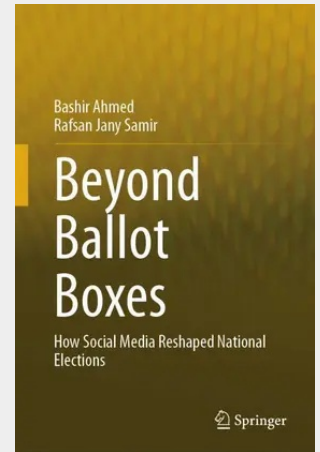


Beyond Ballot Boxes

How Social Media Reshaped National Elections

Beyond Ballot Boxes explores how social media has transformed electoral politics by influencing voter behavior, political communication, and democratic integrity. The book introduces Digital Democracy Disruption (D³) Theory to analyze how misinformation, algorithmic bias, and computational propaganda shape elections worldwide. By comparing case studies from the United States, Bangladesh, India, and Pakistan, the authors examine the impact of digital media in both developed and emerging democracies. The book also discusses regulatory challenges, misinformation countermeasures, and policy recommendations for preserving democratic resilience in the digital era. Tracing the historical evolution of media from print to digital platforms, the book highlights the role of traditional media in shaping public opinion before examining how social media has democratized access to information while simultaneously fostering misinformation and ideological divides. It explores the mechanisms of digital propaganda, distinguishing between misinformation (false but unintentional content) and disinformation (deliberate manipulation). The authors discuss the rise of deepfakes, troll farms, and bot-driven campaigns, with case studies including the Cambridge Analytica scandal and the spread of WhatsApp-driven misinformation in South Asia.

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