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### Echoes of Division: The Role of Social Media in Deepening Political Polarization Among Young Adults

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KEYWORDS	ABSTRACT
Political Polarization, Social Media Influence, Echo Chambers, Algorithmic Filtering, Fake News.	This paper explores the role of social media platforms, specifically Facebook, Twitter, and Instagram, in contributing to political polarization among young adults. With the widespread use of social media as a primary source for news dissemination, the dynamics of political interaction have undergone significant transformation. Using a combination of survey data and focus group interviews with young people, this study investigates how algorithmic filtering, selective exposure, and echo chambers shape political attitudes and perceptions. The findings suggest that content recommendation algorithms on social media often trap users within ideological bubbles. Furthermore, the paper examines the influence of social media influencers on political identification and attitudes. The segmentation may foster gradient-like distinctions, it fails to bridge the widening gap between opposing ideological extremes. This study provides a nuanced understanding of how social media platforms influence political behavior and contribute to the entrenchment of social polarization. In light of these findings, the paper also explores emerging strategies for addressing polarization, such as national media literacy campaigns and new accountability measures for social media platforms in combating misinformation, which are actively being discussed and developed.
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