

# TikTok's Influence On Young Voters: A Review Of Social Media's Role In Political Decisions

Wan Rosmaria Wan Ismail<sup>1</sup>, Mumtaz Aini Alivi<sup>2\*</sup>, Nasrullah Dharejo<sup>3</sup>

<sup>1</sup>Department of Media and Communication Studies, Faculty of Arts and Social Sciences, University of Malaya, Kuala Lumpur, Malaysia E-mail: s2193065@siswa.um.edu.my

<sup>2</sup>Department of Media and Communication Studies, Faculty of Arts and Social Sciences, University of Malaya, Kuala Lumpur, Malaysia, E-mail: mumtazaini\_alivi@um.edu.my.

<sup>3</sup>Department of Media and Communication Studies, Faculty of Arts and Social Sciences, University of Malaya, Malaysia & Lecturer Department of Media and Communication Sukkur IBA University Pakistan Email: nasrullah.dharejo@iba-suk.edu.pk

**Corresponding Author: Mumtaz Aini Alivi Email: [mumtazaini\\_alivi@um.edu.my](mailto:mumtazaini_alivi@um.edu.my)**

---

## Abstract

TikTok influences the behaviour of young voters significantly and shapes political decision-making. This entertainment cum information platform simply erases all the traditional barriers that may prevent anyone, especially those in the less traditionally engaged demographic group, from participating in politics. Influencers and political organizations mainly provide the means of educating young voters on how to vote and register to get involved. 4049 articles were retrieved from Scopus and the Web of Science databases. After screening, only 10 articles were included in the study, following the PRISMA guidelines for systematic review. The study focused on TikTok as a tool for educating young adults on voting matters, inspired by influences like the parties through awareness. Some of the most effective campaigns thus far have been those using trending TikTok challenges to inspire first-time and general population participation in elections. Overall, political messaging that rides with other relevant content is more effective among the youth. This review integrates the existing literature and empirical evidence, highlighting the emerging importance of TikTok as a channel for civic engagement. It contributes to understanding youth political engagement during the digital era, underscoring possible positive changes in enhancing voter turnout and involvement through these platforms.

## Keywords:

TikTok, Voting Behavior, Social Media Influence, Young Voters, Youth Voting Trends, TikTok and Elections.

---

## I. INTRODUCTION

Social media has become essential to daily life and affects various societal sectors, such as communication, entertainment, and political decisions. Platforms like Facebook, Twitter, Instagram, Snapchat, and TikTok dominate the digital landscape, each catering to different demographics and offering unique features influencing public engagement and opinion. Among those is TikTok, which, with a rapidly increasing user base, has become the new puissance that most powerfully shapes public opinion among the youth [1]. With interactive short-form videos, TikTok offers an interactive space where users can put forward their views, engage in political discourse, and be influenced by the content they consume [2]. Researchers, as well as political analysts, have been interested in how social media has become a great tool by which the needs of voters are leveraged to the political parties; it is within this context that examines the impact of TikTok on young voters' voting behaviour [3], [4].

This growing influence of TikTok reflects a broader transformation in media consumption over the last century. Political campaigns have evolved from relying on print and television media to embracing digital platforms like TikTok, now dominating younger audiences' attention. With the younger generation spending significantly more time on the internet than previous generations, platforms like TikTok have emerged as critical arenas for political messaging, activism, and voter mobilization. Its algorithms, designed to personalize

content based on user behaviour, profoundly influence its users' political leanings and decisions, especially young voters more susceptible to digital trends and social influences[5].

The young voters are people aged between 18 and 29 years. They represent a very critical voting population in modern elections. Young voters make up a vital fraction of the electorate, but their behaviours at the polls were not predictable in previous elections. Many factors contribute to how young people decide at the polls. There is the influence of peers, exposure to political content, and, more importantly, personal engagement with issues. Such factors intersect, merge, and influence each other through social networking such as that on TikTok [6], [7]. As a platform, TikTok's features allow for fast information diffusion, often packaged in entertaining and emotionally charged ways. Political content creators' influencers and even politicians used the service to send messages, influence opinions, and communicate with the masses[8] [9].

While TikTok's influence on young voters offers new avenues for political engagement, it also raises critical concerns regarding the integrity of the information shared and the potential for reinforcing existing biases. Such dynamics highlight the dual-edged nature of TikTok's influence, where its potential to foster political engagement among young voters intersects with challenges of information accuracy and ideological diversity. The political engagement on TikTok is not controversy-free. The application has come under criticism for allowing misinformation to spread, which can change a young voter's perception of candidates and their stances on issues. Through algorithmic recommendation, supposed to maximize the user's engagement, TikTok also houses users in echo chambers and denies them the availability of diverse opinions that could differ from those they hold. However, this raises an eyebrow about the platform's polarizing power and the deepening of political division among the youth.

Despite all these challenges, the influence of TikTok on the youth cannot be overstated. The platform can inspire political participation, increase voter turnout, or even change the outcome of elections. Viral trends, challenges, and hashtags can suddenly propel political movements on TikTok, catapulting what was once a niche political opinion into one with which people of all walks were debating. It would be a highly vibrant environment where young voters would constantly be exposed to political discourse, which would often occur in an informal and more accessible manner than traditional political communication methods. It is of paramount importance to investigate TikTok's role as digital platforms hold a crucial stand in political campaigns, particularly regarding the prevention of echo chambers and misinformation that will polarize young voters[10], [11].

This paper discusses and explores TikTok's role in shaping young voters' voting behaviour. It examines the platform's features in Table 1, its impact on political discourse, and how it affects the youth's political engagement, which would account for its role in the bigger scheme of things. This understanding matters for policymakers and strategists in political circles and those interested in the nexus between social media and electoral politics. Hence, it aims to answer the following research questions:

**RQ1:** To what extent does the algorithm for content recommendations on TikTok influence political opinion among young voters?

**RQ2:** What features in TikTok's design and user experience facilitate political participation?

**RQ3:** How do TikTok users for spreading political news and information differ from those of other social networks? Does this have an impact on their voting behaviour?

**RQ4:** To what degree and through what mechanisms do influencers or creators of content affect political preferences on TikTok?

**RQ5:** How might TikTok contribute to the spread of misinformation and political polarization?

**RQ6:** How far and by which mechanisms does the TikTok environment support or hinder young voters?

**Table 1.** Statistical Data on Using TikTok and Political Participation

Statistics	Value	Source
Number of global TikTok users in 2023	1.1 billion	Statista (2023)

Percentage of TikTok users aged 18-29	41%	Pew Research (2023)
Percentage of TikTok users who follow political content	25%	DataReportal (2022)
Increase in political content on TikTok (2020-2023)	78%	TikTok Transparency Report (2023)
Percentage of young voters who use TikTok as a source for political news	33%	Pew Research (2022)
Percentage of TikTok users influenced to vote by content seen on the platform	17%	Civic Science (2022)
Average daily time spent by TikTok users in the US	95 minutes	Business of Apps (2023)

## II. METHODS AND MATERIALS:

The following are the steps taken to perform this review:

### 1. *Articles Collection*

This systematic review was conducted following PRISMA criteria. As a result, the PRISMA structure was followed throughout the entire process, from creating a search strategy to finally including research [12], [13]. "TikTok," "TikTok app," "voting behaviour," "voting behaviour," "voting rights," "voting," "young voters," "youth," and "adult voters" are the search terms that were entered. These phrases were used consistently in Web of Science (WOS) and Scopus databases on September 22, 2024. In the primary search, 3,803 articles were obtained from WOS, and 246 studies were obtained from Scopus, resulting in 4,049 studies. These studies were then filtered rigorously.

### 2. *Eligibility criteria*

The inclusion and exclusion criteria were determined to ensure that only high-quality studies that correctly answer the scope of the review are included in this review. Such criteria are necessary to narrow down specific studies on the impact of TikTok on young and first-time voters' political engagement. The inclusion criteria are the following:

- Only peer-reviewed articles were included.
- The literature search was based on articles written in English, open access, and published from 2014 to 2024.
- Studies that discussed TikTok's impacts on voting behaviours and political participation.
- Studies that analyzed the quantitative measurements in the form of surveys, experiments, or data-driven research into how TikTok influences the voting behaviour of the youth

The excluded studies were those whose outcomes were irrelevant to the current review, e.g., studies analyzing the mental implications of TikTok usage. Non-peer-reviewed literature, opinion articles, and editorials were also excluded. Articles published in a non-English language were also excluded. Conference abstracts and grey literature for which full texts were unavailable were also excluded.

### 3. *Articles Screening*

There were 4049 articles in total from the two databases. After removing the duplicates, only 910 unique articles remained for further screening. Two reviewers independently screened the titles and abstracts of 910 unique articles. At this stage, studies that did not meet the inclusion criteria were excluded. Disagreements were resolved by discussion, referring to a third reviewer when required. 50 articles were selected for full-text review out of 110. Full-text articles were retrieved and assessed in detail for eligibility according to the inclusion and exclusion criteria. After the screening step, 10 articles were included for review.

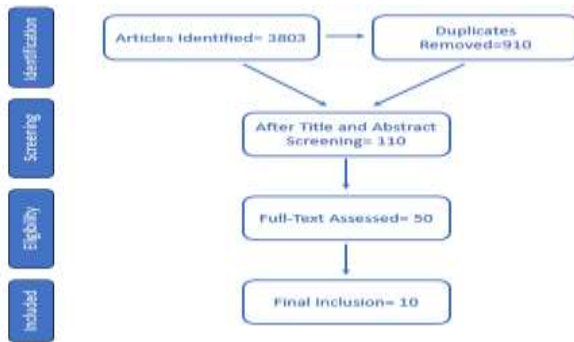


Figure 1. The PRISMA steps for conducting this study

### III. Results

The research findings from the ten articles included are as follows:

#### 1. TikTok Platform Features

##### i. Content Creation and Engagement

TikTok is an application where users share short pieces of videos with catchy music, filters, and effects. The popular application has created a following among young voters who want to express themselves on political matters and other debates. Users can co-create duets on split screen while interacting via likes, comments, and shares, thus contributing to participatory culture. Therefore, by encouraging political beliefs and societal issues for discussions, TikTok amplifies the youth voice in the political discourse, giving them a voice in the table [14], [15].

##### ii. Algorithmic Recommendations

There is application-ported content based on user history and interactions within the application. Algorithmic curation can amplify political messages to young voters, thereby affecting their beliefs[16]. The algorithm will showcase engaging content at the fore of creating influence, either reinforcing existing political views or sharing new ideas, which makes it a decisive factor in shaping the perceptions of users toward political decisions and increasing awareness among young voters during elections [17], [18].

##### iii. Viral Trends and Challenges

TikTok is known for viral trends fueled by hashtags, such as "VoteForChange" challenges, mobilizing young voters. Political issues spark content creation on the platform, making politics accessible and fun. This sort of viral nature can amplify messages to mainstream media and thus shape the political sphere. TikTok's algorithm and participatory nature contribute to spreading trends like wildfire [19]. The visual representation of TikTok platform features is shown in Figure 2.

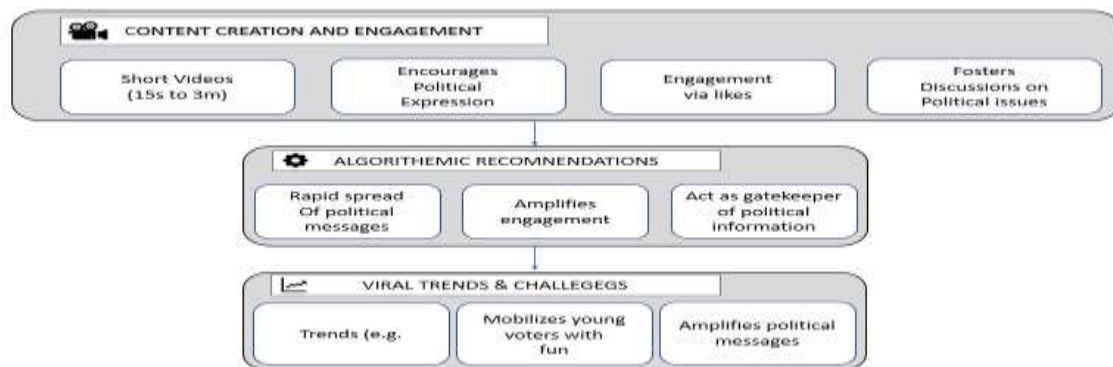


Figure 2. The features of TikTok (Source: Authors)

## 2. Voting Behavior of Young Voters

### i. Political Awareness

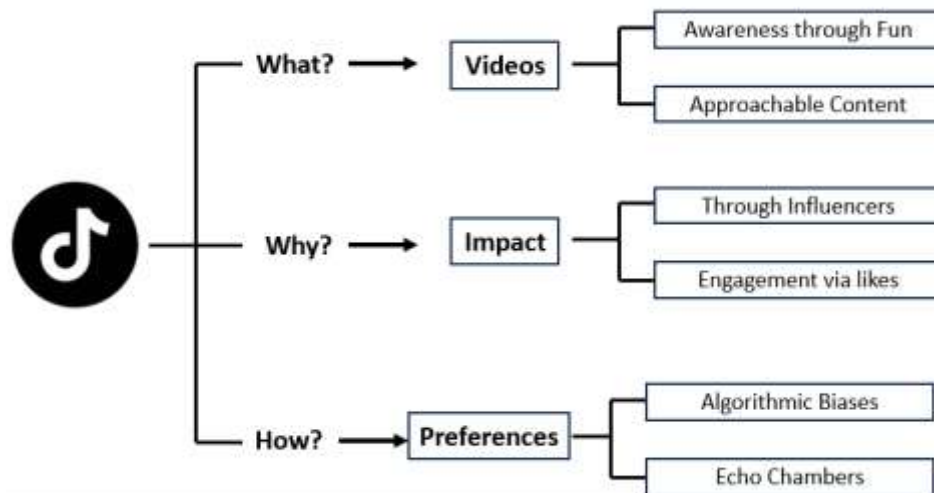
Social media, particularly TikTok, is significant in building political awareness among young voters. It makes the content of complex issues available in a fun and exciting way through several videos created by various politicians' influencers. This may cause a type of passive awareness, but it alters the voting choices in the future. At the same time, information spread through social media and its relevance and accuracy in the political discourse is problematic [20], [21].

### ii. Engagement Patterns

Young consumers on TikTok are active and tend to share opinions, like, and make content, providing a bottom-up, community-led space for politics. Influencers help shape the opinion of politics and mobilize young voters through digital campaigns and rallies.

### iii. Decision-Making Processes

TikTok influences the opinions of young voters regarding their candidates, policies, and elections through diverse content[22], [23]; therefore, it impacts choice-making and decision-making [24], [25]. The algorithm tends to "echo chamber," that is, hold views like yours more, so even voters may become polarized and vote dangerously. The depiction of the voting behaviour of young voters is shown in Figure 3.



**Figure 3.** This figure depicts why and how tiktok impacts the voting behavior of voters (Source:Authors)

## 3. Social Media Algorithms and Political Influence

### i. Influence on Opinion Formation

The algorithms of social media sites such as TikTok tend toward engaging content to keep the user on that platform for as long as possible. Divisive political posts are often highlighted, thus providing young voters with a taste of varying ideologies. With social media becoming increasingly a news source for youths, influencers on sites like TikTok use such information to further social and political agendas and inform public opinion [26]. Such algorithmic exposure can shape opinion without adequate review for some users[27], [28].

### ii. Echo Chambers and Filter Bubbles

Social media algorithms create echo chambers and filter bubbles that tend to support certain beliefs and limit exposure to contrary opinions or those of opposing parties. They significantly influence political behaviour [29], [30]. The TikTok algorithm will likely isolate users into individualistic filter bubbles, limiting the dynamic nature of young voters' political ideologies while critically diminishing discourse[31].

## iii. Reinforcement of Biases

Social media algorithms like TikTok have entrenchments that create echo chambers, facilitating biases and confirmation biases. This might introduce false beliefs, increase partisan loyalty, and hinder informed political decision-making.

4. *Misinformation and Political Polarization*

## i. Spread of False Information

TikTok's engagement-focused design allows false information to spread quickly. Popular posts reach a broad audience on the "For You" page, potentially going viral. False news spreads faster than actual news, distorting perceptions and influencing younger voters. Bite-sized political videos simplify complex issues, spreading misinformation and impacting political landscapes worldwide[32].

## ii. Role of Political Influencers

TikTok's Political influencers significantly influence young voters by expressing their opinions on politics, specific issues, and candidates. While some spread misinformation or divisive content, others do so with malicious intent. In doing so, they can quickly sway the views of their followers, leading to polarization and potential entrenchment in false beliefs. Additionally, they may exploit TikTok's algorithms to amplify sensational or provocative content, spreading misinformation to a wider audience [33].

5. *Political Engagement and Mobilization*

## i. Role of Influencers and Creators

Influencers and content creators are essential in deepening the involvement of politicians and TikTok. Those influencers who can reach many people can influence public opinion and make young people vote. They inject entertainment with the political message to make complex information accessible to young viewers. Most social media celebrities are now endorsing candidates and discussing policies; as such, youngsters find political information more relatable. They also amplify voices and issues not usually represented and help youths engage in politics relevant to them[34], [35].

## ii. Hashtags and Political Movements

TikTok organizes political movements through hashtags, and, for this reason, it is quite easy for users to be involved in, for example, #BlackLivesMatter, #ClimateChange, and #Vote2024. These happen on TikTok, mobilizing the young toward collective action. This 'decentralized activism' empowers young voters to engage digitally in political activity - just like a snowball effect - by creating content under one hashtag that spreads the message exponentially [36].

## iii. Impact on Voter Turnout

TikTok has contributed positively to voter turnout, specifically amongst those unlikely to do otherwise. It makes voting more fun and informative on the platform. Because with the spread of vote-related campaigns, people tend to remember much easier. Influencers, celebrities, and political groups educate young voters through TikTok about voting. In the case of the 2020 U. S. presidential election, political campaigns successfully used TikTok to inform young voters about the critical dates and reasons for voting. Political messaging can be even more relatable and engaging to a young first-time voter by integrating voting-related content into some prevalent challenges and trends [37], [38].

**Table 2.** A clear and concise overview of the key points regarding political engagement and mobilization on TikTok.

Aspect	Details
Role of Influencers	<ul style="list-style-type: none"> <li>• Influencers blend entertainment with political messaging.</li> <li>• Authentic endorsements mobilize political participation.</li> <li>• Amplify grassroots movements and educate alienated young voters.</li> </ul>

Impact on Voter Turnout	<ul style="list-style-type: none"> <li>• Reduces barriers to political involvement through entertainment.</li> <li>• Educates young voters on registration and voting.</li> <li>• Successful campaigns during the 2020 U.S. election using viral trends.</li> </ul>
Hashtags and Political Movements	<ul style="list-style-type: none"> <li>• Essential for organizing political movements.</li> <li>• Examples: #BlackLivesMatter, #ClimateChange, #Vote2024.</li> <li>• Facilitate user engagement and decentralized political activism.</li> </ul>

Table 3. Summary of literature review

Citation	Target Variable	Input	Architecture	Pre-Processing	Dataset	Outcome	Output Result
[39]	Social Media Usage and Political Engagement	TikTok, Instagram, Facebook, Twitter	N/A	Gender, Political Affiliation Analysis	Teens of Color, Republican, Democratic Teens	Social media use linked to political interest and engagement	Stronger engagement on TikTok and Instagram
[40]	Political Participation via social media	Multimodal Connectedness, News Use	O-S-R-O-R Model	Interpersonal Discussion and Political News	2,379 Citizens in China	Political interest is mediated by news and trust	Real-time interference hinders participation
[41]	Political Communication on TikTok	Political Party Profiles and Activities	Survey	Content Analysis of TikTok Political Content	21 Studies (Web of Science, Scopus)	Institutional and Political Communication Research	Rise in TikTok political studies post-COVID
[42]	Readiness of Young Voters	Demographics, Knowledge of Electoral Process	Survey (462 Young Voters)	Age, Ethnicity, Responsibility, Peers' Influence	53.9% Malay, 65.2% Female	Personal responsibility and peer influence impact readiness	Majority aged 19-20, aware of electoral processes
[43]	Microcelebrity Influence on Political Identity	TikTok Immigrant Creators' Profiles	Co-creation, Hashbaiting Techniques	Cultural Experiences and Political Involvement	Immigrant TikTok Creators	Personal online identities mobilized for political influence	Use of unique immigrant identities and experiences
[44]	Community Building	#WAsian Check and Shared	Prospective Analysis	Emotional and Cultural Visual Sharing	Mixed-Race Asians	TikTok fosters belonging and	Virtual space supports diverse identity expression

	on TikTok	Experience s				recognition for mixed-race users	
[45]	Political Party Engagement on TikTok	Party Posts and Interaction Frequency	Cross-sectional study	Use of TikTok Features (Challenges, Duets)	TikTok Political Party Activities	Political messaging often unidirectional and focused on promotion	Limited citizen engagement, mostly by Podemos
[46]	Political Communication in Zimbabwe	TikTok Political Videos and Hashtags	Exploratory study	Party-Based Content Sharing	ZANU-PF, CCC, Zimbabwean Voters	TikTok helps build political visibility and community in Zimbabwe	Young voters targeted through entertaining political content
[47]	Political Identity of China's Youth	Short Video Use Frequency, Political Trust	Exploratory study	Video Consumption and Trust Analysis	Small-town Chinese Youth	Short videos increase political trust and identity	Stronger political trust in males and stable jobholders
[48]	Celebrity Politicians and Voter Behavior	TikTok Videos and Voter Preferences	Survey (Celebrity Influence)	Respondent Opinions and Voting Preferences	100 Young Voters (Sample)	Celebrity politicians influence voting and political discussions	Preference for receiving info outside TikTok

#### IV. DISCUSSION AND RESEARCH GAPS

Findings from the review show how TikTok uniquely stands out as a political behaviour influencer for young voters, showing the potential and complexities involved in its use as a campaign platform. Entertainment-politics amalgamation on TikTok has broken the barriers to traditional involvement in political discourse, which has existed for some time, opening the same to younger audiences who might not watch traditional media. It enables social media influencers and content producers to educate, mobilize, and even sway political opinions and increase voter turnout in a few instances[49], [50]. Being entertainment-driven, viral, and enjoyable, the platform makes consumption of political messages livelier and entertaining with active sharing and debating, hence creating a participatory political culture that is very attractive to young voters.

However, more important than making voters more cognizant and active in politics is how TikTok structures the choice of young voters. Its algorithm feeds users' preferences: it shows contents similar to the user's choices, leading to an echo chamber[51], [52]. Without the user's knowledge, the aspect can create more polarized younger voters, unlike past generations, and increase the reinforcement of biases because of the restriction in exposure to a diversified array of opinions. Accordingly, though such people are involved due to their engagement and influence over political debates, one fails to understand whether the information or notions used by influencers are valid and reliable[53]. Additionally, short-form content often creates issues since such content blurs complex questions of politics; therefore, young voters fail to grasp policies and candidates in much detail[54].

It further concerns that such a platform carries misinformation easily. One of the criticisms TikTok has received is not doing enough to curb the spread of misinformation, which leads to misleading young voters and affects their political choices. Further, the rapidity at which information spreads and becomes viral on TikTok highlights the necessity of a more robust mechanism of content moderation and fact-checking[55],



[56]. This requires immediate rectification of specific issues so that TikTok may become an asset to democratic processes and provide young voters with reliable and balanced information.

There are still several gaps that exist and need to be filled if there is to be a better understanding of the influence of TikTok on the political behaviour of young voters after the insights produced by the review. First, despite its affirmation of the roles played by influencers and content creators in the configuration of political opinions, further research is still required to discover the long-term effects their influence may have on the political engagement of young voters[57], [58]. The impact does not necessarily mean continually being political beyond digital activities. For example, they may vote in the subsequent elections or even become active in online activism.

The second is that although it is known that TikTok's algorithm fosters an echo chamber, relatively little empirical research has surfaced to demonstrate how exactly this effect influences youth voters' political perceptions and decision-making. Future studies can be conducted on how exactly TikTok's algorithm restricts the exposure of diversity in political perspectives, strengthening political polarisation's impact on youth voters[59], [60].

Another gap here is the knowledge of how TikTok's short-form content format affects the understanding of political issues of the younger voters. Studies may respond to whether, in its efforts at delivering content in bite-sized bits, TikTok affects its users' capacities to think critically about political information and how this impacts their voting decisions[61], [62]. In this regard, more profound research needs to be carried out on the issue of TikTok content moderation and how it can suppress the spread of false information in a political context.

Lastly, most of the previous studies focus on the influence of TikTok in the United States, thus creating a gap in understanding its influence in other cultural and political contexts. Given that the audience of TikTok cuts across many global regions, future studies could explore how its role in political engagement differs from one country to another and how local contexts influence its use as a tool in political communication and voter mobilization[63], [64]. Addressing such research gaps will offer a more comprehensive understanding of how TikTok plays a role in contemporary political landscapes and inform strategies to harness its potential while minimizing its risks.

## CONCLUSION:

This paper examined the growing influence of TikTok on young voters' political behavior and emphasized its specific role in shaping electoral decision-making. The format of TikTok, the short-form, engaging videos, essentially blurs the lines between entertainment and politics, keeping hard-to-understand and complexly styled politics relevant and accessible to the younger population. Ingrained as pioneers in raising political engagement, voter education, and even increasing voter turnout through the infusion of political messages into viral trends by influencers and content creators on TikTok, their influence on society is double-edged because it fosters increased political participation. It also raises concerns about echo chambers, misinformation, and the oversimplification of political content. The review identifies such challenges and calls for further scrutiny of TikTok's content moderation and algorithmic biases. Such future research shall better fill those gaps in knowledge, especially regarding the extent of TikTok's global political influence and long-term implications on continuous young voters' political engagement. This shall ensure that the platform positively contributes to democratic processes.

## REFERENCES:

- [1] Z. Cheng and Y. Li, "Like, Comment, and Share on TikTok: Exploring the Effect of Sentiment and Second-Person View on the User Engagement with TikTok News Videos," *Soc Sci Comput Rev*, vol. 42, no. 1, 2024, doi: 10.1177/08944393231178603.

- [2] M. Hafiz Ab Hamid Wardatul Hayat Adnan, "A Systematic Review on the Understanding of TikTok's User Purchasing Behaviour towards Viral Products among Adolescents in Malaysia A Systematic Review on the Understanding of TikTok's User Purchasing Behaviour towards Viral Products among Adolescents in Malaysia Pemahaman dan Gelagat Pembelian Produk Viral di TikTok dalam Kalangan Golongan Muda di Malaysia: Tinjauan Sistematik Abstrak," 2022.
- [3] N. Dharejo, M. A. Alivi, M. S. Rahamad, X. Jiaqing, and M. Brony, "Effects of Social Media Use on Adolescent Psychological Well-Being: A Systematic Literature Review," 2023. doi: 10.3991/ijim.v17i20.44663.
- [4] B. Ooi and K. Hin, "How Political Parties Used TikTok in the 2022 Malaysian General Election," *RSIS Commentary*, no. 133, 2022.
- [5] F. Firdaniza, B. N. Ruchjana, D. Chaerani, and J. Radianti, "Information Diffusion Model in Twitter: A Systematic Literature Review," *Information (Switzerland)*, vol. 13, no. 1, 2022, doi: 10.3390/info13010013.
- [6] S. F. Rasool, H. Raza, V. Zubr, M. Z. Asghar, and R. Sultana, "Exploring the relationship between usage of social networking sites, cyberbullying and academic performance: Evidence from the higher education sector of Saudi Arabia," *E a M: Ekonomie a Management*, vol. 27, no. 1, 2024, doi: 10.15240/tul/001/2024-1-005.
- [7] M. Goli and M. Khan, "Behavioural intention to use social networking mobile apps: the case of TikTok," *International Journal of Business Innovation and Research*, vol. 29, no. 1, 2022, doi: 10.1504/ijbir.2022.125667.
- [8] I. Bachmann, T. Correa, and H. Gil de Zúñiga, "Profiling Online Political Content Creators: Advancing the Paths to Democracy," <https://services.igi-global.com/resolvedoi/resolve.aspx?doi=10.4018/jep.2012100101>, vol. 3, no. 4, 1AD.
- [9] I. Bachmann, T. Correa, and H. Gil de Zúñiga, "Profiling Online Political Content Creators," *International Journal of E-Politics*, vol. 3, no. 4, 2012, doi: 10.4018/jep.2012100101.
- [10] P. H. Truong and A. D. Kim, "The Influence of TikTok on Young Generation in Vietnam," in *Proceedings of the 10th European Conference on Social Media, ECSM 2023*, 2023. doi: 10.34190/ecsm.10.1.1151.
- [11] A. Rathy, "A Systematic Review: The Influence of TikTok Contents and its Effects towards Mental Health among Youth in Malaysia," *Journal of Media and Information Warfare*, vol. 16, no. 1, 2023.
- [12] Jiaqing, X., Alivi, M.A., Mustafa, S.E., & Dharejo, N. (2023). The Impact of Social Media on Women's Body Image Perception: A Meta-Analysis of Well-being Outcomes. *International Journal of Interactive Mobile Technologies* , 17 (20).
- [13] Brony, M., Alivi, M.A., Syed, M.A.M., & Dharejo, N. (2024). A Systematic Review on Social Media Health Communications and Behavioral Development among Indians in the COVID-19 Context. *Studies in Media and Communication* , 12 (2), 37-49.
- [14] A. Moir, "The Use of TikTok for Political Campaigning in Canada: The Case of Jagmeet Singh," *Social Media and Society*, vol. 9, no. 1, 2023, doi: 10.1177/20563051231157604.
- [15] D. Vijay and A. Gekker, "Playing Politics: How Sabarimala Played Out on TikTok," *American Behavioral Scientist*, vol. 65, no. 5, 2021, doi: 10.1177/0002764221989769.
- [16] M. A. Alivi, A. H. A. Ghazali, E. Tamam, and M. N. Osman, "Motives to use online news and the impact on satisfaction with the government and vote choice," *Electronic Government*, vol. 17, no. 1, 2021, doi: 10.1504/EG.2021.112931.
- [17] S. Ionescu, A. Hannák, and N. Pagan, "The role of luck in the success of social media influencers," *Appl Netw Sci*, vol. 8, no. 1, 2023, doi: 10.1007/s41109-023-00573-4.
- [18] M. Scalvini, "Making Sense of Responsibility: A Semio-Ethic Perspective on TikTok's Algorithmic Pluralism," *Social Media and Society*, vol. 9, no. 2, 2023, doi: 10.1177/20563051231180625.
- [19] M. A. Alivi, A. H. A. Ghazali, E. Tamam, and M. N. Osman, "A Review of New Media in Malaysia: Issues Affecting Society," *International Journal of Academic Research in Business and Social Sciences*, vol. 8, no. 2, 2018, doi: 10.6007/ijarbss/v8-i2/3849.
- [20] T. Sirait and M. Susan, "Analysis of brand equity and supply chain as a determinant of voting intention in young constituents in the city of Bandung, Indonesia," *International Journal of Supply Chain Management*, vol. 8, no. 6, 2019.
- [21] H. D. Setiawan and TB. M. Djafar, "Partisipasi Politik Pemilih Muda Dalam Pelaksanaan Demokrasi di Pemilu 2024," *Populis : Jurnal Sosial dan Humaniora*, vol. 8, no. 2, 2023, doi: 10.47313/pjsh.v8i2.2877.
- [22] S. Issar, "The Social Construction of Algorithms in Everyday Life: Examining TikTok Users' Understanding of the Platform's Algorithm," *Int J Hum Comput Interact*, 2023, doi: 10.1080/10447318.2023.2233138.
- [23] P. Wang, "Recommendation Algorithm in TikTok: Strengths, Dilemmas, and Possible Directions," *Int J Soc Sci Stud*, vol. 10, no. 5, 2022, doi: 10.11114/ijsss.v10i5.5664.
- [24] T. Winchester, J. Hall, and W. Binney, "Evaluating young adult voter decision-making involvement within a compulsory political system," *Qualitative Market Research*, vol. 18, no. 3, 2015, doi: 10.1108/QMR-09-2013-0061.
- [25] M. K. Othman and S. Saahar @ Saabar, "Racial Complexity and Political Voting Decision: A Study on Young Voters in DUN Semenyih," *Malaysian Journal of Social Sciences and Humanities (MJSSH)*, vol. 8, no. 6, 2023, doi: 10.47405/mjssh.v8i6.2352.

- [26] M. A. Alivi, A. H. A. Ghazali, and E. Tamam, "Significant effects of online news on vote choice: A review," 2018. doi: 10.1504/IJWBC.2018.096258.
- [27] J. Grandinetti and J. Bruinsma, "The Affective Algorithms of Conspiracy TikTok," *J Broadcast Electron Media*, vol. 67, no. 3, 2023, doi: 10.1080/08838151.2022.2140806.
- [28] S. H. Taylor and K. S. C. Brisini, "Parenting the TikTok algorithm: An algorithm awareness as process approach to online risks and opportunities," *Comput Human Behav*, vol. 150, 2024, doi: 10.1016/j.chb.2023.107975.
- [29] B. Kitchens, S. L. Johnson, and P. Gray, "Understanding echo chambers and filter bubbles: The impact of social media on diversification and partisan shifts in news consumption," *MIS Q*, vol. 44, no. 4, 2020, doi: 10.25300/MISQ/2020/14614.
- [30] D. Geschke, J. Lorenz, and P. Holtz, "The triple-filter bubble: Using agent-based modelling to test a meta-theoretical framework for the emergence of filter bubbles and echo chambers," *British Journal of Social Psychology*, vol. 58, no. 1, 2019, doi: 10.1111/bjso.12286.
- [31] A. Bruns, "Filter bubble," *Internet Policy Review*, vol. 8, no. 4, 2019, doi: 10.14763/2019.4.1426.
- [32] P. Borah and K. J. Lorenzano, "Who corrects misinformation online? Self-perceived media literacy and the moderating role of reflective judgment," *Online Information Review*, vol. 48, no. 4, 2024, doi: 10.1108/OIR-12-2022-0656.
- [33] D. Omanga, A. Mare, and P. Mainye, *Digital Technologies, Elections and Campaigns in Africa*. 2023. doi: 10.4324/9781003429081.
- [34] D. Battista, "For better or for worse: politics marries pop culture (TikTok and the 2022 Italian elections)," *Society Register*, vol. 7, no. 1, 2023, doi: 10.14746/sr.2023.7.1.06.
- [35] N. Morejón-Llamas, "SPANISH POLITICS ON TIKTOK: FROM THE LANDING TO THE CONSOLIDATION OF THE COMMUNICATION STRATEGY," *Prisma Social*, vol. 40, 2023.
- [36] R. B. Simões, A. D. Baeta, and B. F. Costa, "Mapping Feminist Politics on Tik Tok during the COVID-19 Pandemic: A Content Analysis of the Hashtags #Feminismo and #Antifeminismo," *Journalism and Media*, vol. 4, no. 1, 2023, doi: 10.3390/journalmedia4010017.
- [37] S. Boulianne, "Social media use and participation: a meta-analysis of current research," *Inf Commun Soc*, vol. 18, no. 5, 2015, doi: 10.1080/1369118X.2015.1008542.
- [38] M. A. Alivi, "Voter's gratification in using online news and the implications on political landscape in Malaysia," *Asian Politics and Policy*, vol. 15, no. 4, 2023, doi: 10.1111/aspp.12718.
- [39] A. Oden and L. Porter, "The Kids Are Online: Teen Social Media Use, Civic Engagement, and Affective Polarization," *Social Media and Society*, vol. 9, no. 3, Jul. 2023, doi: 10.1177/20563051231186364.
- [40] M. Li and X. Li, "The influence of multimodal connectedness on political participation in China: an empirical study of the O-S-R-O-R model based on the life span perspective," *Front Commun (Lausanne)*, vol. 9, 2024, doi: 10.3389/fcomm.2024.1399722.
- [41] "Institutional and political communication on TikTok: Systematic review of scientific production in Web of Science and Scopus," 2024, doi: 10.15581/003.37.2.
- [42] S. N. A. A. Tajuddin, J. Joni, and K. A. Bahari, "Political Communication: Uncovering Knowledge, Attitudes and Young Voters' Readiness for PRU-15 in Batang Padang District, Perak," *Jurnal Komunikasi: Malaysian Journal of Communication*, vol. 39, no. 1, pp. 459–472, 2023, doi: 10.17576/JKMJC-2023-3901-26.
- [43] D. Jaramillo-Dent, P. Contreras-Pulido, and A. Pérez-Rodríguez, "Immigrant Influencers on TikTok: Diverse Microcelebrity Profiles and Algorithmic (In)Visibility," *Media Commun*, vol. 10, no. 1, pp. 208–221, 2022, doi: 10.17645/mac.v10i1.4743.
- [44] R. C. King-O'Riain, "#Wasian Check: Remixing 'Asian + White' Multiraciality on TikTok," *Genealogy*, vol. 6, no. 2, Jun. 2022, doi: 10.3390/genealogy6020055.
- [45] L. Cervi and C. Marin-Lladó, "What are political parties doing on tiktok? The spanish case," *Profesional de la Informacion*, vol. 30, no. 4, 2021, doi: 10.3145/EPI.2021.JUL.03.
- [46] O. Ureke, "Politics at Play: TikTok and Digital Persuasion in Zimbabwe's 2023 General Elections," *Africa Spectrum*, vol. 59, no. 2, pp. 254–278, Aug. 2024, doi: 10.1177/00020397241241335.
- [47] J. Qin, Q. Du, Y. Deng, B. Zhang, and X. Sun, "How does short video use generate political identity? Intermediate mechanisms with evidence from China's small-town youth," *Front Psychol*, vol. 14, Jan. 2023, doi: 10.3389/fpsyg.2023.1107273.
- [48] S. Gui, C. Fung, U. Tunku, and A. Rahman, "THE INFLUENCE OF CELEBRITY POLITICIAN'S TIKTOK TOWARDS YOUNG VOTERS' VOTING BEHAVIOUR A RESEARCH PROJECT IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE DEGREE OF BACHELOR OF CORPORATE COMMUNICATION (HONOURS) FACULTY OF CREATIVE INDUSTRIES," 2023.
- [49] G. de Seta, "Memes in digital culture," *New Media Soc*, vol. 17, no. 3, 2015, doi: 10.1177/1461444814563048.

- [50] Iddid, S. A., & Chang, P. K. (2012). The media and public agenda among the Malay and Chinese communities during the 2008 Malaysian General Elections. *Asian Social Science*, 8(5), 107-115. <https://doi.org/10.5539/ass.v8n5p107>
- [51] E. Edenberg, "The problem with disagreement on social media: Moral not epistemic," in *Political Epistemology*, 2021. doi: 10.1093/oso/9780192893338.003.0015.
- [52] Veerappan, M., Maraya, R., & Ramasamy, M. D. (2023). Influence of TikTok among Malaysian first-time voters and Undi-18 voters in the 15th general election (GE-15). *International Journal of Electronic Governance*, 15(4), 404-422. <https://doi.org/10.1504/IJEG.2023.136274>
- [53] A. Marwick and R. Lewis, "Media Manipulation and Disinformation Online," *Data & Society Research Institute*, 2017.
- [54] K. Munger, "Tweetment Effects on the Tweeted: Experimentally Reducing Racist Harassment," *Polit Behav*, vol. 39, no. 3, 2017, doi: 10.1007/s11109-016-9373-5.
- [55] A. Guess, J. Nagler, and J. Tucker, "Less than you think: Prevalence and predictors of fake news dissemination on Facebook," *Asian-Australas J Anim Sci*, vol. 32, no. 2, 2019, doi: 10.1126/sciadv.aau4586.
- [56] H. Allcott and M. Gentzkow, "Social media and fake news in the 2016 election," 2017. doi: 10.1257/jep.31.2.211.
- [57] D. M. Boyd and N. B. Ellison, "Social network sites: Definition, history, and scholarship," *Journal of Computer-Mediated Communication*, vol. 13, no. 1, 2007, doi: 10.1111/j.1083-6101.2007.00393.x.
- [58] Yeow, T. C., Pandian, S., & Singh, P. S. J. (2024). The impact of social media on the voting trend of Malaysian undergraduates. *Asian Social Work Journal*, 9(4), e00304.
- [59] C. R. Sunstein, *#republic: DIVIDED DEMOCRACY IN THE AGE OF SOCIAL MEDIA*. 2018. doi: 10.1111/jcom.12344.
- [60] E. Bakshy, S. Messing, and L. A. Adamic, "Exposure to ideologically diverse news and opinion on Facebook," *Science* (1979), vol. 348, no. 6239, 2015, doi: 10.1126/science.aaa1160.
- [61] J. Allen, "The Filter Bubble: What the Internet Is Hiding from You," *Policy Perspectives*, vol. 19, 2012, doi: 10.4079/pp.v19i0.10431.
- [62] Ling, S. H., Teh, B. T., & Michael, E. (2024). Exploring political participation of first-time Malay voters in TikTok. *International Journal of Business and Technology Management*, 6(2), 82-99. <https://doi.org/10.11113/ijbtm.v6n2.26887>
- [63] E. G. Rød and N. B. Weidmann, "Empowering activists or autocrats? The Internet in authoritarian regimes," *J Peace Res*, vol. 52, no. 3, 2015, doi: 10.1177/0022343314555782.
- [64] Z. Tufekci, *Twitter and tear gas: The power and fragility of networked protest*. 2017. doi: 10.5325/bustan.11.1.0077.