

Research Problem

Political mobilisation among **young voters** has undergone a noticeable transformation in recent years shaped by the rise of **social media**. Platforms such as Instagram, TikTok and X are not only sources of political information, but also spaces for opinion exchange, identity formation and mobilisation.

Despite their growing relevance, it remains unclear how these digital environments translate into **actual political participation**, particularly in terms of **electoral behaviour**.

In addition, comparative insights into how social media-driven mobilisation operates across different national contexts within the European Union remain limited.

Research Questions

This study is guided by the following research question:

How do social media act as a mobilising force in shaping the political behaviour and electoral participation of young voters in Germany and France?

To address this question the study focuses on three analytical dimensions:

- The role of social media in political mobilisation
- Differences between national contexts (Germany and France)
- The structure of political networks

More specifically, it asks:

1. How do young voters use social media in a political context?
2. To what extent do these online interactions translate into actual electoral participation?
3. What differences can be observed between Germany and France?

Methodology & Data Collection

The study employs a quantitative research design based on a questionnaire for young voters. Data is collected through snowball sampling, starting from initial participants recruited via universities and existing networks, including a Franco-German exchange context.

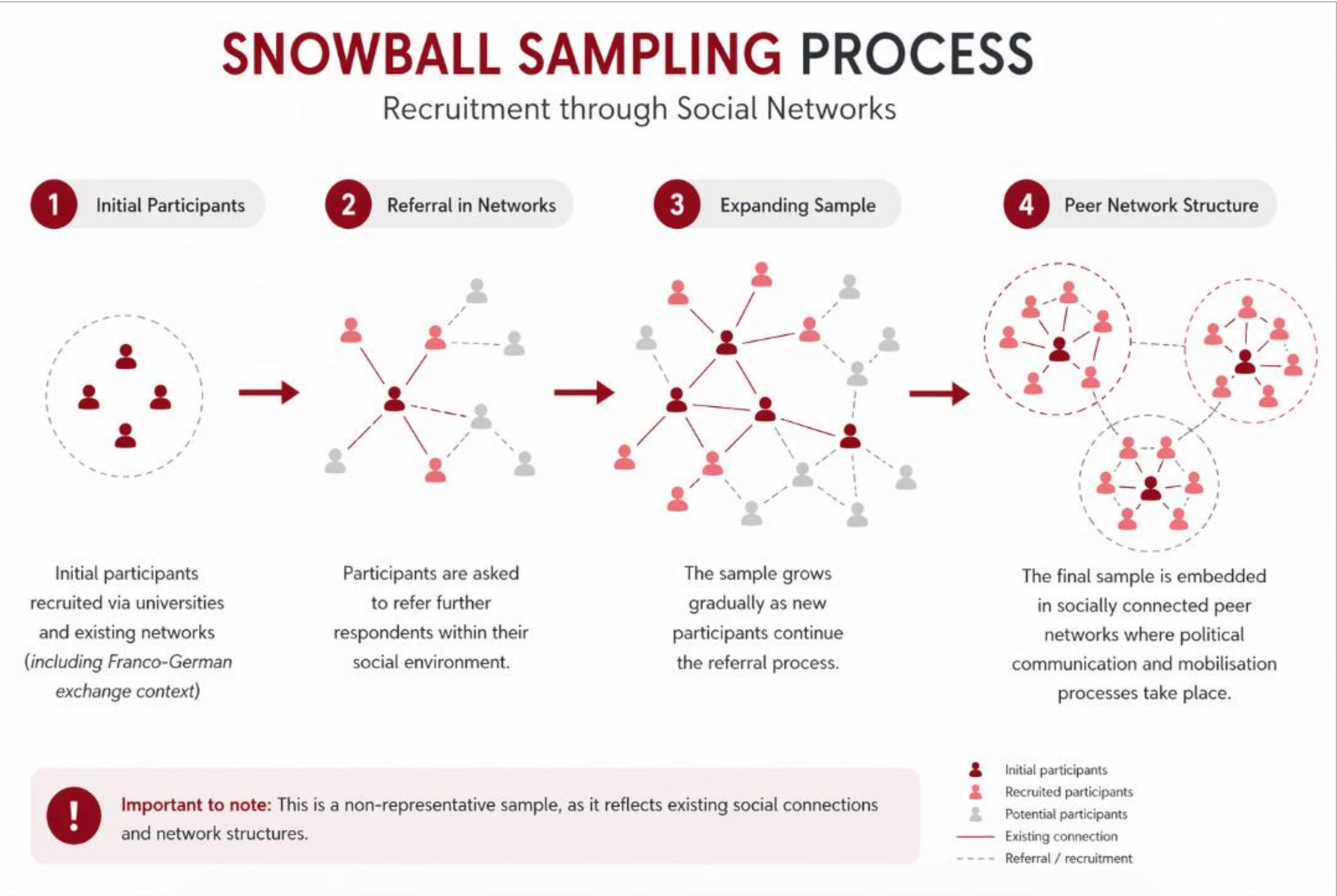


Figure 1. Own illustration with AI, Snowball Sampling process

Participants are then asked to refer further respondents within their social environment, resulting in an expanding sample. This approach allows access to peer networks in which political communication and mobilisation processes take place.

At the same time, it is important to note that the sample is not representative, as it reflects existing social connections.

The questionnaire focuses on capturing both media use and political mobilisation, as well as their interrelation within social networks.

The questions are structured around three key dimensions:

- Electoral participation
- Social media use
- Exposure to political content

Indicative questions could include:

- Have you participated in elections in recent years?
- Do you use social media? If so, which platforms?
- Do you follow political parties or political actors online?

Analytical Focus

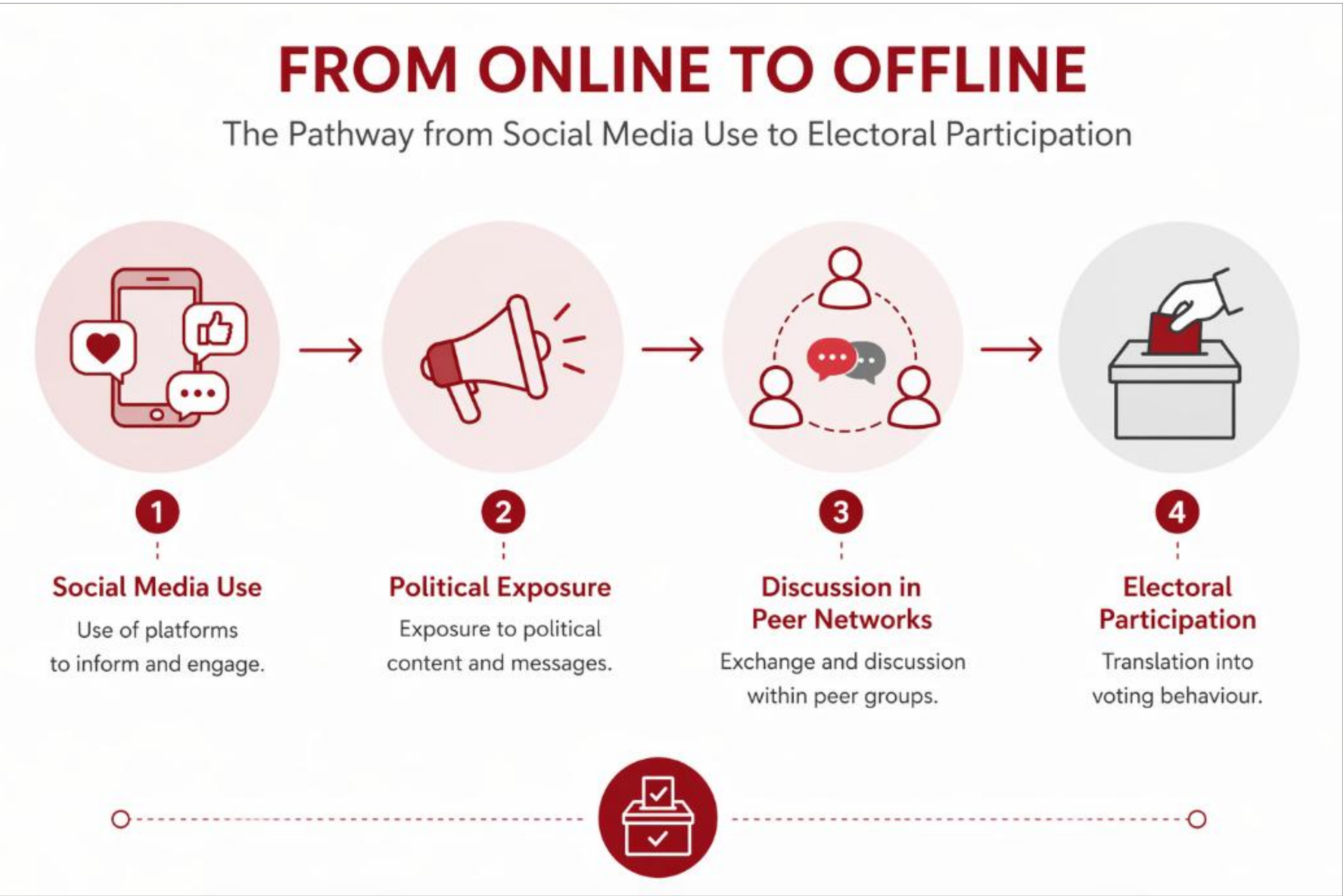


Figure 2. Own illustration with AI, Online to offline

The study explores how political mobilisation works within real social networks. It looks at how political content circulates among peers, how individuals are connected, and how mobilisation processes emerge in practice. Particular attention is given to whether and how online mobilisation translates into actual voting behaviour, and how these patterns differ between Germany and France.

Expected Outcome

The study contributes to a better understanding of how social media relates to political participation among young voters. By focusing on network structures and comparative perspectives, it aims to show how digital mobilisation processes are embedded in social contexts and how they may translate into offline political behaviour.