

The Political Movement of the Youth Through Online Social Media in Suratthani Province

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ABSTRACT

The objectives of this research were 1) to study the political movement of the youth through on-line social media in Suratthani Province 2) to analyze important factors in the political movement action through social media of youth in Surat Thani Province and 3) To find ways to develop political movement practices through social media among youth in Surat Thani Province. The research method is qualitative research using in-depth interviews using specific methods from 19 key informants.

The results of the research found that 1) the political movement of the youth through online social media in Suratthani Province, today's social media plays an important role in making today's political movements different from those in the past. It has many effects on society. Such as transportation, economics, politics, and perception of false political news. People are hoping for political benefits by joining the political movement group. both disclosed and anonymous the issues raised in political movements are economic problems. Problems using the Constitution Corruption problems and issues of rights and freedoms Political activism through social media is a way out of that society. I think it is mainly a political issue for the government. 2) Factors that are important to youth in Surat Thani Province's political activism through social media. It was found that there are factors that cause political activism, including the factor of political socialization through family. Factors of political socialization through educational institutions Factors related to direct political experience and social media factors 3) Guidelines for developing political movement practices through social media among youth in Surat Thani Province Using social media, one should be aware of whether the information received from the media is reliable or not. You should study the rules, regulations and various legal codes carefully. Groups should be formed for creative political movements and change the way of life by using social media to benefit oneself and society

Keyword: *Operation political movement; social media youth*

INTRODUCTION

Communication is a vital element for the emergence of social movements. If communication does not occur, there may not be a coherent connection. Expressing a collective bargaining position when that issue occurred in the past, the connection to unite or invite that person to come out and express their stance on important public issues is necessary to rely on communication. But in the world of computers, socializing doesn't have to be fixed or chosen. The creation of an online society in a society of information in the computer world. It opens up the option to express yourself in the same way. and is a reflection of expectations towards social goals through social media. There will be a collection of various groups that can be combined according to their preferences. Users can be the creators and customize the content independently or based on the structure of modern information technology and communication networks (Communication network) Network is an important structure of society that arises from the gathering of information consumers (Michael Hardt and Antonio Negri, 2000).

The emergence of various social movement actions from all over the world. Each society and area has different patterns, movement processes, and goals. In the part of Western or European society movements tend to avoid direct political action. But in developing countries movements are an inevitable part of politics. Because those in the movement want to reallocate the existing power. Political activism is a form of political expression with diverse

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objectives and is considered normal in countries with democratic regimes. Political activism is carried out with objectives within under constitution and legal procedures Thailand has had some experience with political and social movements. No matter when such an event occurs, most of them will have various effects that serve as a reminder to societies that are different. But if we look at the main elements of political movements, it cannot be avoided by the people. that is the main factor (Pasuk Phongpaichit et al., 2000: 22)

The emergence of Thai political movements has changed with the times since 1932, when the government changed from an absolute monarchy to a democratic regime with the King as Head of State, which provided an opportunity. People had the right to freedom of life and people participated in politics for the first time. By giving people, the opportunity to participate. in developing the country both in direct and indirect ways Political movements in Thailand many events are important, such as the event of proposing a draft law. The amnesty caused groups of people who disagreed to protest in groups. PDRC led by Mr. Suthep Thaugsuban, former secretary-general of the Democrat Party wants to cancel the proposal and want political reform. The gathering at that time resulted in many consequences. People who participated in both the PDRC and UDD rallies were involved in clashes that resulted in many injuries and deaths from the rallies. The result of that rally resulted in a coup d'état to end the violence from that event. This was the 13th coup in Thailand, led by General Prayut Chan-O-Cha, head of the Council for Peace and Order (NCPO) at that time (Kaykarn Senkaew, 2015).

Today's online social networks are something that cannot be denied they are a part of the daily lives of people of all genders and ages. Because these are important factors used in expressing ourselves in many forms, there is currently the emergence of various applications that provide increased convenience, such as Facebook, which is an application popular application that can be used to receive various news information, including entertainment, politics, etc., and also to post information, share videos, and various images or Line, an application suitable for chatting, sending messages, and chatting that can still see each other's faces or not. and can make phone calls more conveniently the applications mentioned above are considered very useful in living today. Because it can create a gathering of people with similar and different knowledge and preferences through social media who do not have to come together or meet each other but use social media as a connection. Connect in groups to move forward. in various fields, including politics, that are popular today (Patcharaphon Kraichumpol, 2012)

Surat Thani Province is a province located in the upper southern region. It has a border to the north. It borders Ranong Province, Chumphon Province, and the Gulf of Thailand. On the south side, it borders Krabi Province, and Nakhon Si Thammarat east side adjacent to Nakhon Si Thammarat Province and the Gulf of Thailand. On the west side, it borders Phang Nga Province. It has a large area with a variety of terrain including plateaus. mountain landscape including the coastal plain suitable for agriculture, trading, and other occupations. In addition, Surat Thani Province is the center of the southern region in terms of important economic, social, and cultural systems and is very prosperous. Surat Thani Province of the side of government is divided into 19 districts, making Surat Thani Province diverse in terms of political culture that has been instilled from generation to generation. If there are good politicians, it will improve the quality of life of the people until it is the origin of There has been the emergence of politicians at both the local level and the national level. and includes government officials and Executives at all levels Surat Thani Province is therefore a province that is the stronghold of one of the oldest political parties in Thailand. which before There would be a coup d'état in 2014, and there were leaders who came out to demand the government at that time. The leaders in came out to demand were personnel of that old political party and important political figures in Surat Thani Province as well. who can make a political movement that can gather many people who are interested in joining the rally, causing politics in Surat Thani Province today to change in many ways? pattern more clearly People in the province have come out to express their opinions and opinions. Political movements have increased, with both supporting and opposition parties coming out to exchange various political information and increasing their interest in politics due to the development of various media nowadays. In a way that has become more prosperous and modern to the point of being online media that everyone can more easily access. This is different from the past era where you had to follow news from newspapers, television, and radio, but in the present era it is easier to access by having a mobile phone and being able to follow political news easily. and is being used much more nowadays social media has an influence on the people of Surat Thani Province. It is very popular, thus making Surat Thani Province There has been an increase in political activism through the Facebook, Line, and Twitter applications, including posting information in various formats, images, audio, and videos, and sharing political information from various sources on Various social media This results from the influence of the media as a medium for easier access nowadays. (Ministry of Tourism of Thailand, 2013)

From the importance mentioned above This makes the researcher interested in the matter of practice. Political activism through social media among youth in Surat Thani Province during 2019-2022 Because it is seen that Surat Thani province has developed in many aspects that are modern and online media is of interest to the people in the

area which causes political movements within Surat Thani province. Therefore, the researcher is interested in studying and analyzing the factors. Important to the implementation of the political movement on social media of youth in Surat Thani Province and guidelines for further implementation of political activism on social media among youth in Surat Thani Province.

Research objectives

1. To study the political movement practices on social media among youth in Surat Thani Province during the year 2019-2022.
2. To analyze factors important to youths' political activism through social media in Surat Thani Province.
3. To find ways to develop political movement practices through social media among youth in Surat Thani Province.

Research Conduct

In research on Political movement operations on social media among youth in Surat Thani province during the year 2019-2022, This research is a qualitative research method (Qualitative Research). The researcher has specified the details and procedures as follows.

Population and sample

Qualitative informants collect data from in-depth interviews, collecting data from key informants using a specific selection method (Purposive Sampling) that will collect data from specific target groups, including student leaders. student leader Teacher/Professor in charge of student affairs in the non-formal education group and 19 people studying outside the system

Data Collection

The interview format will be in the form of discussing information on issues important to the operation of political movements through social media. Analysis of four factors in political activism: factors of political socialization through family; factors for socializing your way through educational institutions factors from direct political experience and socialization factors politics by social media from important theoretical concepts and guidelines for developing political movement operations through social media it gives the freedom to provide broad and diverse information obtained from people who engage in political activism through social media. However, the interview will be in an informal conversation format. The question format is not specified and Sorting questions and being able to answer questions on various issues independently. There will also be a structured interview, an interview that will use an interview form that has already been created. Comes as a form of asking for information It uses the same question format for everyone. This will help to categorize the information more easily and conveniently. The interviews will be done individually.

Data analysis

Inductive Analysis after collecting data from the field study. Using the information obtained from the interview tool and recording participatory observations let us do a content analysis by classifying and grouping based on the relationship between words and sentences that bring the results of the content analysis to be analyzed and summarized using concepts and theories to explain to answer the research objectives. The results obtained from the analysis were summarized as the results of the study.

RESEARCH RESULTS

The results of the first stage analysis of the political movement practices through social media of youth in Surat Thani Province.

Question 1: In your view, is the youth political movement through social media a new form of social movement?

“At present, political movements have developed forms of political expression according to the development of the era in which social media technology has changed. This makes it possible to form a convenient gathering of people with the same or similar political ideas without the need to come together to go out and carry out political movements in the form of forming mobs at various important points in the past has changed from receiving news from radio, television, or announcements from broadcasting trucks. to receiving news from social media via mobile phones and computers, which are faster and more modern, which is currently popular among people of all genders

and ages, which can be considered political activism through social media as a new type of social movement” (Interviewee 1, 9 September 2023)

From the interview, it was found that the New Social Movement is a movement that wants to find solutions to problems and build morale for people in society without using violence. and not looking for personal benefit or political gain This new type of social movement will have different characteristics in each area according to their thought patterns. Today's social media plays an important role in making the current political movement change from the past. This may be an option for those who will join social movements, being able to set various forms of movement that are more diverse and convenient or reduce the risk of political expression. Political movements through online social media may be a new type of social movement.

Question 2: What effects do you think the youth political movement through social media will have and how?

“ Political activism through social media is currently in a better direction because the methods of political expression have begun to be changed in terms of using social media more. But there are still negative effects that can affect various aspects as well. The reason is that there is more freedom to express opinions without the need to reveal one's identity to other people. Therefore, social media is viewed as a double-edged sword that can be both beneficial and harmful. This impact can affect society, economics, politics, and most importantly, it may affect the political activists themselves” (Interviewee 14, 8 October 2023).

From the interview it was found that Political movements through social media today have developed in a better way, causing political activists to have more forms of political expression. But it must be acknowledged that the use of social media may have an impact on many areas in society as well, such as transportation. The reason is that on the political side, it is normal to be involved in political movements that may be connected or related to various issues that have been called out in the political movements that are being discussed. coming together to join a political movement is a gathering of many people. a lot, which may affect the use of roads for traveling in areas where movement occurs on the economic aspect, it may result in a delay or slowdown in exports because of political activism.

The impact of perceiving political news that may be inaccurate or receive false information (Fake news) which may result in misunderstandings may include the sharing of news information that has no source. which is so clear that it causes widespread damage to individuals and groups of people The impact of perceiving false news posted Leave a comment or share that information, causes many people who come out to take part in political movements through social media to be prosecuted, which is due to a lack of knowledge and understanding in analyzing and distinguishing those types of information as information. Is it true? If we look at it, the impact of political movements may have many other aspects, which may have different factors depending on the environment of that area.

Question 3: In your view, political activism through social media is creating a network for political gain. Or how?

“ if it is seen that there is a group of people who have joined the political movement to build a political network and gain political benefits, then it is possible that it might exist. Because political interests or political networks can greatly benefit that group of people. It may be in the form of funds or the future political structure of that group of people. It may also be possible according to your opinion.” (Interviewee 12, 7 October 2023)

From the interview, it was found that Political activism through social media is network-building for political gain. Interview respondents described their political interest groups. It is a group of people who are interested or have interests. which may be all voluntary relationships The idea of this group is for the benefits that their group will receive and there is an effort to act for the group they support to achieve the goals they have set but do not like to express themselves.

Respondents to the interview noted that people with political interests can join the political movement group. There are many ways to participate, both openly and unknowingly. Reveal your identity This may come in the form of providing funding to support political activism among groups of people who want to change society in a better direction according to the principles of that group's ideas. or in the form of being a leader in political activism to create political issues Credibility for oneself and to build morale and encouragement among knowledgeable people. Interest in the same matter is to build the foundation for that person's political popularity in the future.

Question 4: What issues do you think are often raised in political movements through social media?

“ nowadays social media has become more diverse. The format for presenting information has more options. Youth have a better understanding of media consumption, making it significantly different from youth in the past. Educational issues are therefore a good case study. Because at present students are wanting to change the educational style and regulations to be fair according to human rights.” Interviewee No. 18, 15 October 2023)

From the interview, it was found that an issue that is often raised in current political movements via social media by interviewees is often related to current economic problems, namely the problem of rising prices of goods and services, oil prices at high rates, and low agricultural production the political aspect that political activists want to solve is the problem of using the constitution. There was a problem of misinterpreting the spirit of the Constitution. This is because the people in power in the country try to interpret the constitution for the benefit of themselves and their friends, including the problem of changing the constitution too frequently, causing a lack of continuity in enforcement. Government administration problems that political activists view as an administration that still lacks stability in various aspects The problem of corruption among politicians and the issue of rights and freedoms in various areas that that person depends on is educational freedom. Rules and regulations that the educational institution issues, such as giving students the freedom to wear their hair, and dress for class by students as per their convenience without being forced. or the problem of unequal education, which is a trend that must be urgently solved the demand for equal marriage rights according to gender is an important issue that is being watched by many aspects of society.

Question 5: What do you think about youth political activism on social media? Is it a way to find a solution to problems that occur in society or not?

“if we look at the political movement of youth that uses social media to solve society's current problems, it is thought that some issues still cannot be solved. But it can be used as an important voice of the people who are in trouble as representatives in calling for the government or responsible agencies to know about various problems that occur more quickly due to the use of social media.” (Interviewee 16, 8 October 2023)

From the interview, it was found that the youth political movement that uses social media to carry out its actions primarily demands that the government fulfill its obligation to respect, protect, and facilitate the exercise of various rights to the extent that it can do so. You can, for example. Every protest or political movement should have the freedom to choose the location of their protest. Content used in political movements and other components involved the purpose of political expression is to prevent rights and unlawful restriction of rights. Government performance audit to find a solution to the various problems that arose from interviews, many people had different views on the matter. It brings together various issues that are thought to be the main problems to be the trigger so that the matters can be more conveniently accessed by the government. Because political movements through social media can spread information more easily. At present, people are increasingly interested because access to social media is easily accessible nowadays. Or, opposition political parties can bring information from political movements through social media on various issues into debate in parliament as well.

Results of the second stage of analysis on factors important to youths' political activism through social media in Surat Thani Province.

Question 1: Do you think that the family institution plays a role in instilling ideology? /Political participation How might that lead to political activism among children and youth?

“given that idea, the family institution plays an important role in making youth interested in politics and starting a political movement because the family institution is the first in the political socialization of the youth in the family. Therefore, I think that family is important in making youth interested in politics” (Interviewee 13, 30 September 2023)

From the interview, it was found that role in cultivating ideology and the political participation of the family institution. From the data collected from many people, they have similar opinions. It is seen that the family institution plays an important role and that the family is the person closest to the youth in the first place. This factor may be an important factor that allows the youth to absorb and receive political knowledge from the family. There may be other factors involved as well. Currently, society has changed a lot. Political culture or perception of political news has been adjusted to suit the times by bringing in social media technology to play an increasing role. It can be seen from now that political activism can be carried out from home by creating online groups instead of

gathering outside the area, this is considered a change in the field of political activism that is different. This is different from ten years ago when there was an old political movement.

Question 2: What do you think about political socialization through educational institutions? It is a factor that causes youth to take up political movements through social media. How much?

“At present, educational institutions place importance on the study of politics or organizing activities that enhance skills in increasing interest in politics, it can be concluded that educational institutions may have an influence or have an incentive for youth to dare to take part in political movements or can participate in politics as well” (Interviewee 4, 16 September 2023)

From the interview, it was found that political socialization through educational institutions is a factor that causes young people to take part in political movements through social media. From the opinions of those interviewed, there are similar opinions: it is seen that educational institutions have an influence, and political socialization on youth has a clear effect. From many interviews, the focus is on the issue that educational institutions are the institutions where most of the youth study, thus making the youth influenced by political ideas from those educational institutions that serve to provide knowledge and create a political culture of management style that allows youth to have access to or play a role in management in various matters.

Question 3: What do you think is a direct political experience factor? It is an inspiration that makes youth come out to take part in political movements through social media.

“If we look at the factors of youth's direct political experience, most of which may come from having had the opportunity to participate in the referendum. and the latest election in the past it is thought that there is a part that makes the youth interested in politics and the factor that may have an effect as well would be a group of people who are currently an issue in politics who are coming out to carry out political movements in various forms that the youth that is now accessible and therefore influences youth to move politically as well.” (Interviewee 19, 15 October 2023)

From the interview, it was found that Factors in direct political experience it is an inspiration that causes youth to come out and take part in political movements through social media. From interviews, many informants expressed similar opinions about the issue, namely: it is thought that direct political experience affects youths being inspired or thinking about wanting to express themselves politically through political movements. Many people have said that the youth who had the opportunity to vote in the referendum and vote in the past election had a high impact on political movement and that there were factors from the group of people who had political issues. Politics representing political activists or political academics the youth may also be inspired by this factor.

Question 4: What do you think are the social media factors? It is an important factor in political movements through social media.

“I think that social media may be an important factor that causes youth to become interested in political activism through social media. Social media is close and easily accessible, and today's media is presenting more and more political information online.” (Interviewee 15, 7 October 2023)

From the interview, it was found that from collecting information from many people who have knowledge and understanding of political movements. Many people view social media today as a possible factor in youths becoming politically active through social media. In addition, social media has changed the format of presenting political information to be modern and suitable for the current era where social media is becoming popular. The youth are paying a lot of attention to social media, so the media may influence or persuade the youth to think and follow politics by using online media as a means. Driving political movements from the youth

Results of the third stage of analysis on guidelines for developing political movement practices through social media among youth in Surat Thani Province.

1. Using social media by youth or citizens, therefore, one should be aware and know whether the information received from the media is reliable or not. Expressing opinions in various ways that may affect third parties who may not be related. You should check the accuracy of your political content or expressions to be accurate, careful, and thorough, and be aware before sharing or sending information from other people who may be bad people hoping for benefits. From forwarding information to cause damage to society from receiving fake news (Fake news)
2. Youth who want to move politically through social media You should carefully study the rules, regulations, or various legal codes to make the political movement on the desired issue reliable and safe for yourself and others.

3. Youth should form groups for creative political movements. It is clear and concrete. according to the framework of democracy
4. Youth should study methods and change their lifestyles in using social media to benefit themselves and society.

DISCUSS THE RESULTS

From summarizing the qualitative research results from in-depth interviews, the researcher has discussed the results as follows:

Regarding the operation of political movements through social media of people in Surat Thani Province political activism through social media is a new type of social movement. from many components It is consistent with the theoretical concept of Suratchani Sriyai (2020), who conducted a study on whether 'going down the road' is still necessary in an era where society moves through social media. It was found that a political movement through new media is considered a political movement. In a new type of society at present, political movements must be coupled with social media because the onset of social dynamics starting from the online world makes political issues in the online world easily a reality. What kind of impact will youth political activism through social media have? It was found that the impact of youth political activism using social media for operations is that from many opinions there are directions and answers in the direction, same it has an impact on many sectors. It is consistent with the theoretical concept of Phra Maha Phipatphong Wongchali (2022) has studied the matter. Political movements based on new social movements: media, society, and change. It is found that social media today has played a role and has a great influence on the changes in social movements. This is considered a new type of social movement. And the social movement that uses social media has an impact on other aspects as well, namely the economic, social, and political aspects.

Political activism through social media creates a network for political gain. It was found that it was the creation of a network to seek benefits in politics and other areas for their interest groups to be able to achieve their goals. It is consistent with the theoretical concepts of Ethridge and Handelman (2004) who conducted a study on Politics in a Changing World and found that interest groups It is a gathering of like-minded individuals. Gather to organize political activities together to influence the government or those with political authority to set policies that are conducive to the interests of the member group what are the issues that are often raised in political movements through social media? It was found that the current issue of political movement through social media is an economic issue. Problems using the Constitution and issues of rights and freedoms in various fields conform to the theoretical concepts of Witthaya Chinbutr (2016) conducted a study on the political movement of the public sector toward the establishment of political parties. It was found that the political movement of modern people often has ideas and ideologies that involve questioning the functioning of the state and the form the state uses to govern the country also includes inappropriate actions such as corruption. Using monopoly power in various fields of actions that benefit one's group youth political activism on social media It is about finding solutions to problems that occur in society. It was found that various issues that were thought to be the main problems were taken as a trigger so that various matters could be more conveniently accessed by the government. It is consistent with the theoretical concepts of Chairat Charoensin-Olan (2002) who studied the matter. A new type of social movement. It has been found that social movements in the present era are considered social movements of citizens. and therefore, it is called new social and political movements It is expressed by new responses and conflicts that arise in society. which is based on differences and diversity from many individuals by coming out to reject claims made through political mechanisms and power from the state. Because they do not have confidence and trust in their state for management. Therefore, the people want to see a change in the country's administration by creating a regulatory structure to solve problems and meet the needs of diverse groups of people in society.

Factors important to the implementation of political activism through social media among youth in Surat Thani Province the family institution plays a role in instilling ideology. Political participation may lead to political activism among children and youth. It was found that the family institution plays an important role in training, cultivating, and educating youth in various matters. Therefore, the family institution plays an important role in youth political activism. It is consistent with the theoretical concepts of Jumpol Nimpanich (1988:17-18) who has studied the political learning and political attitudes of Thai people and found that the family institution is an important source of political learning and important political culture. For example, political ideas, attitudes, beliefs, and values are transmitted from one generation to another. Political socialization through educational institutions is a factor that causes youth to take up political movements through social media. It was found that current educational institutions are important and are the main factor that facilitates youth who study to gain knowledge and absorb political culture in the form of holding elections or participating in referendums. in recruiting student presidents, in administration

and supervision, and students It is consistent with the theoretical concepts of Chalongchok Praditsan (2016) who studied the policy and educational curriculum. and political socialization training: Studying the case of the secondary school level, it was found that educational institutions that have political socialization are educational institutions that have given importance to providing knowledge and understanding in politics and promoting and instilling political ideology and thought in a democratic form factor important to the implementation of political activism through social media among youth in Surat Thani Province The family institution plays a role in instilling ideology. /Political participation That may lead to political activism among children and youth. It was found that the family institution plays an important role in training, cultivating, and educating youth in various matters. Therefore, the family institution plays an important role in youth political activism. It is consistent with the theoretical concepts of Jumpol Nimpanich (1988:17-18) who has studied the Political learning and political attitudes of Thai people and found that the family institution is an important source of political learning and important political culture. For example, political ideas, attitudes, beliefs, and values are transmitted from one generation to another. Political socialization through educational institutions is a factor that causes youth to take up political movements through social media. It was found that current educational institutions are important and are the main factor that facilitates youth who study to gain knowledge and absorb political culture in the form of holding elections or participating in referendums. in recruiting student presidents, in administration and supervision, and students It is consistent with the theoretical concepts of Chalongchok Praditsan (2016) who studied the policy and educational curriculum. and political socialization training: Studying the case of the secondary school level, it was found that educational institutions that have political socialization are educational institutions that have given importance to providing knowledge and understanding in politics and promoting and instilling political ideology and thought. in a democratic form

Factors in direct political experience It is an inspiration that makes youth come out to take part in political movements through social media. Found that direct political experience most of them are inspired by the experiences from the referendum and the past elections, which have created opportunities for young people to change their thoughts and current political views. climb It is consistent with the theoretical concepts of Somchai Saenphumi and colleagues (2019) who conducted a study on using the principles of perseverance and non-violence to obtain community title deeds for the Khlong Yong community group. Nakhon Pathom Province found that factors related to direct political experience (direct/first-hand political experience) include learning or study from people who have direct experience in political movements and participating in various activities such as political activities various social activities and social media factors It is an important factor in political movements through social media. It was found that today's social media has changed the format of presenting political information to be modern and relevant to the times to respond to the needs of people using social media which has changed the past. As a result, the media is seen as a connector between citizens who use online media for politics. It is consistent with the work of Velasquez and LaRose (2015) who conducted a study on social media for Social Change: Social Media Political Efficacy and Activism in Student Activist Groups and found that political socialization from the mass media and social media in their work. that Current political movements have used social media to play a role in political action. and stated that social media is an important tool for political activism.

SUGGESTIONS

1. People who carry out political movements through social media must be aware of receiving information from reliable media. Expressing political opinions or expressions that do not affect third parties who may not be related to political movement issues.
2. People who carry out political movements through social media There must be thorough and careful study and learning of the legal regulations. To have a source of information that can build credibility with others
3. Youth should form groups for creative political movements. It is clear and concrete. according to the framework of democracy
4. Youth should study methods and change their lifestyles in using social media to benefit themselves and society

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Personification Reference

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