
“A Study on the Impact of Digital News Consumption on Youth Political Awareness in Jaipur City”

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Abstract

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

Keywords: Use of web media news, political awareness among youth, Jaipur- urban media, social media, media literacy.

1. 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 is the degree of understanding of political processes, public policy, civic duties and the role of a young citizen in a democratic setup. In a democracy, political awareness

among the youth is an important factor as they can become change agents, hold public offices accountable and play an active role in elections and civic discourse. In India where a large population of the country belongs to the age-group below 35 years, youth political attitudes and behaviors have gained increasing prominence. In fact, recent studies indicate that Facebook, Twitter, Instagram and YouTube are becoming the platforms of political engagement, campaigning and citizen awareness. At the same time, studies on youth reliance on digital outlets indicate that people who rely on traditional news (or combine them with digital news) are more likely to vote and possess more political knowledge.

Urban India is a particularly interesting space for such analysis: it is typical that urban youth have better access to Internet infrastructure, education, and media. The capital city of Rajasthan, Jaipur, demonstrates these characteristics and adds to them a rapidly growing young population and better digital connectivity, clarifying the political energy in the city. Studying the ways in which digital news consumption impacts the political awareness of youth in this space allows us to learn about contemporary democratic engagement particularly in emerging urban spaces in India.

Today's young generation pays attention to politics because they want to understand how the government works, what policies are being made, what their duties are as citizens, and where they fit into democracy. Because democracies need sharp young minds who question leaders, join debates, vote thoughtfully, spark shifts when needed. India has millions below thirty-five - that crowd now shapes choices, trends, reactions, future directions more than before. 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 aim of research is vast exploring digital news consumption. Studies have indicated that there is a good interrelation between news and political awareness. The core focus of this research is to explore the relationship between digital news consumption and political awareness of the youth in urban Jaipur. It will specifically explore the following questions: (a) how often does the youth in Jaipur consume political news digitally and through which channels they consume it; (b) how much active engagement is there as opposed to passive consumption in this context; (c) How does this pattern relate to indicators of political awareness, namely knowledge of local and national political issues, interest in civic engagement and attention to voting; and (d) to what extent contextual variables (digital literacy, trust in sources, socioeconomic background) moderate the relationship between digital news consumption and political awareness.

By this study in Jaipur, we introduce geographical roundedness to a conversation about youth, media, and politics often framed at a pan-Indian or global level. The significance of local urban contexts: local media ecosystem, network access, urban youth culture and civic space all impact how digital news changes awareness, for example, Jaipur's blend of local

vernacular news portals, English-language digital news and social media access differs from that in rural or semi-urban settings. 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 youths 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 organizations, 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.

2. Literature Review

2.1 As per Aijaz Ahmad Mir, "Social Media and Political Participation Among the Students in India: A Survey Analysis" (IJARM / peer-reviewed journal, 2022, IJARM). Social media is a key news source for Indian university students, and many say they are more politically aware online, but online political participation translates poorly and unevenly into offline political activity. social media is main source of news for Indian students and they develop political consciousness, but online political participation does not automatically translate into offline civic participation.

2.2 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.

2.3 S. S. Das, "Youth media literacy and trust in the age of digital deception" (SAGE Journals article, 2024–2025), Deep-fakes, AI-generated news menace youth trust; media literacy programs restore critical judgement but must be reviewed for new technologies. Policy and education must overcome technological changes, otherwise digital news may confuse, not clarify.

2.4 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.
- 2.5 A regional Indian study – "The Role of Digital Media in shaping political awareness among youth (Arunachal Pradesh)" (The academic. in, 2025) – concluded that digital news increases awareness about issues, but the reach and understanding are conditioned on local language/ region specific content and platform choice. They realized that local context and platform ecology matter; and national trends cannot be generalized for all regions.
- 2.6 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.
- 2.7 "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.
- 2.8 The systematic review, "The Role of Social Media in Influencing Youth Political Behaviour" (Malaysia Review, PJJSS/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.
- 2.9 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.
- 2.10 The field study "A Study of News Consumption Patterns Among College Students" (Granthalaya/Research Institute Articles, 2024–2025) found that college students engage with news in a variety of ways and fall into distinct "news repositories," such as omnivores, minimalists, and heavy social media users. The type of news consumed—whether headlines, in-depth articles, or videos—along with the tendency to share content socially, influences their sense of political awareness. According to the findings, rather than treating young people as a single group that is simply referred to as "youth," it is more useful to examine them in terms of these behavioural categories.

After reviewing the literature, we conclude that digital news consumption is central to young people's 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 inequalities. 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.

3. 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.

4. Purpose of Research

- 4.1 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.
- 4.2 Understanding the patterns of online digital news consumption for its frequency and reason.
- 4.3 Assessing the state of political consciousness in the young people of the city.
- 4.4 To analyze the relationships between the consumption of digital news and the state of political consciousness.

5. Research Methodology:

A mixed-method approach combining qualitative and quantitative research to ensure comprehensive insights. This is a descriptive co-relational study aimed at understanding patterns and relationships between digital news consumption and political awareness. Combining the qualitative and quantitative approach in a mixed-methods study to increase knowledge. The study design is descriptive co-relational and seeks to identify patterns and associations between digital news consumption and political awareness.

6. Data Collection Methods:

6.1 Primary Data:

Data collection through questionnaires in surveys with youths

6.2 Secondary data:

1. Online platform report
2. TRP report
3. Web based news portal

6.3 Data Analysis:

1. Analyze qualitative data using thematic analysis.

2. Analyze quantitative data using statistical tools to identify trends and correlation.

7. 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.

8. Research Area

Jaipur National University, Jaipur, Rajasthan.

9. Sample Size:

An initial target of 100 respondents.

10. 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

11. Limitation of the research

11.1 - Results may reflect Jaipur's urban environment and cannot be generalized to rural areas or other cities with different media ecosystems.

11.2 - Measures of news consumption, attention, and political awareness rely on respondents' recall and honesty, which may inflate or understate actual behavior.

11.3 - Study may track quantity/frequency of consumption but not quality, accuracy, or ideological slant of news, which strongly influence awareness.

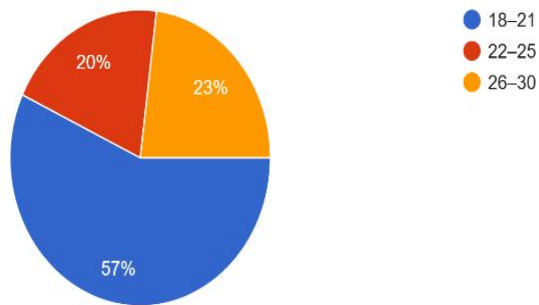
11.4 - Political understanding can take many forms, such as knowledge, interest, influence, etc. Since this study is based on Jaipur, Rajasthan, small survey methods may not reliably capture all aspects.

11.5 - Web-based news is updated every minute, so the results may be outdated by the time the data is collected.

12 Survey Result and interpretation

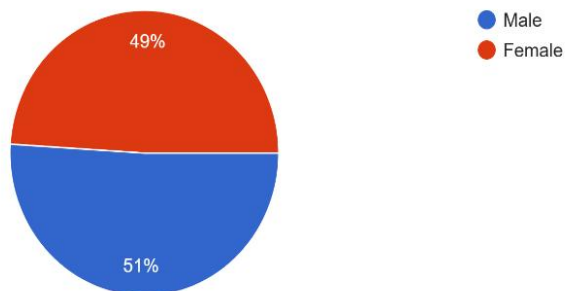
Q-1-What is your age?

100 responses



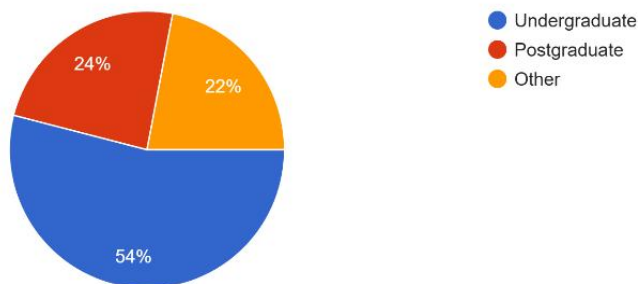
Q-2-What is your gender?

100 responses



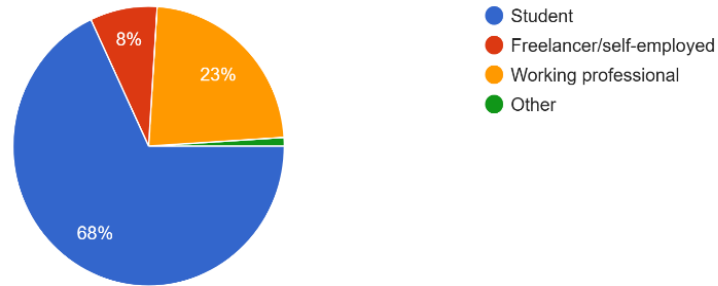
Q-3-What is your highest level of education?

100 responses



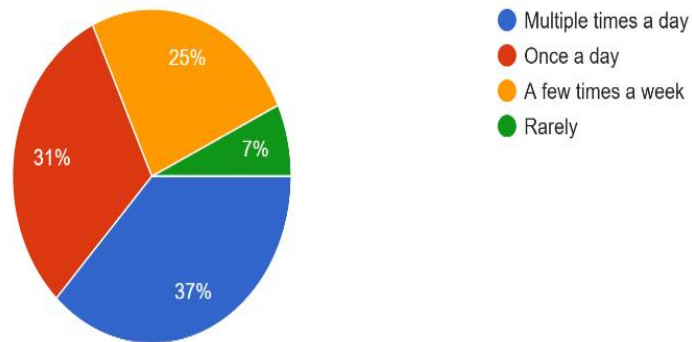
Q-4- What is your occupation/status?

100 responses



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

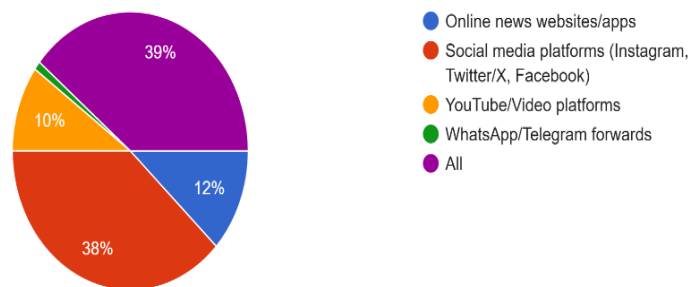
100 responses



Survey data shows that Jaipur's urban youth increasingly use online news portals to access political news. Approximately 37% of respondents indicated that they prefer digital platforms over traditional media for news consumption, indicating a pattern of frequent engagement with current events. Approximately 31% of respondents reported using digital platforms once a day. Twenty-five percent of youth reported using digital platforms daily for news consumption, reflecting a trend of increased digital news consumption among this demographic. Only 7% reported using digital platforms to consume news rarely. The survey data indicates that digital news has become an important and daily part of youth's media habits.

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

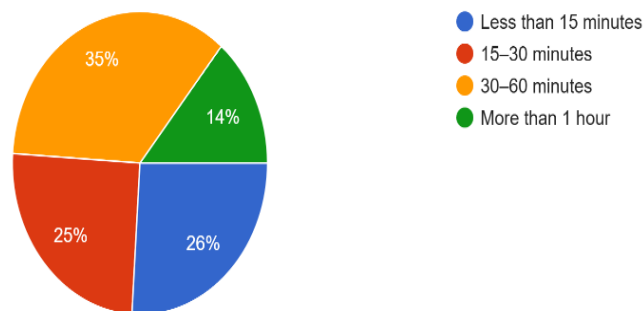
100 responses



Based on the data, urban youth in Jaipur consume a high amount of digital news across multiple platforms. The fact that 39% respondents consume all digital platforms shows that high consumption of multiple sources of political information is happening. The single source being social media platforms are the 38percent, which shows that social media platforms play a key role in the political awareness of the youth. For news, 12% respondents are consuming online news portals, 10% are consuming YouTube and 1% is consuming Whatsapp or Telegram. Overall, the results indicate the dominance of social media as well as new media consumption in multiple platforms which is happening more and more, and both of them affect the political awareness of the youth.

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

100 responses

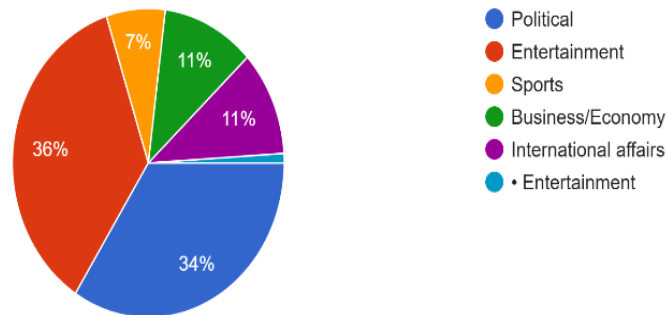


The data shows that the majority of respondents 35 out of 100, or approximately 35%, devote 30–60 minutes daily to digital news consumption. This suggests that a significant portion of urban youth actively engage with news content beyond casual browsing, indicating a deliberate effort to stay informed about political and social development. 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?

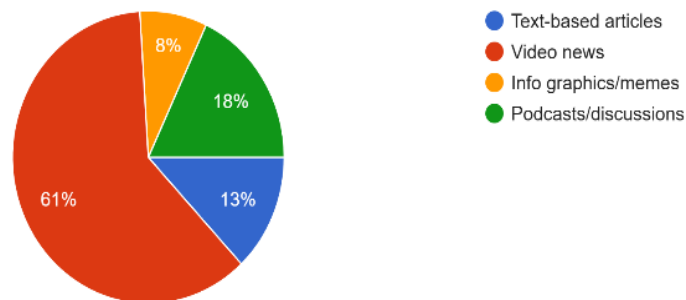
100 responses



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?

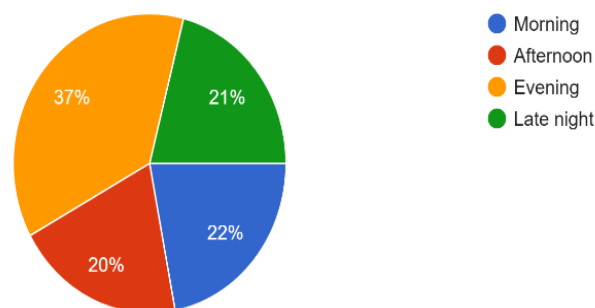
100 responses



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 favour 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.

Q-10- At what time of the day do you usually consume political news?

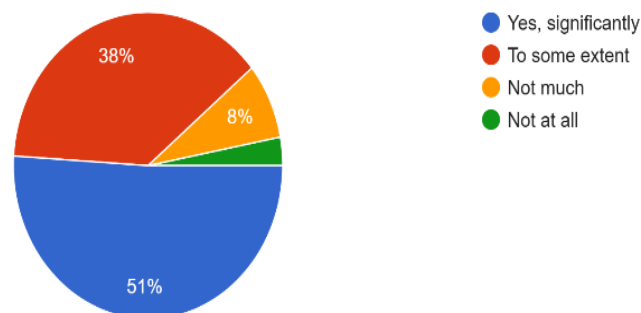
100 responses



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?

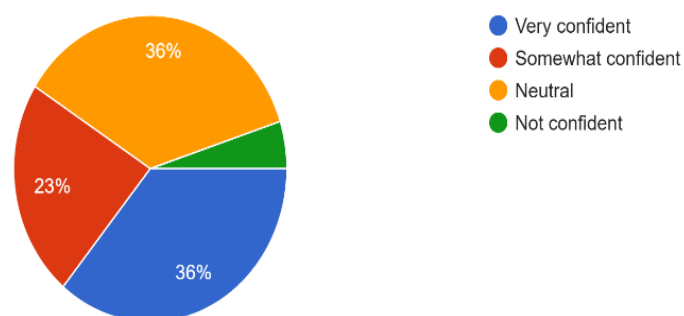
100 responses



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 centre, 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

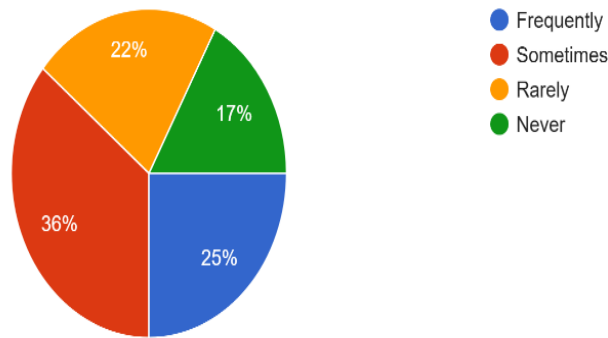


The data reflects mixed levels of confidence among urban youth in Jaipur regarding political knowledge gained through digital news. A significant number of respondent's 36% reports being confident, indicating that digital platforms effectively enhance their political understanding. An equal number 36% 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?

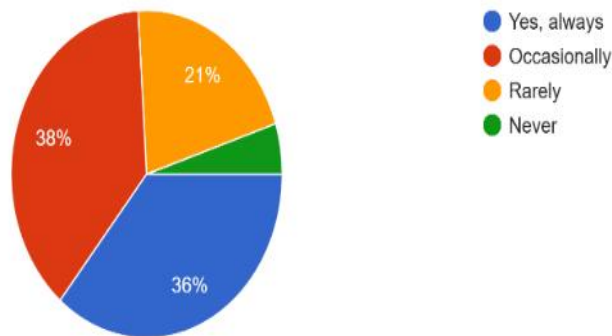
100 responses



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% respondent’s 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.

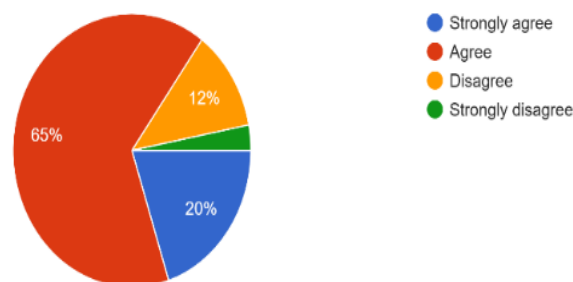
Q-14- Do you actively follow election-related news on digital platforms?

100 responses



The results reveal a strong inclination among respondents to follow the news related to elections on digital platforms. The respondents stated that: 36% respondents always follow the news related to elections on digital platforms. 38% respondents never follow the news related to elections on digital platforms. 21% respondents occasionally follow the news related to elections on digital platforms. 5% respondents rarely follow the news related to elections on digital platforms. The results indicate that the respondents are highly interested and aware of the political developments in their country and the nation. The study shows that 36% respondents follow the news related to elections on digital platforms as an active news consumer. Whereas only 5% respondents never follow the news related to elections on digital platforms. The study shows that 38% respondents follow the news related to elections on digital platforms as an occasional news consumer. The result shows that 21% respondents follow the news related to elections on digital platforms as a passive news consumer.

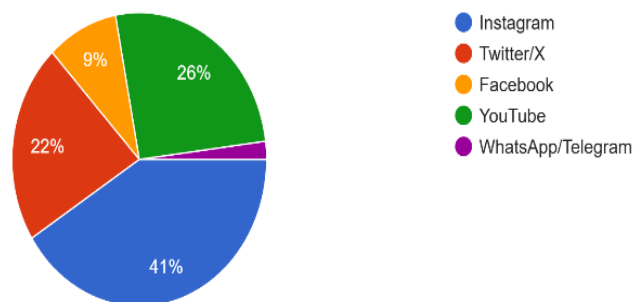
Q-15- Does digital news motivate you to take part in political activities (voting, campaigns, and protests)?
100 responses



The results suggest that digital news has a profound impact on encouraging political participation among urban youth in Jaipur, It is a powerful tool of mass mobilisation in the digital media. 65 Percent respondents agree that digital news impacts their political behaviour. This indicates that constant exposure to political news, electoral campaign and issue-based political debates will influence their sense of responsibility and civic engagement. 20 Percent respondents agree that digital news impacts their political behaviour. This indicates that this highly motivated group of respondents will act on the political content online. These distinct youth are highly vigilant to the political updates and highly influenced by the online political advocacy, political debates and political information. 12 Percent respondents disagree that digital news impacts their political behaviour. 3 Percent strongly disagree that digital news impacts their political behaviour. These respondents are a small group who seems highly unaffected by digital news. Their minimal response indicates that digital information alone may not be sufficient to motivate all the youth. All the youth possibly due to political disengagement, lack of interest or lack of trust.

Q-16- Which social media platform influences your political opinions the most?

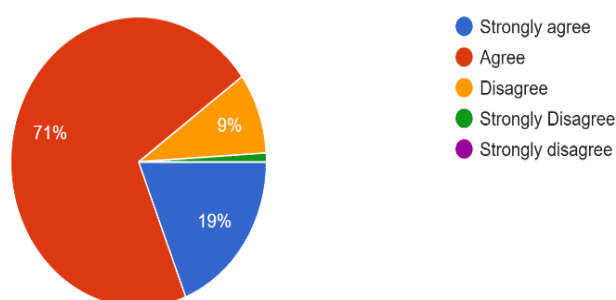
100 responses



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.”

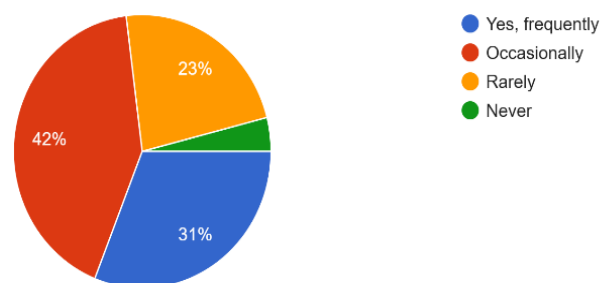
100 responses



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 homogenous networks that limit viewpoint diversity.

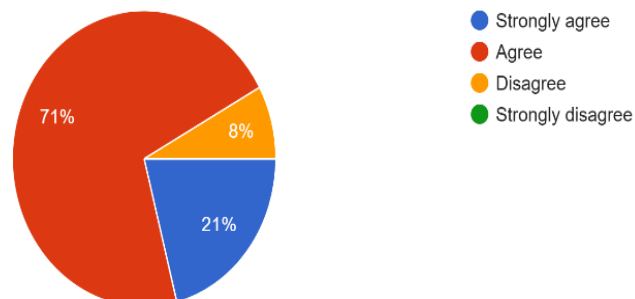
Q-18- Have you ever changed your political opinion after encountering news or debates on social media?
100 responses



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?

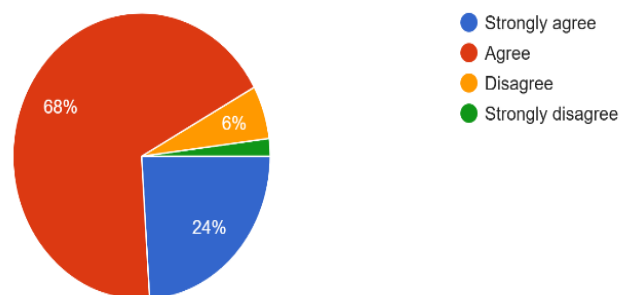
100 responses



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?

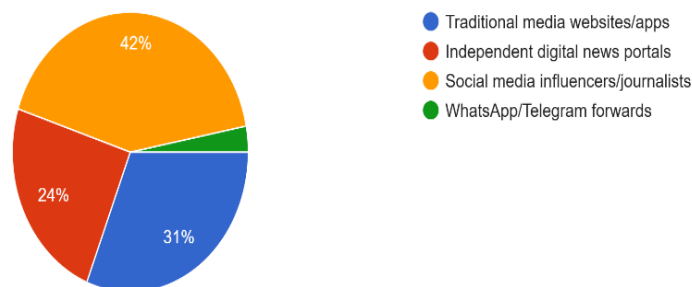
100 responses



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

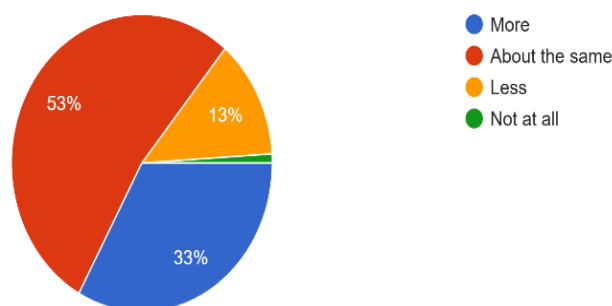
informed decision-making. In contrast, 6% of respondents disagree or strongly disagree, and 2% believe that few people consider social media accurate or trustworthy. While these individuals may use trusted sites and adhere to verified profiles, they still believe they can identify misinformation.

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.

12. Findings

- 12.1 The research finds that urban youth in Jaipur primarily depend on digital platforms such as social media, news apps, and online portals for political information, showing a clear shift away from traditional media like newspapers and television.
- 12.2 Youth who consume digital political news more frequently demonstrate higher awareness of political issues, government policies, and democratic processes at local, state, and national levels.
- 12.3 The study reveals that digital news consumption promotes political engagement among Jaipur's youth by encouraging online discussions, sharing of political content, and participation in debates on social media platforms.
- 12.4 Social media platforms significantly influence opinion formation and political attitudes among urban youth, as interactive content and peer discussions contribute to shaping political perspectives.
- 12.5 While digital platforms increase access to information, the research identifies misinformation, biased reporting, and unverified content as challenges that can distort political understanding among youth in Jaipur.
- 12.6 The findings indicate that youth with higher levels of digital and media literacy are better able to critically evaluate political news, leading to more informed and balanced political awareness.

13. 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.

14. Contribution of the Research

- 14.1- The research provides empirical evidence from Jaipur, filling a gap in existing literature that largely focuses on national or metropolitan contexts. It highlights how digital news consumption shapes political awareness among youth in a growing urban centre like Jaipur
- 14.2- The study contributes to understanding how urban youth in Jaipur access and consume digital political news, identifying preferred platforms, frequency of use, and content types that influence political awareness.
- 14.3- By analyzing youth responses, the research establishes a clear relationship between digital news exposure and levels of political awareness, helping scholars understand how digital media functions as a key agent of political socialization.
- 14.4- The research contributes by highlighting issues such as misinformation, biased content, and selective exposure, emphasizing the need for critical media literacy among youth in Jaipur to ensure informed political awareness.
- 14.5- The findings offer valuable inputs for educators, policymakers, and media organizations to design media literacy program and responsible digital communication strategies aimed at strengthening informed political participation among urban youth in Jaipur.

15. Recommendations for Practitioners

- 15.1- Media organizations should publish news only after verifying facts from multiple sources.
- 15.2- For young digital users, media houses should create simple, interesting, and engaging political explanations through short videos, info-graphics, and other interactive methods.
- 15.3- 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.
- 15.4- 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.

- 15.5- 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.
- 15.6- 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.
- 15.7- Political organizations should create or strengthen staff that review and verify politicians' claims, especially during elections or other important political events.
- 15.8- 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.
- 15.9- 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.
- 15.10- 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.

16. Recommendations for Researchers

- 16.1- Researchers should examine the impact of individual digital platforms (such as Instagram, YouTube, Whatsapp, X/Twitter, and news apps) separately to understand how each platform contributes differently to political awareness among Jaipur's urban youth.
- 16.2- Future studies should incorporate digital and media literacy levels of youth to assess how the ability to verify news and identify misinformation influences political awareness and opinion formation in Jaipur.
- 16.3- Researchers are advised to study diverse socio-economic and educational backgrounds within Jaipur's urban population to capture variations in digital news consumption and political awareness among college students, working youth, and unemployed youth.
- 16.4- To gain deeper insights, researchers should adopt mixed methodologies, combining quantitative surveys with qualitative interviews or focus group discussions to understand not only awareness levels but also perceptions and attitudes toward digital political news.
- 16.5- Future research should conduct comparative studies between digital and traditional media (television, newspapers, radio) to evaluate their relative influence on political awareness and political decision-making among Jaipur's youth.
- 16.6- Researchers should explore whether increased political awareness through digital news translates into active civic engagement, such as voting behavior, participation in political discussions, campaigns, or community initiatives among urban youth in Jaipur.

17. Impact on society

- 17.1- The growing consumption of digital news promotes active engagement and civic participation by informing the youngsters of Jaipur.

- 17.2- The politically conscious youngsters promote enlightened and responsible decisions on the governance and policymaking on public and social issues within the community.
- 17.3- The presence of an educated younger generation stimulates accountability and encourages participation in the democratic process at the local and national levels.
- 17.4- The ability to use digital tools positively aids the younger generation in recognizing and curbing the viral dissemination of false information in urban Jaipur.
- 17.5- Urban societies become more enlightened and progressive when the youth participate in meaningful conversations and arguments.
- 17.6- Knowledge of local issues such as municipal services, development initiatives, and social rights will foster community engagement and collective action.
- 17.7- The desire for more credible news among the youth will inspire transparency and ethical behaviour in news reporting of media houses.
- 17.8- 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.

18. Future Research

- 18.1- Future research could compare urban youth in Jaipur with those in semi-urban or neighboring districts of Rajasthan to examine differences in digital news access, consumption patterns, and levels of political awareness.
- 18.2- Researchers could conduct a longitudinal study to examine how continued exposure to digital news impacts the political awareness, attitudes, and participation of youth in Jaipur over time.
- 18.3- Future studies could analyze the differential impact of platforms such as Instagram, YouTube, WhatsApp, X (Twitter), and digital news apps to determine which platforms are most effective in increasing political awareness among Jaipur youth.
- 18.4- There is scope to study how digital media literacy, critical thinking, and fact-checking abilities influence the relationship between digital news consumption and political awareness in Jaipur.
- 18.5- Future research could explore whether increased political awareness through digital news translate into actual electoral behavior, such as voter turnout, campaign participation, or political activism, among urban youth in Jaipur.
- 18.6- Researcher could further examine genders-based and socio-economic variations in digital news use and political awareness to better understand youth political participation in Jaipur.

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