

The Role of Social Media in Political Polarization of Pakistan

The political polarization in Pakistan has emerged through cultural, historical, and political incidents, predating of social media. It has not only affected the relations between politicians but also has made divergence among members of a family. The recent wave of polarization has sharpened by social media.

Today, no political party can manage its mandate without polarization. They use it as a reactor which disseminates their information quickly to their supporters.

This role of social media was accelerated especially after 2013 when PTI held the power of state. But now this process of polarization on social media has become normal. Even after the govt of PTI is no more in power, social media has been playing a significant role in sharing opinions, shaping ideas and connecting with their audiences. It has left severe negative impacts on Pakistan politics. Therefore, the role of social media in political polarization of Pakistan has negative impacts because it not only divides people and politicians but also plays a significant role in ignoring social problems such as poverty, education and overpopulation.