



**National Conference  
on  
"Integrating IT For Management Innovation & Organizational  
Sustainability"**

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**Preparing Camera-ready Paper for National Conference ← 14pt, bold**

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**Abstract**

Background (30-50 words)

Objectives (20-30 word)

Methods (60-80 words)

Findings (30-40)

Implications (30-40 words)

Keywords (minimum three to five words)

Total 200 words

Sample

**Title:** The Role of Social Media in Political Polarization: Evidence from Online Discourse Analysis

**Background:** In recent years, social media platforms have become pivotal in shaping public discourse and political behavior.

**Objectives:** This research examines the relationship between social media use and political polarization.

**Methods:** We investigate the prevalence of echo chambers, filter bubbles, and hate speech through a content analysis of online political discourse.

**Findings:** Our findings suggest that social media platforms contribute to deepening political divisions by reinforcing existing beliefs and limiting exposure to diverse perspectives.

**Implications:** The study emphasizes the importance of media literacy and critical thinking skills in mitigating social media's negative effects on democratic societies.

**Keywords:** Social Media, Political Polarization, Online Discourse

### **Critical elements of a Strong Abstract**

- **Clear and concise language:** Avoid jargon and technical terms unless essential.
- **Strong research question:** Clearly state the problem or phenomenon being investigated.
- **Methodology:** Briefly describe the research methods used.
- **Key findings:** Summarize the main results of the study.
- **Implications:** Highlight the significance of the findings and their potential impact.