Original Research



Gender and Online Political Participation (Case Study: Students of Islamic Azad University, Ahvaz Branch)

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Political participation is one of the most important manifestations of political activity and behavior in society. The level and type of this participation have always been significant topics in political science. Additionally, political participation is one of the key indicators of development. With the expansion of new social networks, the impact of these networks on political attitudes and orientations, particularly in the political sphere, has gained considerable importance. In recent years, "online political participation" has emerged as an important approach. The theoretical framework of this study is based on the perspectives of Perry, Milbrath, and Goel. Using a survey method, a sample size of 380 participants was gathered through online questionnaires distributed via links in virtual channels and groups affiliated with the Islamic Azad University, Ahvaz Branch. Gender was examined as the main variable in the study of political participation. The findings revealed significant differences between women and men in terms of the use of social networks, the purposes for which they use these networks, and their active participation. The results indicate that female students, compared to male students, show less interest in political issues. These findings are consistent with previous studies emphasizing gender differences in political participation. Previous research suggests that women generally exhibit less attention and interest in political matters.

Keywords: Gender, Online Political Participation, Social Networks, Islamic Azad University, Ahvaz Branch.

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1. Introduction

The expansion of the internet in Iran has led to the growth of a networked society. The increasing number of users on social networks such as Twitter, Telegram, Instagram, and Facebook, as well as widespread messaging apps like WhatsApp, has made these platforms popular for information exchange, discussions, and political participation (both supportive and oppositional to the political system). The high speed of information exchange and the free atmosphere of

these platforms have had a direct impact on political trends. During politically sensitive times, such as elections or protests, these new social networks play a key role in shaping related processes. Even the use of different hashtags during these critical periods has been highly effective in shaping public opinion and directing it toward specific viewpoints. This participation includes both supportive and oppositional aspects toward the political system in Iran. Campaigns either for or against the political system are formed in these virtual spaces,



utilizing the opportunity for greater exposure compared to traditional media like radio, television, and print (Arfan et al., 2023).

It should also be noted that online social networks, by expanding societal awareness, lay the groundwork for increased political and social awareness, serving as a platform for mobilizing public opinion and forming beliefs and perspectives (Mohammadi et al., 2022). This is a critical factor to consider when assessing online political participation. As citizens increasingly use social networks, these platforms have become a clear channel for accessing information. To some extent, politicians, like journalists, bypass intermediaries to connect directly with their audiences (Hänska & Bauchowitz, 2017). Furthermore, social networks have become an essential and powerful part of election campaigns. These networks have transformed the nature of political campaigns and will continue to play a key role in future elections. As more people spend significant amounts of time online, social networks have become a potent force for spreading political ideas and messages (Polonski, 2016).

A significant portion of research on "online political participation of students" has been conducted in Iran. However, no studies have focused on Khuzestan Province or the city of Ahvaz or other cities in the province. The study by Farahbod et al. (2022) found a significant relationship between the components of the civic voluntarism model and both online and offline political participation among students of universities in Ardabil. Emotional participation had the greatest impact on online political participation, while the call-to-action variable had the most influence on offline political participation among university students in Ardabil. The study also confirmed the correlation between online and offline political participation among students (Farahbod et al., 2022). Another study conducted at the University of Kurdistan by Ghaderzadeh et al. (2019) indicated that political participation among students was not notably high, with only a small percentage holding membership in political organizations or having institutional connections (Ghaderzadeh et al., 2019).

Additionally, Moradifar et al. (2018) conducted a study at the University of Isfahan, showing a significant and positive relationship between the duration of use and user activity on the social network Telegram and political participation, political efficacy, and political

awareness. The results indicated that the time spent and user activity on Telegram via smartphones strengthened internal and external political participation, political awareness, and efficacy (Moradifar et al., 2018). Furthermore, the study by Rahbar Qazi et al. (2016), which included students from various universities in Isfahan, revealed that while increased activity on social networks raised the level of electoral participation, perceiving the content of social networks as real and increasing daily usage had a negative effect on individuals' willingness to participate in elections (Rahbar Qazi et al., 2016).

The concept of online political participation is a new approach to understanding the status and political orientation of individuals in the online and virtual space. Many of today's political actions occur in the online environment mentioned earlier. This space involves interactions that take place not in the real world but within virtual spaces and platforms facilitated by social networks. Some of this participation originates from real-world situations, while some are fabricated and impact the external environment. Online political participation is considered similar to conventional political participation but occurs in an online context. These serious, interrelated online political activities include writing online for a politician, creating an online collaboration campaign, signing up for a politician's mailing list, volunteering for an online campaign/issue, sending a political message, or writing a letter to an online newspaper editor (Yang & DeHart, 2016).

With the advent of the internet and especially the emergence of social networks, political participation has taken new online forms. Online political participation refers to involvement in an online context, such as writing political messages online, participating in online campaigns, endorsing a political list, or sending political messages over the internet. This type of participation can also be called "online political activism" (Arabi et al., 2023). Thus, media can have the greatest influence on individuals' political behavior, including electoral behaviors, using modern communication by technologies within the internet framework (Garzia et al., 2020).

In the sociological approach, political participation is derived from the values and norms present in society, both individually and collectively. Therefore, analyzing online political participation requires examining factors





like individuals' political socialization, political culture, group systems, and other conditions related to the social environment. One relevant theory is the resource theory, which claims that certain social resources, such as social networks, impact individuals' political participation. Thus, participatory behavior can be explained by individuals' membership in these networks (Yusuf et al., 2023).

Huntington and Nelson view political participation as one of the primary factors in political development. They consider political participation as dependent on two elements: the attitudes and priorities of political elites and the status of social groups, associations, and institutions in society. They argue that the process of economic and social development can ultimately lead to the expansion of political and social participation through two channels:

1) The Social Mobility Channel: It enhances individuals' sense of ability to influence public decision-making, which can collectively encourage political and social activity. Higher social status and the feeling of being capable and influential politically act as mediating variables that promote social and political participation. Among these status variables, literacy or education is considered the most influential on political participation. 2) The Organizational Channel, referring to active membership and participation in various social groups and organizations (such as labor unions, interest groups, etc.), increases the likelihood of social and political involvement. In societies where opportunities for individual mobility are more limited, these factors are even more significant, as people may engage in social organizations or political parties as a last resort to achieve better socioeconomic conditions. Overall, involvement in organizational activities is more crucial than socioeconomic status in explaining differences in levels of political participation (Mohammadi Kia et al., 2019).

Perry argues that political participation should be examined in three dimensions: form, intensity, and quality. He distinguishes between active and passive forms of participation, which vary based on the individual's opportunities, interests, available resources, and the societal attitude toward participation, especially whether it is encouraged. Intensity refers to the number of people participating in specific activities and the frequency of their participation, which can also differ

based on opportunities and resources. Quality pertains to the effectiveness of participation, measured by its impact on those in power and on policymaking. This quality can vary from one society to another and in different contexts, depending on available opportunities and resources (Rush, 2020).

Milbrath and Goel identify seven major factors in explaining political participation: motivation (political incentive), social status, personal characteristics, political skills, environment, resources, and commitment. Personal characteristics refer to traits like sociability, extroversion, and similar attributes, with those possessing these traits being more engaged in political matters. Social status is measured by indicators such as gender, education level, residential location, class affiliation, and ethnicity. The political environment includes the cultural and social contexts in which individuals live, which can either encourage or discourage political engagement. Skills refer to abilities like organizational analysis and public speaking. Resources refer to non-monetary assets, such as connections with policymakers and party officials. Commitment refers to attachment to an organization, group, party, or individual, which significantly impacts political participation. The more a person is exposed to political incentives, such as discussions about politics, membership in politically active organizations, or access to relevant information, the higher the likelihood of political participation. Political participation also varies based on personal characteristics, with more sociable, confident, and extroverted individuals being more likely to be politically active (Rush, 2020).

Research has been conducted on this topic. Khalil et al. (2023) examined the relationship between political socialization and political participation, with a focus on Facebook use among women in Pakistan. Pakistan has a significant gender gap and discrimination against women across various areas. The study found that Facebook, the most popular social media platform among Pakistani women for political awareness, plays a crucial role. Women's electoral participation in Pakistan is lower than men's (Khalil et al., 2023). Heger and Hoffmann (2019) argue that gender impacts online political participation even when socioeconomic status is controlled. Their research goes beyond resource-based explanations and analyzes how self-efficacy mediates the effect of feminist attitudes on online political





participation, using three different waves of feminist perspectives. They highlight feminist paradigms that empower women for online political engagement, noting that this impact is not achieved through efficacy alone. This finding reveals opportunities to enhance women's political participation (Heger & Hoffmann, 2019).

Vochocova et al. (2016) consider this area relatively unexplored. They examined online political participation on Facebook and found subtle yet statistically significant gender differences in certain expressive activities. For instance, commenting on others' statuses showed significant gender gaps among Facebook users, particularly in political campaigns, with men posting more negative comments toward parties and other users (Vochocová et al., 2016). Salman and Saad (2015) in Malaysia observed a discouraging trend, with low engagement in public discussions, from social issues to politics, among youth, who primarily use new media for entertainment and networking (Salman & Saad, 2015). Camiloglu and Erdogan (2014) in Turkey found that various dimensions of political participation on Facebook depend on multiple factors. Demographics significantly influence "active participation," while participation through "direct" or "indirect" expression is affected by respondents' Facebook usage patterns and real-life political perceptions (Kamiloğlu & Erdoğan, 2014).

One crucial aspect of the research is the role of gender in "online political participation." This study aims to assess whether gender influences individuals' orientation in online political participation. This question is important for understanding and comparing the behavior of men and women in a specific context. Therefore, this research, conducted at Islamic Azad University, Ahvaz Branch, examines the differences in the extent and nature of social network usage and active political participation between men and women. Gender is

treated as a determining variable in "online political participation."

2. Methodology

2.1. Study Design and Participants

This study is classified as applied research in terms of its objective. Applied research aims to develop practical knowledge in a specific field, and this research examines the role of gender in online political participation among students at Islamic Azad University, Ahvaz Branch. In terms of data collection, the study is descriptiveanalytical. Data collection methods generally fall into two categories: library methods and field methods. In this research, to study and access the background and previous studies in the field, resources such as articles, books, internet sources, and theses were used. For field methods, a questionnaire was employed for data collection. After determining the validity and reliability of the questionnaire, it was distributed and collected. The sample size was 380 participants, selected through simple random sampling. The questionnaire was distributed as an online link in the university's virtual channels and groups.

2.2. Data Collection Tools

The data collection instrument was a researcher-developed questionnaire focused on the use of virtual social networks and political participation. Four variables were defined in the questionnaire: the frequency of social network use, purposes of social network use, motivations and orientations, and forms of participation. These variables were examined to assess differences in political participation between women and men.

Table 1. Variables and Corresponding Items

Variable	Item
Frequency of social network use for political activity	Instagram, Telegram, WhatsApp, Twitter, domestic virtual networks
Purposes of social network use	Finding friends, exchanging news, academic content, political content, social content, religious content
Motivations and orientations	The impact of virtual space on political orientations
	The impact of virtual space on political behaviors
	The impact of virtual space on political participation
Passive participation	Willingness to participate in presidential elections
	Willingness to participate in parliamentary elections



	Willingness to participate in city council elections
	Use of virtual space for political information and news
Active participation	Writing articles or reports on political issues
	Activities in political organizations
	Encouraging others to engage in political activities
	Changing someone's political views through social network discussions or comments
	Joining or liking pages that support political causes
	Participating in informal online political meetings
	Managing a political website
	Signing virtual petitions on political issues
	Uploading political photos or videos

2.3. Data Analysis

Data analysis was conducted using SPSS software. The data were analyzed descriptively and inferentially using statistical tests, such as Pearson correlation coefficient, analysis of variance, and others, to determine the status of the research variables.

3. Findings

The descriptive data related to the general characteristics of respondents, such as gender, education level, marital status, and age, indicate that 45% of respondents are female and 55% are male. Among them, 44.73% are single, and 55.26% are married. The highest frequency in education levels belongs to undergraduate

and master's degrees, with 45.26% and 25.64%, respectively. Additionally, the age groups with the highest frequency are 35 to 44 years and 18 to 24 years, with 35% and 33.68%, respectively.

Based on Table 2 and the obtained significance level (sig < 0.05), the frequency and purposes of social network use differ between men and women. Therefore, the differences in the mean values of social network use and purposes between men and women are analyzed. The results show that men use social networks more frequently than women (mean = 2.70). Additionally, men use social networks more for purposes such as finding friends, exchanging news, academic content, political content, social content, and religious content (mean = 3.42).

Table 2. Analysis of Variance Test for Frequency and Purposes of Social Network Use for Political Participation Among Men and Women

Variable	Source	Sum of Squares	df	Mean Squares	F	Sig	Gender	Mean	Standard Deviation
Frequency of Use	Between-Groups	2.940	1	2.940	5.036	0.029	Female	2.25	0.65537
	Within-Groups	32.106	55	0.584			Male	2.70	0.92334
	Total	35.046	56						
Purposes of Use	Between-Groups	7.096	1	7.096	9.538	0.003	Female	2.72	0.84972
	Within-Groups	40.922	55	0.744			Male	3.42	0.80419
	Total	48.018	56						

Table 3 shows that the mean frequency of social network use for political purposes is higher for men than for women in all instances.

Table 3. Mean and Standard Deviation of Social Network Use for Political Participation Among Men and Women

Gender	Platform	Instagram	Telegram	WhatsApp	Twitter	Domestic Networks	
Female	Mean	3.1481	3.1852	3.1111	0.4444	1.3704	
	SD	1.40613	1.35978	1.55250	1.12090	1.36292	
Male	Mean	3.4667	3.1667	3.8667	1.1667	1.8667	
	SD	1.27937	1.48750	1.13664	1.46413	1.45586	

Table 4 indicates that the mean use of social networks for all purposes (finding friends, exchanging news, academic

content, political content, social content, and religious content) is higher for men than for women.





Table 4. Mean and Standard Deviation of Social Network Use Purposes Among Men and Women

Gender	Purpose	Finding Friends	Exchanging News	Academic Content	Political Content	Social Content	Religious Content
Female	Mean	1.1111	1.1538	3.7778	2.8889	3.4231	2.0370
	SD	1.31071	1.54123	1.05003	1.67179	1.23849	1.58069
Male	Mean	1.6333	3.6897	4.0333	3.9667	4.1333	3.1000
	SD	1.60781	1.33907	0.96431	1.18855	0.86037	1.72906

Based on Table 5 and the obtained significance level (sig < 0.05), only active participation differs between men and women. Therefore, the differences in the mean

values of active participation between men and women are analyzed.

Table 5. Analysis of Variance Test for Research Variables Among Men and Women

Variable	Source	Sum of Squares	df	Mean Squares	F	Sig
Motivations & Orientations	Between-Groups	0.431	1	0.431	0.205	0.652
	Within-Groups	115.515	55	2.100		
	Total	115.945	56			
Passive Participation	Between-Groups	1.969	1	1.969	0.709	0.403
	Within-Groups	152.658	55	2.776		
	Total	154.627	56			
Active Participation	Between-Groups	2.236	1	2.236	1.936	0.038
	Within-Groups	131.396	55	2.389		
	Total	133.633	56			

As shown in Table 6, the mean of all active participation items is lower for women than for men. This indicates that women engage less than men in virtual political activities such as writing articles or reports, participating in political organizations, encouraging

others to participate in politics, changing someone's political views, joining or liking political pages, attending informal online political meetings, managing a political website, signing virtual petitions on political issues, and uploading political photos or videos.

Table 6. Mean and Standard Deviation of Active Participation Items Among Men and Women

Item	Mean (Women)	SD (Women)	Mean (Men)	SD (Men)
Writing articles or reports on political issues	2.01	1.14289	2.36	1.93489
Participation in political organizations	1.87	2.04875	2.17	2.01867
Encouraging others to engage in political activities	1.65	1.13654	2.10	1.90742
Changing someone's political view via comments	1.01	1.17856	1.94	1.78707
Joining or liking political pages	1.75	1.57421	2.05	1.89572
Attending informal online political meetings	1.54	1.63521	1.91	1.86395
Managing a political website	1.05	1.47850	1.64	1.85637
Signing virtual petitions	1.12	1.56874	1.42	1.70029
Uploading political photos or videos	1.34	1.25681	2.01	1.86597

Based on Table 7, with a significance level (sig < 0.05) and a Pearson coefficient of 0.277, the frequency of social network use significantly affects active participation. Increased use of these networks leads to greater active participation. Analyzing the impact of each network on active participation, the following table shows that Twitter use has a significant effect. As Twitter use

increases, active participation (e.g., writing articles on political issues, participating in political organizations, encouraging others politically, changing views through social networks, joining political pages, attending online meetings, managing political websites, signing petitions, and uploading political content) also rises (sig < 0.05).





Table 7. Impact of Social Network Use on Active Participation

Platform	Instagram	Telegram	WhatsApp	Twitter	Domestic Networks
Pearson Coefficient	0.098	0.152	0.137	0.266*	0.133
Sig	0.436	0.256	0.306	0.043	0.321

4. Conclusion

The fundamental question here is the extent to which men and women differ in online political participation. In other words, how much does gender influence individuals' political behavior in virtual spaces? This question is crucial given the data obtained. A significant point in this research is the presence of a certain political apathy among female students at Islamic Azad University, Ahvaz Branch, in terms of online political participation. This suggests that female students in this study adopt a different approach compared to male students on social networks, and their usage of these platforms is also lower than that of men. This finding aligns with the studies by Salman and Saad (2015) in Malaysia and Kamiloglu and Erdogan (2014) in Turkey (Kamiloğlu & Erdoğan, 2014; Salman & Saad, 2015). The similarities between these societies and Iran support the notion that social networks do not necessarily increase political participation and may sometimes negatively impact it. Specifically, in this study, there is a significant difference in political participation between men and women in online spaces. Additionally, the study has similarities with the research by Rahbar Qazi et al. (2016); however, since it was not conducted during an election period, further research in similar contexts is needed to draw closer comparisons (Rahbar Qazi et al., 2016).

A critical aspect to consider is that, given the events of 2022 and the issues that arose afterward, the significant level of political apathy observed here reveals hidden aspects of Iranian society that cannot be fully understood through general and abstract analyses. Therefore, some findings of this research contradict prevailing discussions in the country's socio-political sphere.

In our society, young people are considered the most influential and sensitive group. Their political participation reflects the level of significance and the opportunities available for public involvement in political affairs. Various factors can influence the political participation of youth in any society. This study aimed to investigate gender and online political

participation among students at Islamic Azad University, Ahvaz Branch. To achieve this objective, variables such as the frequency of social network use, purposes of social network use, motivations and orientations, passive participation, active participation, and forms of participation were examined.

As observed, this research was conducted among university students. The study specifically chose the student demographic to minimize the impact of factors such as age, political awareness, economic status, marital status, and employment, which are considered major influences on political participation. This approach allows for a more reliable attribution of results to gender differences. The findings reveal significant differences between men and women in the frequency of social network use, purposes of social network use, and active participation. Female students, compared to male students, show less interest in political matters. These results support previous research emphasizing gender in political participation, which also highlighted women's lower attention to and interest in political issues.

Exploring the reasons for greater political activity among male students and men, in general, suggests that men are more likely to be present in public spaces and have access to more mechanisms for obtaining political news and information. Additionally, given societal values, politics is often perceived as a male domain. Consequently, men are more engaged in politics, equipped with the necessary resources and motivation for active participation. Meanwhile, women's political interests are more shaped by their roles and the social conditions available to them, often confined to the context of home and family.

Future research stemming from this study could focus on the following approaches:

- Online political participation, gender, and public space.
- Gender identity and its role in online political participation.



- The relationship between gender identity and national identity in political approaches to social networks.
- Future studies on online political participation in Iran.
- Cross-border and comparative studies on various aspects of online political participation.

Authors' Contributions

Authors contributed equally to this article.

Declaration

In order to correct and improve the academic writing of our paper, we have used the language model ChatGPT.

Transparency Statement

Data are available for research purposes upon reasonable request to the corresponding author.

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Declaration of Interest

The authors report no conflict of interest.

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Ethical Considerations

In this research, ethical standards including obtaining informed consent, ensuring privacy and confidentiality were observed.

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