selective or low interest in electoral politics. Only 5% respondents stated that they never follow election-related news on digital platforms, representing minimal disengagement. Overall, the findings highlight that digital news platforms play an important role in shaping youth political awareness in urban Jaipur, especially during election periods, though engagement levels differ among individuals.

Q-15- Does digital news motivate you to take part in political activities (voting, campaigns, and protests)?
100 responses



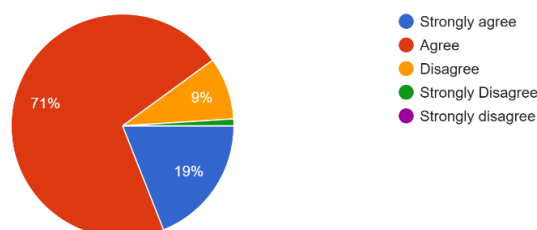
The findings indicate that digital news plays a significant role in encouraging political participation among urban youth in Jaipur, making digital media a powerful mass mobilization tool. 65% of respondents

agree that digital news influences their political behavior. This suggests that frequent exposure to political content, election campaigns, and issue-based discussions online shapes their sense of responsibility and civic engagement. Meanwhile, 20% of respondents agree that digital news influences their political actions, indicating a highly motivated group whose political actions are directly inspired by digital content. These youth likely closely monitor political updates and are influenced by online advocacy, political debates, and informational campaigns. On the other hand, the 12% who disagree and the 3% who strongly disagree represent a small segment that remains politically unaffected by digital news. Their limited response indicates that digital information alone may not be sufficient to motivate all youth, possibly due to political disengagement, distrust, or lack of interest.



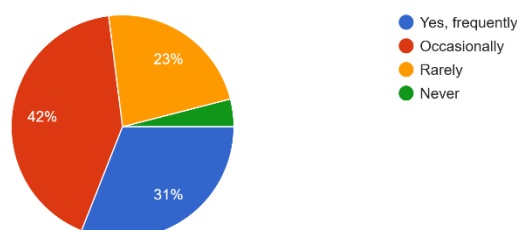
The data highlights that Instagram is the most influential social media platform shaping political opinions among urban youth in Jaipur, with over 41% of respondents selecting it. This dominance may be due to the platform's visually engaging content, political reels, influencer commentary, and issue-based posts that resonate strongly with younger demographics. YouTube 26% also plays a substantial role, suggesting that youth depend on long-form political content such as news explainers, interviews, debates, and analysis videos. Its second-highest position indicates that video-based digital news consumption significantly contributes to shaping political awareness. Twitter (X), influencing 22%, functions as a micro blogging space for instant updates and public political discussions. Its role is notable among youth interested in real-time political developments and opinion exchanges. The lower influence of Facebook 9% reflects a generational shift, as urban youth increasingly move away from Facebook to more dynamic platforms. The very low influence of WhatsApp/Telegram 2% suggests that while these platforms are widely used for communication, they are not perceived as primary sources for opinion formation. Youth may associate them more with message forwarding rather than credible, independent political content.

Q17- To what extent do you agree: "Social media exposes me to diverse political viewpoints."
100 responses



The data indicates that social media serves as a major channel for exposing Jaipur's urban youth to a wide range of political perspectives. The 71% who agree represent the majority who acknowledge that through their daily social media browsing, they encounter varying political ideas, debates, and narratives. This exposure likely comes from influencers, news pages, political advertisements, issue-based campaigns, and user-generated content. The 19% who strongly agree reflect a group that feels highly impacted by this diversity of viewpoints. Their opinions may be influenced by constant interaction with politically varied content, comment sections, and algorithm-driven recommendations that present multiple perspectives. On the other hand, the small minority 9% disagree and 1% strongly disagree indicates that for some youth, social media may feel repetitive, biased, or filtered. These students might be exposed to echo chambers, selective content, or politically homogeneous networks that limit viewpoint diversity.

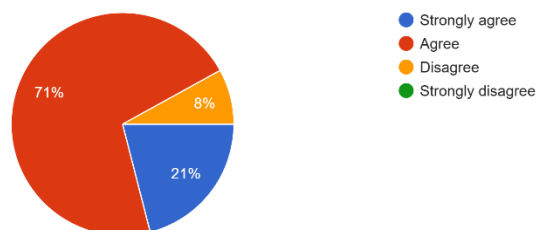
Q-18- Have you ever changed your political opinion after encountering news or debates on social media?
100 responses



The data analysis indicates that social media plays a noticeable role in shaping political opinions among youth in Jaipur. A considerable number of respondents, 31%, stated that they frequently change their political opinions after encountering news or debates on social media, highlighting the strong influence of digital discourse. The largest group, 42% respondents, reported that they occasionally change their opinions, suggesting periodic impact depending on the issue or content credibility. Meanwhile, 23% respondents rarely experience such changes, indicating a more stable or selective political viewpoint. Only 4% respondents stated that they never change their political opinions, reflecting strong personal convictions or low influence of social media. Overall, the findings suggest that digital news and social media debates significantly contribute to shaping and reshaping youth political awareness in urban Jaipur.

Q-19- Do you believe political debates on social media are more influential than traditional media debates?

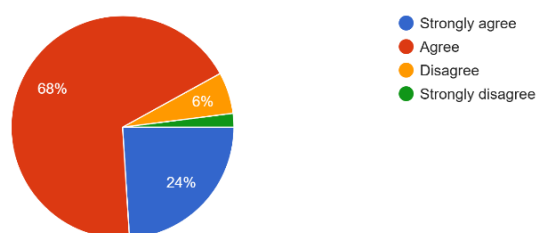
100 responses



The data analysis clearly indicates a strong perception among youth in Jaipur that political debates on social media are more influential than those on traditional media. A large majority of respondents support this view, with 21 respondents strongly agreeing and 71 respondents agreeing, reflecting widespread trust in the reach and impact of social media platforms. This suggests that interactive features, instant feedback, and diverse viewpoints on social media enhance political engagement and awareness among youth. In contrast, only 8 respondents disagreed with the statement, indicating limited confidence in traditional media debates. Notably, no respondent strongly disagreed, further emphasizing the dominance of social media in shaping political opinions. Overall, the findings highlight the significant role of digital platforms in influencing youth political awareness and discourse in urban Jaipur.

Q-20- Do you feel social media amplifies political misinformation?

100 responses

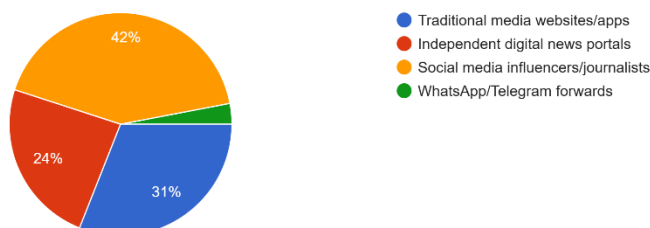


The results show that most young people in Jaipur believe that social media spreads false political information. Of these, 68% agree that social media amplifies political misinformation, often leading to the spread of misleading content. Such content includes fabricated stories, doctored videos, one-sided perspectives, and misleading claims on digital networks. On the other hand, 24% strongly agree and believe this represents a particularly alert subgroup. These individuals may have experienced misinformation firsthand or witnessed its impact on public perception. Their perspectives indicate that they consider inaccurate data a major obstacle to informed decision-making. In contrast, 6% of respondents disagree or strongly disagree, and 2% believe that few people consider social media accurate or trustworthy. While these

individuals may use trusted sites and adhere to verified profiles, they still believe they can identify misinformation.

Q-21- Which source do you consider most trustworthy for political news?

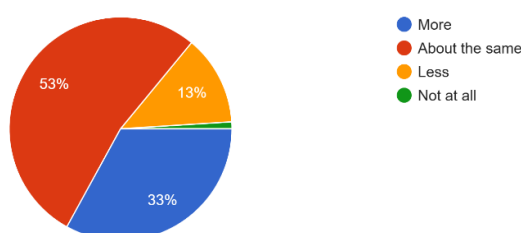
100 responses



The data shows that social media influencers and online journalists are the most trusted political news source among Jaipur's urban youth, with 42% respondents selecting them. Traditional media websites/apps follow with 31% responses, indicating moderate but declining trust in institutional news. Independent digital news portals are trusted by 24% respondents, reflecting interest in alternative and diverse viewpoints. Only 3% respondents rely on WhatsApp/Telegram forwards, showing high awareness of misinformation risks. Overall, the findings suggest that youth political awareness in Jaipur is increasingly shaped by social media-driven content, personalized reporting, and informal digital news ecosystems rather than traditional outlets.

Q-22- Compared to TV/newspapers, how much do you trust political news on digital platforms?

100 responses



The data shows many young people in Jaipur rely heavily on online political news. While 33% participants say digital sources seem more reliable than TV or print, this points to a move toward internet-based updates. In contrast, 53% see little difference - rating both digital and traditional outlets as similarly trustworthy. However, 13% are skeptical about online platforms, whereas just one person rejects them entirely. On balance, confidence in digital content is rising due to ease of access and live reporting; even so, mainstream channels remain equally credible for a large share of youth in the city.



Conclusion

Digital news consumption significantly increases political exposure among urban youth in Jaipur, mainly due to mobile accessibility and constant connectivity. Smartphone-based news access plays a central role, making political information more immediate, frequent, and easily consumable. Social media platforms act as the primary news sources for Jaipur's youth, shaping their political knowledge, interest, and engagement. After the analysis of the data shows that what political content young users see, thereby affecting both the diversity and depth of their political awareness. Increased digital news consumption is conditionally linked to higher political engagement, both online and offline, depending on content diversity and source credibility. Youth with diverse and credible news sources demonstrate higher levels of issue awareness, showing more informed political attitudes. Moderate trust in news sources enhances political engagement, while extreme distrust or blind trust reduces analytical thinking about political events. Exposure to misinformation is a major barrier, contributing to confusion, political polarization, and shallow understanding of issues. Sensationalist content dominates many digital platforms, which undermines informed citizenship by prioritizing emotions over facts. Urban youth in Jaipur heavily rely on mobile apps and social media, increasing speed and convenience of access but reducing verification habits. Verification practices among youth remain weak, raising concerns about their ability to distinguish reliable news from inaccurate or manipulative content. Depth of political understanding is affected by the credibility of sources, with unverified content leading to superficial knowledge. Media literacy acts as a strong moderator, where youth with higher media literacy show better judgment, stronger awareness, and more meaningful political participation.

When digital news exposure is limited or overly filtered, it contributes to narrow political perspectives and reduced critical thinking. Digital news has a positive impact only under certain conditions—diverse exposure, credible sources, and adequate media literacy. Lack of transparency in platform algorithms contributes to hidden biases, affecting how political narratives reach young users. Local political participation could be improved if credible, youth-oriented political content is produced by Jaipur-based media houses. Strengthening media literacy education is essential, as it helps youth develop the ability to verify, analyze, and interpret political news. Policy support is needed to ensure platform transparency and credibility, enabling a healthier digital news ecosystem for Jaipur's youth.

Suggestions

- 1- Media organizations should publish news only after verifying facts from multiple sources.
- 2- For young digital users, media houses should create simple, interesting, and engaging political explanations through short videos, infographics, and other interactive methods.



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- 3- To make urban youth feel connected to the politics around them, cover city issues, youth aspirations, and community activities to show how power structures shape their daily lives.
- 4- Reporters should remain active and post on social apps like Instagram, YouTube, or X, and avoid political discussions on social media. They can engage live, conduct rapid polls, or conduct Q&As to stay connected with young users.
- 5- Avoid exaggerated, simplistic, one-sided political stories, or any unsubstantiated rumors. News outlets in Jaipur should maintain strict editing discipline when covering online politics to combat political use of social media.
- 6- To help students better understand politics and news, journalism schools in Jaipur can conduct exercises with students, such as finding credible sources, visiting newsrooms, or discussing topical news.
- 7- Political organizations should create or strengthen staff who review and verify politicians' claims, especially during elections or other important political events.
- 8- Use simple and understandable Hindi and English, and design and layout systems that are easy to use so that young people in Jaipur can more easily access political news.
- 9- Reporters can promote digital stories and motivate young people in Jaipur to learn about policies affecting urban life and participate in public consultations and voting.
- 10- To help young people understand political events with greater depth and meaning, evidence, local surveys, expert reviews, and sufficient context should be used to demonstrate the meaning of political events.

Benefits for the society

- 1- The growing consumption of digital news promotes active engagement and civic participation by informing the youngsters of Jaipur.
- 2- The politically conscious youngsters promote enlightened and responsible decisions on the governance and policymaking on public and social issues within the community.
- 3- The presence of an educated younger generation stimulates accountability and encourages participation in the democratic process at the local and national levels.
- 4- The ability to use digital tools positively aids the younger generation in recognizing and curbing the viral dissemination of false information in urban Jaipur.
- 5- Urban societies become more enlightened and progressive when the youth participate in meaningful conversations and arguments.
- 6- Knowledge of local issues such as municipal services, development initiatives, and social rights will foster community engagement and collective action.



- 7 - The desire for more credible news among the youth will inspire transparency and ethical behaviour in news reporting of media houses.
- 8 - The youth of Jaipur will be inspired to take initiative in social activism, student leadership and civic engagement through the political information provided to them.

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