

**"NEW MEDIA CONFIGURATIONS - CHANGING SOCIETIES? CURRENT RESEARCH  
PERSPECTIVES ON SOUTH ASIA, SOUTHEAST ASIA, THE MIDDLE EAST AND NORTH AFRICA"**

**Poster Session**

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***"The influence of twitter on political mobilization of youth: A case study of Pakistan"***

**Abstract:**

Social media tools such as FB and Twitter are becoming increasingly important in Pakistani politics - especially with a view to mobilize young voters, as demonstrated in the recent elections. The users of digital media are mainly young people, aged between 18-35. The paper analyses to which extent and how social media tools and particularly Twitter are used by the youth and the political parties in Pakistan for the discussion of politics and political mobilization.

Twitter has particular functions in the Pakistani political discourse. One example is information and discussion about issues related to taboos, like the Balochistan conflict. In the May 2013 elections, many reports about rigging and violence were also published first by citizens on the social media and then picked up by mainstream media. With the precarious security situation during the election campaign, political parties targeted by militants like the Awami National Party announced that they would campaign on social media, rather than holding public rallies. The use of Twitter by politicians (especially of Imran Khan's PTI) or activists is also increasing day by day.

This paper will analyze milestone events in which the youth and politicians have used twitter to raise issues and bridge information gaps.