

## Notice for the PhD Viva Voce Examination

Mr Bobby John (Reg. No. 1530074), PhD scholar at CHRIST (Deemed to be University), will defend his PhD thesis at the public viva voce examination on Friday, 11 September 2020 at 3.00 pm. The defense will be conducted online on the Webex Meeting platform.

**Title of the Thesis** : **Social Media, Campus Party Politics and Political Participation**

**Discipline** : **Media Studies**

**External Examiner**  
(Outside Karnataka) : **Dr P P Shaju**  
Associate Professor & Head  
Dept of Journalism  
Mary Matha Arts & Science College  
Vemom P O, Mananthavady  
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Kerala - 670645

**External Examiner**  
(Within Karnataka) : **Dr Sukanya Malloli**  
Associate Professor and Head  
Department of Journalism and  
Mass Communication  
St Philomena's College  
Bannimantap  
Mysore

**Supervisor** : **Dr John Joseph Kennedy**  
Professor  
Department of English  
CHRIST (Deemed to be University)  
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Since it is an open viva, faculty members and research scholars of all branches of research are cordially invited to attend.

**Place:** Bengaluru  
**Date:** 7 September 2020



**Registrar**

## ABSTRACT

Political Participation is a desired quality among citizens in a democracy. Earlier studies have indicated that Political Knowledge, Political Efficacy and Civic Engagement enhance the Political Participation of college students. The current study has its background in two key aspects in the Indian context: First, the proliferation of Social Media Usage among college students in the last decade; Second, the implementation of the Lyngdoh Commission Report (May 2006) on Campus Party Politics. Studies have not adequately addressed the question of the direct impact of Social Media Usage among college students, on their level of Political Knowledge, Political Efficacy, Civic Engagement, and Political Participation. The present study attempts to assess the impact of Social Media Usage on Political Knowledge, Political Efficacy and Civic Engagement and Political Participation of college students in the context of Kerala. In the context of the implementation of the Lyngdoh Commission report by some of the college and University campuses in India thus banning Party Politics in their campuses, while some of the other campuses still retaining Campus Party Politics, the presence/absence of Campus Party Politics is used as a control variable to see the impact of Campus Party Politics on Social Media Usage, Political Knowledge, Political Efficacy, Civic Engagement, and Political Participation.

To check the impact of various factors on Political Participation, a path model is framed and analysed using Structural Equation Modelling. Key demographic variables such as gender, political student union membership, type of management that own and operate the college, the stream of study of students, etc are also examined to see its varying effects on the key variables under consideration. The results indicate that Social Media Usage and Political Knowledge do not impact Political Participation while Political Efficacy and Civic Engagement do impact Political Participation. While gender does not impact the variables under consideration, the presence of Campus Party Politics influences the Social Media Usage, Political Knowledge, Political Efficacy, Civic Engagement and Political Participation level of students in college campuses.

*Keywords: Social Media Usage, Political Participation, Political Knowledge, Political Efficacy, Civic Engagement, Campus Party Politics*