

**ROLE OF SOCIAL MEDIA WEBSITES IN POLITICAL
PARTICIPATION OF YOUTH IN BADIN, SINDH,
PAKISTAN**



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FINAL APPROVAL OF THESIS

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Abstract

This research was about the “Role of Social Media Websites in Political Participation of Youth in Badin, Sindh” . It is based on the assumption, how youth perceive the social media regarding politics. Quantitative research as used to draw result, there were 120 respondents from which the data was collected. Marshall Scott Poole and Gerardine DeSanctis’s theory of Adaptive Structuration was used to show how people or youth use social media and participate in politics. The focus has been on calculating the impact of social media on youth regarding politics. The study reveals that mostly youth know about social media and its impact. Social media is used most commonly through cell phones comparatively. In addition to the youth uses the social media to communicate to each other. While using the social media the youth feel comfortable and satisfied. Moreover, the usage of Facebook is quite common among youth as compare to other social media like twitter, YouTube, flicker etc. However, the usage of social media effects the views of politics and leads to participate in political activates. The sample size was of 120 respondents and tool used for data collection was the structured questionnaire. In order to analyze the data, researcher used Statistical Package for Social Science (SPSS) version 16.0. The researcher unfolded the competitive pattern and concluded that social media is being used to shape and as a major tool for establishing political attachments especially in young generation.

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Chapter No. 1

INTRODUCTION

Communication is being considered as a basic requirement among human since the beginning. Communications maintain stable social relationships between them. In the start of the forming societies these communications were just limited to face to face interactions but as the beginning of life humans turn the way of interaction and communication. The technological advancements just flipped the way of interaction. At the sunset of nineteenth century two vital creations as radio and phone acquired unrest the field of communication and afterward on this voyage proceeded with quick advance. In twentieth century's marvel happenings, mechanical upset got changes all parts of life incorporating interaction and collaboration with others. With the development of PC in 1940s an irreversible excursion of innovative progression started. In 1980s, when home PC began getting to be distinctly regular online networking likewise start to grow all the more quickly (valentine 2006:365-366).

The World Wide Web is greatly changed from a data manufacturing plant to a social domain where its clients can get or collect the data as well as productively make expansive number of substance accessible on it. Online networking created in the period of web and furnishes method for contact with companions, relatives and other individuals (Rajeev and Jobilal 2015:11-12). In 1997, first online networking website known as Six Degrees was acquainted and empowered its clients with make their profile and in addition be companions with other people accessible on the webpage. Some different destinations like My Space and LinkedIn were made amid 2000. In such conduct, enormous changes kept on occurring in the web world and affected individuals' life over the globe. Online innovations now contain the mingling elements of genuine spaces to a great extent rose as zones for data sharing, partnership and group development and additionally intensification. Online networking is advancements that encourage social correspondence among individuals, make sentiments of participation and pondering over its clients. These advances join online journals, wikis, media (sound, photograph, video, content) sharing instruments, organizing stages (counting Facebook), and virtual universes.

Academic research has reliably found that individuals who expend more news media have a more prominent likelihood of being communally and politically drawn in over a range of measures. In a period when the general population's chance and consideration is progressively coordinated toward stages, for example, Facebook and Twitter, researchers are trying to assess the as yet rising relationship between web-based social networking use and open engagement. The Obama presidential crusades in 2008 and 2012 and the Arab Spring in 2011 catalyzed enthusiasm for arranged advanced network and political activity, however the information stay a long way from indisputable

Online networking has quickly developed in significance as a discussion for political activism in its unique structures. Online networking stages, for example, Twitter, Facebook and YouTube give better approaches to animate subject engagement in political life, where decisions and constituent causes have a focal part. (Adrich and Dina: 4-5).

Individual communication through online networking conveys government officials and gatherings nearer to their potential voters. It permits lawmakers to impart speedier and achieve residents in a more focused on way and the other way around, without the middle of the road part of broad communications. Responses, input, discussions and civil arguments are produced online and also support and interest for separated occasions. Messages presented on individual systems are duplicated when shared, which permit new crowds to be come to.

In spite of the fact that the nearness of web-based social networking is spreading and media utilize examples are changing, online political engagement is to a great extent limited to individuals effectively dynamic in governmental issues and on the Internet. Different gatherings of people are less responsive. For instance, TV news together with print and online daily papers are still the most imperative wellsprings of political data in most EU Member States.

Online networking has reshaped structures and strategies for contemporary political correspondence by impacting the way government officials associate with subjects and each other. In any case, the part of this wonder in expanding political engagement and appointive support is neither clear nor straightforward.

1.2 Research Objectives

On the basis of personal observations and reviewing the literature on the similar studies, researcher decided to study the role of social media in political participation of youth.

1. To what extent social media and social networking websites being liked as a source of knowledge.
2. Who social media effects upon the socialization of youth especially in political views.
3. To what extent social media provides the political awareness and knowledge to youth.
4. To what extent the source (social media) can e trusted.

1.3 Research Question

In this research, researcher dealt with the research question that what is the role of social media in political participation of youth in Badin, Sindh. It is also reconnoitered that which domains of social media are mainly used for building political attachment in youth.

1.4 Significance of the Research

The fact, there exists wide work on the topic of social media and its effects on political participation but this research is conducted with the aim of

adding some new knowledge and understandings to the running stream. In this review it is investigated that how social media is playing its role in political participation of youth in Badin, Sindh. Amid research, fascinating realities ran over and uncovered some new and exceptional elements of online networking as wellspring of socialization for youth.

Chapter No 2

REVIEW OF LITRATURE

The system of the transfer of information through one corner of the world or region to another corner of the world or region is now changed. The current era, is the era of electronic information technology. According to Banitic (2013:1-3) this technology allows us to communicate, deliver our own concepts and take participate in different function of the world directly. So in short this is the era of communication. Internet is the biggest source to make it possible to communicate anyone, anywhere in the world. The arrival of internet has revolutionized the world. Now in these days it is not difficult to know about any happening in the world within seconds. Internet technology developing and reshaping the concepts of the people around the world with its immediate accessibility to the knowledge

According to Neti (2011:3-4) the leading factor in shaping or reshaping of the views of people around the globe, in this emerging era of internet, is social media. It has become the brand of connecting the people with each other. Social media has the strong trust upon the users and it is also the new trend of marketing as well as. As social media is internet-based tool for the sharing of information and concepts with people it is also the platform of networking to networking. The happening at the one corner of the world cannot be kept hidden or secret from other communities of the world. So how the individuals, groups or organization can be remain barren from the knowledge that they want to know happen in their own country in the past of in recent past.

Furthermore Caplan (2013) added that social media developing the informational, educational and political education also. Social media has become the vital toll in the political reshaping in American society in recent few years. So, it is not surprising that fund raisers, political

workers even political leaders are using these channels to for mass communication and direct connection with peoples. The usage of social media is capable to shape, immense and influence the attitudes of the masses towards them and they can set agenda for them.

Fishken and Luskin (2005) argued that in USA the equal rights to vote are available to everyone in the society. The enhancement in the political knowledge can also be achieved if the major proportion of the population contribute to the affairs of the political parties. Fishken suggests that social media provide the way to equally understand the concerns of political parties. American have got much political knowledge but usage of social media, becoming part of different polls and taking part in public opinion platforms can much increase overall political knowledge of U.S.A.

According to Aday, Henry and Marc (2010:3) this kind of politics that involves the usage to social media to communicate with masses directly and to motivate the workers is very influential. He said that this thing provide a new type of democracy and new type of citizenship. The success in election campaigns is depending upon the usage. How one communicated and used the conditions for his benefit is important.

Rega (2014) talked about the usage of twitter, a social media site, by two political leaders Barack Obama (U.S.A) and Italy's Prime Minister Matteo Renzi. According to Rega, a new phenomenon, Microblogging is the latest version of blogging. Short messages which are called tweets posted rapidly. These tweets are no longer more than 140 characters. It is a type of quick notification on any existing or current occurring. The purpose of the tweets is to remain in touch with the masses and realize them that political person is not far away from any news which affected the voters or

workers. This system of microblogging is the recent trend which is gaining immense importance and trend in modern politics, the majority of the tweets follower are youth. They instantly catch the news and retweet it to other followers. so in the political campaign of Obama and Matteo Renzi, the increase in tweets was witnessed day by day.

According to Shear (2011) this latest trend has finished the traditional door to door work for political leaders. Democrats and Republicans alike using same ways to enhance the influence through twitter on elections. This thing also eradicated the lengthy speeches and immense expenses on elections. Just a tweet depending on 140 characters is enough for a political personality to handle and easy for the masses to understand and comprehend.

So according to Caplan (2013:1) in last few years 557 politicians have opened accounts. Politicians are using social media as new tools. Youngsters are the main concern most of the politicians. The culture of hast tag is also very famous in political campaigns. To start any movement hash tag start to follow by mases in Facebook or twitter.

Auvinen added (2012:8) that there are different ways in which user contents is shared with users. Facebook, Google+, Myspace, LinkedIn and IRC are some social networking sites while YouTube, Flickr and slideshare are media products community. Blogger, Twitter, Posterous and Wordpress are blog services. Beside this Wikipedia and Wikispaces are information creation communities. Each tool has its own worth and influence along with its cultural and operating circles. Political parties always focus on 2 or social media platforms because it is important to maintain the content effective and powerful. Mostly the content editor or uploader are the students from universities and colleges. Teenagers or

youngsters are always quick in this kind of social websites management or content management.

Hence Krueger (2002) argued that ubiquitous of media; especially social media has increased the changes in politics. Now the people inside of the political parties as well as outside the parties are much concerned with the affairs of the politics. This thing has raised the use of social media. This is the era of participatory politics. Individuals, especially youth now playing the role of gate keeping inside out the circle of politics. At the arrival of social media first those under age of 30 were active participator in politics via social media but now trend is so much changed. The involvement of youngsters and fewer than 24 in politics via digital media is much higher than older. Additionally he said that young people are every day innovators. So that is why they can use digital tools to serve the communication and can help identifying the goals. So when they utilize social media and get connect with different political view directly, they seek to contribute for the progress for the nation. That is why the handy but effective use of social media gets closer other youngsters to any agenda or aim. These things often bring any youngster to the parliament for the participation of effective policymaking.

On the other hand the presence of young peoples is very important for plenty of reasons. The half from the total of world's population is consisting upon the Youngers. The average age is 24.5. Young women mostly excluded in most of the countries of the world but women have great proportion in the total of world's population. So the participation of youth is much needed for the stable democratic system. (UNDESA 2012) Rumi and Numan (2013:7-9) stated that now in these days scenarios have been changed now the youngsters, whom their political affiliation is,

defend the ideas, concepts and constitution of their parties with help of social media. They are now the admins of the pages or groups on Facebook. But before 1971 in East Pakistan these type of affiliation were seen when student from University of Dhaka were forefront of Bengali Liberation Politics and students from leftist groups played a great role in the position that Zulfikar Ali Bhutto got.

So due to the efficiency of social media to educate the public for the best for them and sharing informative knowledge, the possibility of the education regarding politics, vote, governing system and political enrolment through digital media is accessible. Safranek (2012:9) added that media has the ability to give the empowerment to every individual of the society. Social media give an individual a chance to get the political education to demand his rights to pay his act. Many policies of the governments remain hide or unpublicized because of the lack of the arability of proper channel but social media has braked the barrier also. Now one can easily criticize any negligence of the officials.

Adamic and Glance (2005:85-91) noted that during the campaigns of Jorge Bush and John Kerry, their political teams adopted blogs. They tend to write on blogs all the activates, tasks, goals, aims and policies. Bush's blog succeed to get more attention from youth than Kerry's. The reason behind this is the team leading Bush's blog was consisted on youngsters as compare to companions. The use of twitter has also been mentioned above that how Obama's team used blogs and twitter during campaigns that how the direct contact of presidential hopefuls.

Khalil and Sheikh (2013:12) have highlighted that role media in the context of Pakistan. Authors said that in last government of Asif Ali Zardari, so many so moto actions have been taken by Supreme Court which depicts the worth of social media. In 2013 General Elections social

media was mainly used to promote the voice of youth and arrange the youngsters to mobilize other participants of the society to vote. The main political parties at that time which used social media for political mobilization were Pakistan Tehreek-e-Insaf (PTI), Pakistan Muslim League Nawaz (PMLN) and Muttahidha Qaumi Movement (MQM).

In short, situations are not similar as compare to 10 or 15 years ago as they were. Now politicians, political parties and peoples attached to political parties utilizing the social media, this thing providing vital information regarding politics to common people. Due to this people are becoming more concerned with political issues and political affairs. Youth is be head in this because youngsters tend to operate these sort of advancement as compare to old. Social media sites day by day attracting and catching the attention of youngsters. The platform like social media sites was never provided to youth to join and express their political views. But now with the arrival of digital era thing have changed. Social media attained the maximum attention of people from all over the world regarding politics and other many more issues.

2.1 Assumptions

1. Social Media influences youth's way of thinking about political activities.
2. Social media influences the youth to get the latest knowledge or news of political parties.
3. Social media empower the youth regarding political activities.
4. Social media provides the political knowledge to youth.
5. Social media give the chance to youth to get valid information of political activities through it.
6. Social media is the first and common source for youth to get political knowledge.

Chapter No. 3

THEORETICAL FRAMEWORK

3.1 Theory of Adaptive Structuration

The theory of Adaptive Structuration was formulated and designed by Marshall Scott Poole and Gerardine DeSanctis in 1994. Basically Poole and DeSanctis theory is based on Anthony Giddens's theory of Structuration Theory. Poole adopted the Giddens's work to study the interaction between people or organization and information technology. Group or societies interact with each other through the help of information technology. The core principal of this theory is that multiple participations of individuals and organization has been enable through information management or advanced information technologies like social networking sites. Different society groups or systems adapted information technologies in demand to develop human interaction and communication. Theory of Adaptive Structuration states that relation between society and information system is two sided exchange. This thing leads the society to a reaction or movement. The structure is about how the technologies are used and not only about the information. It depends upon the users or individuals that how they set the outline for any kind of information they receive and how they respond. Basically this theory shows that how organizational structure changes due to information technology. This concept specifically applies on three distant things, social structure, human interaction and advanced information technology. So by applying these assumptions to social groups in terms of social media it can be said that social media sites or platforms are the basic means of transforming information or knowledge from on group to another group in the society. This exchange is no single sided and circulates to one another societal group. These social networking or social media impacts on entire social organization and can inspire change or bring change.

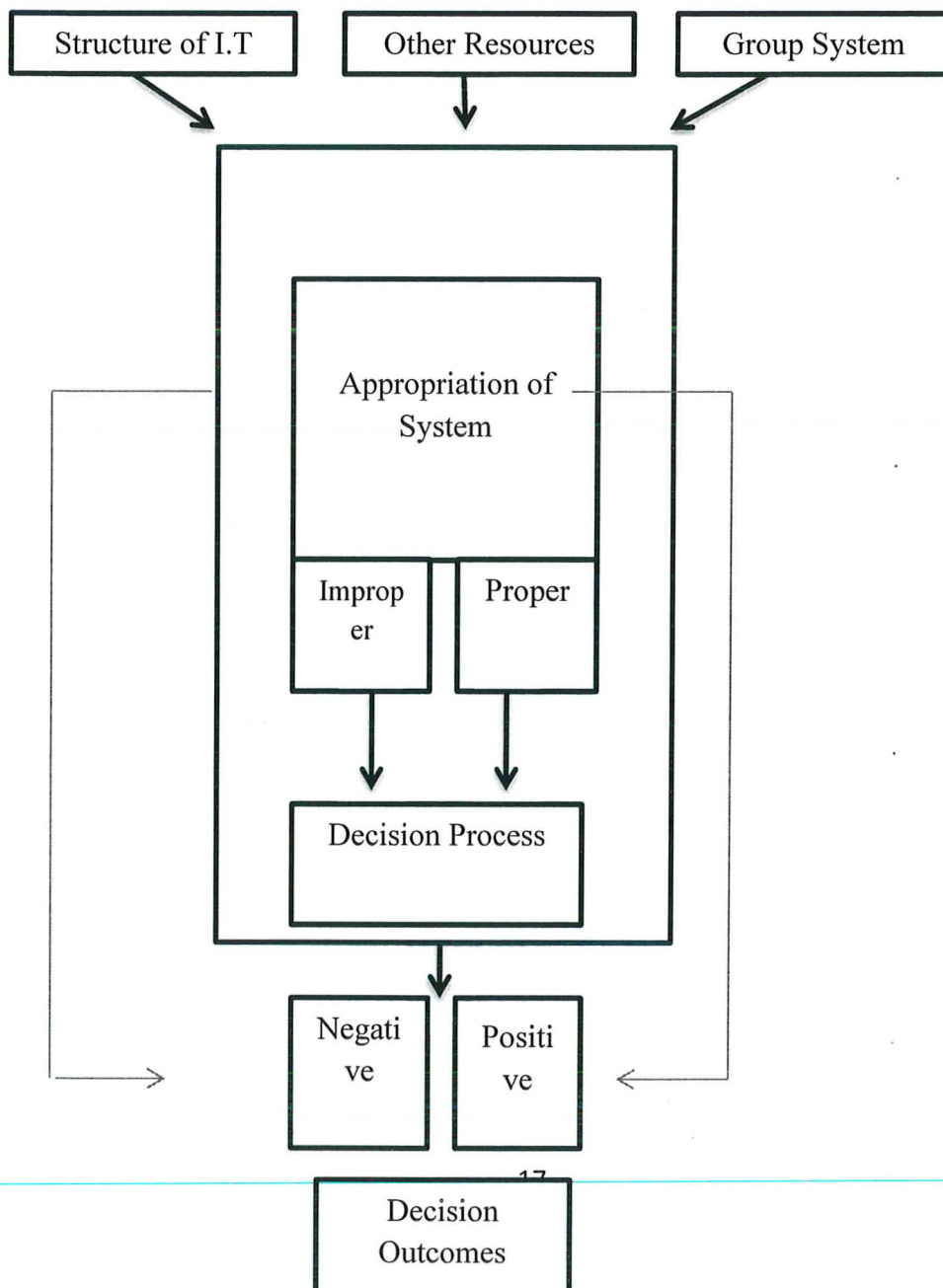
3.2 Application of the Theory

In analyzing the Adaptive Structuration Theory, individuals who use social media, are socially associated with this. Now in modern era with arrival of technology and globalization the world has become global village. No region and no country is there which is not using the several options of technological advancements. Internet is the biggest network of communication and bringing people closer to each other. Now the issue of one region cannot fur from the rest of the world. Under the light of this theory multiple participations of organizations and individuals enable through the help of information technology. Different organizations and individuals adapted the system of information technology to interact with other people. People get the knowledge depends upon their taste and then respond to that resources. So the analysis of Pakistani shows us that this society like other societies is not different in this trend. Peoples of Pakistani societies and organization are much connected with the happening in the other corners of the world as well as aware of every single happening in Pakistan. According to the theory this process of use information technology is not only single sided but people also use the information to respond on it also in any form of reaction or response. People use social media sites and application such as twitter, Facebook, YouTube or WhatsApp to get information according to their concern which is provided by the plenty of the option for the user. People use the desired information and respond on it also. So according to the theory the social structure is also changed.

The figure 3.4 states that there is several system of knowledge or information. How one assumes the information and internalizes this information in a system is important. Further this information can be in

processed in proper meaning or improper meaning. While this proper processing leads to positive outcomes and improper processing leads to negative outcomes. So the information that one individual gets from any source, commit reaction after the completion of a process on the given information. The process consists on the steps from appropriation to decision making done under the process of social interaction.

Figure 3.4 Theory of Adaptive Structuration



3.5 Preposition

Theory of Adaptive Structuration is that the structure of the society changes through the interaction of people with the support of social media i.e. information technology.

3.6 Hypothesis

3.6.1 Null Hypothesis (H_0)

There is no relationship between role of social media and youth's political participation.

3.6.1 Alternative Hypothesis (H_1)

There is a relationship between role of social media and youth's political participation.

Chapter No 4

CONCEPTUALIZATION AND OPERATIONALIZATION

4.1 Conceptualization

The process whereby the concepts give theoretical meaning or explanation is called conceptualization. This process usually involves defining the concepts in theoretical terms in abstract way. Social phenomena and hypotheses always required describing through conceptualization. In this study, researcher has three variables, social-media, youth and political participation.

4.1.1 Social Media

According to Scott and Jacka (2011:2) it can be said that social media is something that consist on the set of web-based broadcast technologies. Social media enables democratization of the content or data and gives facility to people to begin from user of content to originator.

Hence according to Ellison and Boyed (2013:12) social media is services that are based on web network. Social media allow the people to view and negotiate their list of connections and those made by others within the system. It Help to communicate the knowledge about the social happening. It enables the public to build own profile within the bounded system with the help to articulate the list of other user whom they can share the relevant content.

Moreover Kaplan and Haenlein (2010:41) said that internet based application group is defined as social media. The foundation of social media consists upon ideological and technological foundations of web developing. More over the advancement in daily coming ideas developed the user friendly environment within the boundary of internet.

According to Neti (2011:3) the way of interaction, using highly accessible and viable technique is called social media. The science of social media

based on technologies that turn communications into interactive dialogues. It is also the medium of socialize the public about any issue or topic.

4.1.2 Youth

Nugent (2005:3) defined the term youth as people between the age of 10 to 24. Also added that phase between childhood and adulthood is also recommended as the period of youth.

According the report of DFID–CSO Youth Working Group (2010) youth are the people between the ages of 15 to 24. But this range may differ in different areas of the world.

While Silva and David (2007:12) said that youth can be defined as the period of transition from dependence of childhood to adulthood with the improvement about social setting or phenomenon. Furthermore this the period of learning and practicing several things.

4.1.3 Political Participation

According to Lamprieanou (2013:2) the process of taking part in the policy making especially through political or parliamentary ways is considered as political participation. Commonly this participation involves by taking part in political movements, by the knowledge of political awareness and political understanding.

Hence, Weinstein (2013:13) equal opportunity and right to take part in decision making or policy making is regarded as political participation. Political participation may be termed as showing interest in political affairs through different means.

According to O’Toole (2003:12) the day by day progress and development in social change influenced the awareness of people. So, the concern of

people in politics along with other issues of the world is regarded as political participation. Political participation involves any field related to political activities like voting, movements, protest and political party participation.

Bourne (2010:12) added that increased consciousness of people on different political happening around them increased the level of concerns of people in politics; this political awareness may be called political participation.

4.2 Operationalization

Operationalization is the process of defining an indistinct concept. Through the help of operationalization, theoretical concepts clearly discrete or measured. In a broader sense, this procedure states to specifying the extension of a concept describing what is and is not part of the concept.

4.2.1 Social Media

Social media the technological usage, especially the use of rich numbers of applications and web-sites with the help of internet. Websites or application provides the users plenty of content through which a person can chose his area of interest. The option of sharing information or something in the circle of relative or related persons within websites is important function of social media.

4.2.2 Youth

Persons usually between the age of 15 to 20. All the persons within the age between the childhood to maturity or adulthood are considered youth. The youth is effective part of society due to its effectiveness, creativity

and level of motivation. Youth played major role in popular movements in different areas of world in the past.

4.2.3 Political Participation

Political participation regarded as participation in any political concern in any sort. The type of participation may differ regarding person's ability, accessibility and approach. Some involve directly in politics from their colleges or universities time while other involve through political affiliation in political parties. On the other hand some people involve in political issues through media, social media, literature and phenomena or party constitution likeness.

Chapter No 5

RESEARCH METHODOLOGY

Methodology is the knowledge that consists on organized methods to determine several procedures and techniques for the purpose for having brief knowledge about the topic of the research.

5.1 Research Design

To conduct this research, the quantitative technique method was used. This type of research was purely statistical in nature. The researcher used the survey research method and data were collected through structured questionnaire.

5.2 Universe

District Badin, Sindh was chosen for the research project. Due to the frequency with the area and easy approach, researcher selected this area for the research.

5.3 Target Population

The targeted population of the research was the youngsters especially students of different colleges and university. Due to the familiarity with social media application youngsters whom are not student were also the target of the research.

5.4 Sample Size

The researcher collected data of one hundred and twenty (120) respondents. This sample size was enough for the compulsory results analysis regarding role of social media in youth's political participation.

5.5 Tools for Data Collection

The researcher used a structured close ended questionnaire and data collected on the basis of that questionnaire. The English and Urdu languages were used for the construction of questionnaire.

5.6 Tools for Data Analysis

The Statistical Package for Social Sciences (SPSS) was used for analysis of the data. Scientific approach was used to ensure the relevancy of the variables.

5.7 Techniques for Data Analysis

Descriptive and inferential statistics was used, in which percentage, frequency, Chi-Square test check the compatibility of the data and then carried out the analysis process in Statistical Package for Social Sciences (SPSS).

5.8 Pretesting

The researcher took twenty (20) respondents in order to pretest the questionnaire. The respondents were taken in such a way that they were easy to understand the questionnaire considering it to their own area where the researcher did his research.

5.9 Opportunities and Limitation of the Study

Opportunities for the study include having a better understanding of the role of social media in youth's political participation. The researcher belonged from the same area, which was the study of the universe. So it was opportunity for him to get the data from the universe.

5.10 Ethical Concerns

The care of ethical concerns is imperative for researcher. While conducting research, researcher asked questions in friendly manner so the respondent must not feel any kind of hesitation or puzzlement. It was due responsibility of the researcher to maintain all the information of the respondent confidential.

Chapter No 6

RESULTS

In this chapter researcher has given the comprehensive overview of the sample characteristics and interpretation of them. Different tables are constructed and brief interpretations of each table have been given. But first of all researcher provided the table of demographic information of the respondent.

Table No. 6.1 Age of Respondents

Category	Frequency	Percentage
18 to 22	54	40
23 to 28	38	26.7
29 or above	28	23.3
Total	120	100

Table No 6.1 showed that majority of the respondent were aged from the group of 18 to 22 because the usage of social media is mostly exist in young generation so the percentages of this group is higher.

Table No. 6.2 Gender of Respondents

Category	Frequency	Percentage
Male	71	59.1
Female	49	40.8
Total	120	100

Table no 6.2 showed that majority of the respondent were male because it was handy for researcher to collect the data from male respondent of the society for being a male. While a proportion of female respondent was also kept in the data collection.

Table No. 6.3 Education of Respondents

Category	Frequency	Percentage
Illiterate	9	7.5
Primary	11	9.1
Middle	21	17.5
Higher secondary	37	30.83
Intermediate	24	20
Above	18	15
Total	120	100

Table no 6.3 showed that majority of the respondent were qualified at the level of higher secondary level while intermediate and middle level of education having respondent were also in majority. The universe that was selected for data collection in consist of least trends of education so that is why the level of education not higher.

Table No. 6.4 Income of Respondents

Category	Frequency	Percentage
0-15000	16	13.3
15001-30000	49	40.8
30001-45000	30	25
450001-above	25	20.8
Total	120	100

Table no 6.4 showed that majority of the respondent were qualified at the level of higher secondary level while intermediate and middle level of education having respondent were also in majority. The universe that was selected for data collection in consist of least trends of education so that is why the level of education not higher.

Table No. 6.5 Family Structure of Respondents

Category	Frequency	Percentage
Nuclear	23	19.6
Joint	67	55.8
Extended	30	25
Total	120	100

Table 6.5 showed that majority of the respondents were belonged to joint family type. The research universe is not as much modern to have multiple systems of family structure.

Table No. 6.6 Martial Status of Respondents

Category	Frequency	Percentage
Single	67	55.8
Married	23	19.6
Divorced	2	1.6
Widowed	1	0.83
Separated	3	2.5
Total	120	100

Table no 6.6 illustrated below that majority of the respondent were single and not married yet because the age group that was selected for data collection was young and teen age group to know about the political affiliation through social media usage

Table No. 6.7 Awareness about Social Media

Category	Frequency	Percentage
Yes	117	97.5
No	3	2.5
Total	120	100

Table no 6.7 showed that majority of the respondent were aware about the concept of social media. Because in the new era of information and technology everyone is aware about social media so it was not doubttable to have such majority.

Table No. 6.8 Type of Social Media used regularly

Category	Frequency	Percentage
Facebook	40	33.33
Twitter	13	10.8
Whatsapp	20	16.6
Flicker	7	5.8
Youtube	26	21.6
Blog	10	8.3
Other	4	3.3
Total	120	100

Table no 6.8 below showed that majority of the respondents use facebook regularly in all the available social media websites, while other respondents use whatsapp and youtube regularly

Table No. 6.9 Daily Hours Spending on Social Media

Category	Frequency	Percentage
Less than hour	43	35.8
1-3 hours	46	38.8
4-6 hours	11	9.1
7-9	3	2.5
10 or above	2	1.6
Total	120	100

Table no 6.9 showed that majority of the respondents use social media site for 1 to 3 hours daily while other respondent use social media websites for less than hour regularly.

Table No. 6.10 Primary Source of Using Social Media

Category	Frequency	Percentage
Cell Phone	46	38.8
Smart Phone	43	35.8
Tablet	11	9.1
Personal Computer	3	2.5

Library or Public Computer	2	1.6
Total	120	100

Table no 6.10 showed that majority of the respondent smart phones for the usage of social media websites or application while other use cell phones and tablet to use social media websites. Because cell phone are easily available and handy to carry so majority prefer to use cell phones to use social sites.

Table no 6.11 illustrated below that majority of the respondent use social media for the awareness of current affairs while some respondents use social media for political awareness.

Table No. 6.11 Purpose of Using Social Media

Category	Frequency	Percentage
To communicate with friends	14	11.6
To communicate with family	17	14.6
To be aware of current affairs	37	30.8
To promote business	9	7.5
For Games	11	9.1

Political Awareness	32	26.6
Total	120	100

Table no 6.12 illustrated that majority of the respondent use social media for its attractive options of sharing and watching videos. Because the easy access to desired content provides the user desired content.

Table No. 6.12 Attractive Feature of Social Media

Category	Frequency	Percentage
Easy access	14	11.6
Pictures	17	14.6
Videos	37	30.8
Sharing	41	34.1
Communication	11	9.1
Total	120	100

Table no 6.12 illustrated that majority of the respondent use social media for its attractive options of sharing and watching videos. Because the easy access to desired content provides the user desired content.

Table no 6.13 showed that majority of the respondent see political issues on priority bases while other respondent were in the view that they prefer to see current affairs on priority.

Table No. 6.13 Kind of Stuff Seeing on Priority

Category	Frequency	Percentage
Entertainment	14	11.6
Current Affairs	32	26.6
Political Issues	43	35.8
Sports	15	12.5
News	11	9.1
Others	5	4.1
Total	120	100

Table No. 6.14 Productive Learning from Social Media

Category	Frequency	Percentage
Yes	83	69.16
No	15	12.5
Do not know	22	18.3
Total	120	100

Table no 6.14 illustrated that majority of the respondent were agree that social media provides productive learning towards its users while some respondents were in the view that social media do not provides productive learning.

Table No. 6.15 Worth Based Information Present on Social Media

Category	Frequency	Percentage
Yes	88	73.3
No	20	16.6
Do not know	12	10
Total	120	100

Table no 6.15 showed that majority of the respondent were agreed that information present on social media is worthy and can be trusted while some respondent were in the view that information through social media cannot be trusted.

Table No. 6.16 News Propagation Fasted by Social Media

Category	Frequency	Percentage
Yes	93	77.5
No	20	16.6
Do not know	7	5.8
Total	120	100

Table no 6.16 illustrated that majority of the respondent were agree that social media has fasted the propagation of news while some were not in this favor.

Table No. 6.17 Social Media Presents the Hidden Reality

Category	Frequency	Percentage
Yes	73	60.8
No	30	25
Do not know	17	14.6
Total	120	100

Table no 6.17 showed that majority of the respondents were agree that social media presents the hidden reality in front of people that is not known to them before on any issue. While some respondent were in believe that social media do not provide the hidden reality.

Table No. 6.18 Sharing of Social Media News based on Trust of Reality

Category	Frequency	Percentage
Yes	89	74.1
No	19	15.8
Do not know	12	10
Total	120	100

Table no 6.18 showed that majority of the respondents were agree that they share the content of social media with their friend on the bases of the trust generated by social media sites or application.

Table no 6.19 showed that majority of the respondents were agree that social media is affecting the behavior of youth in the society. The trend of youth action and reaction now determined by social media while some respondent were in the same view and they were not agree that social media has changed the way of behavior of youth.

Table No. 6.19 Social Media Affecting Youth's Behavior

Category	Frequency	Percentage
Yes	93	77.5
No	17	14.6
Do not know	10	8.3
Total	120	100

Table No. 6.20 Social Media Changing of Perspectives about Social Settings

Category	Frequency	Percentage
Yes	99	82.5
No	7	5.8
Do not know	14	11.6
Total	120	100

Table no 6.20 showed that majority of the respondents were agree that social media is changing the perspective of individuals about social settings while some respondent were not agree about this statement.

Table No. 6.21 Social Media Reason of Awareness

Category	Frequency	Percentage
Yes	111	92.5
No	7	5.8
Do not know	2	1.6
Total	120	100

Table no 6.21 showed that majority of the respondents were agree that social media is the reason of awareness among the people and many of the issue and knowledge reached to individuals through the help of social media.

Table No. 6.22 Knowledge Can Be Enhanced by Social Media

Category	Frequency	Percentage
Yes	78	65
No	32	26.6
Do not know	10	8.3
Total	120	100

Table no 6.22 showed that majority of the respondents were agree that any type of knowledge can be enhanced by the help of social media while some respondents were not agree about this.

Table No. 6.23 Social Media Provides Political Knowledge

Category	Frequency	Percentage
Yes	101	84.1
No	10	8.3
Do not know	9	7.5
Total	120	100

Table no 6.23 showed that majority of the respondents were agree that social media provides the political knowledge to individuals.

Table no 6.24 illustrated below that majority of the respondents were agree that social media affects the political knowledge and political knowledge can be changed by the help of social media.

Table No. 6.24 Social Media Affects the Political Knowledge

Category	Frequency	Percentage
Yes	117	97.5
No	2	1.6
Do not know	1	0.8
Total	120	100

Table No. 6.25 Social Media Provides the Political Freedom

Category	Frequency	Percentage
Yes	81	76.5
No	31	25.8
Do not know	8	6.6
Total	120	100

Table no 6.25 showed that majority of the respondents were agree that social media provides the political knowledge to individuals of the society while handsome amount of the respondent were not agree about this statement.

Table no 6.26 showed below that majority of the respondents were agree that social media affects the perception regarding the conditions of political parties. Because happening of the most of the hidden agreements and corruption cases were disclosed by social media so majority of the people were agree about this statement.

Table No. 6.26 Social Media affects the Perception regarding Political Parties

Category	Frequency	Percentage
Yes	92	76.6
No	18	15
Do not know	10	8.3
Total	120	100

Table No. 6.27 Usage of Social Media in Elections Campaigns to Enhance Vote Bank

Category	Frequency	Percentage
Yes	105	87.5
No	10	8.3
Do not know	5	4.1
Total	120	100

Table no 6.27 showed that majority of the respondents were agree that political parties use social media as a tool to enhance the vote bank. Because in the last election many of the political parties started campaigns via social sites so majority of the respondent were in the view of that.

Table no 6.28 showed below that majority of the respondents were agree that social media provides the political awareness while some respondents were not agree about this.

Table No. 6.28 Usage of Social Media for Political Awareness

Category	Frequency	Percentage
Yes	111	92.5
No	8	6.6
Do not know	1	0.83
Total	120	100

Table No. 6.29 Social Media Provides Opportunities to Involve in Politics

Category	Frequency	Percentage
Yes	79	65.8
No	21	17.5
Do not know	20	16.6
Total	120	100

Table no 6.29 showed that majority of the respondents were agree that social media provided the opportunities to involve in organizations or politics while some respondents were not agree about this statement.

Table No. 6.30 Social Media Website/ Application used for Political Awareness

Category	Frequency	Percentage
Facebook	61	50.8
Twitter	19	15.8
Youtube	20	16.6
Whatsapp	8	6.6
Google+	12	10
Any Other	2	1.6
Total	120	100

Table no 6.30 showed below that majority of the respondents use facebook for the awareness of political knowledge while some respondents use whatsapp, youtube and twitter for political awareness.

Table No. 6.31 Having personal Page or Group on Social Websites

Category	Frequency	Percentage
Yes	58	48.3
No	62	51.6
Total	120	100

Table no 6.31 showed that majority of the respondents were not having personal pages or groups on social media website because people tend to use prepared content mostly and avoid to provide political content to other peoples due to truthiness and reliability.

Table no 6.32 showed that majority of the respondents mostly view political issues while they use social media sites on the other hand some respondent said that they used to see government related stuff first while they use social media sites.

Table No. 6.32 Mostly Viewed Stuff

Category	Frequency	Percentage
Political Issues	54	45
Government Related Issues	33	27.5
News related to international issues	13	10.8
India-Pakistan Crisis	15	12.5
terrorism	4	3.3
Other	1	0.8
Total	120	100

**Table No. 6.33 Social Media is the Source of Most of The Political
Knowledge**

Category	Frequency	Percentage
Yes	113	94.1
No	5	4.1
Do not know	2	1.6

Total	120	100
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Table no 6.33 showed that majority of the respondents were agree that social media is the ultimate source of most of the political information.

Table No. 6.34 Support of Any Political Party through Social Media

Category	Frequency	Percentage
Yes	101	84.1
No	19	15.8
Total	120	100

Table no 6.34 showed that majority of the respondents were agree that using social media can lead to support any political party while some respondents were not agree with this.

Table No. 6.35 Participation in any riot or procession through the Knowledge Social Media

Category	Frequency	Percentage
Yes	59	49.1
No	61	50.8
Total	120	100

Table no 6.35 showed that majority of the respondents were not agree that social media leads to participate in any kind of riot or procession while some other respondent were agree that social media can lead to involve in riots because the recent experience of one the political party involvement in riots and civil dis-obligation changed the perception of the people.

Table no 6.36 showed that majority of the respondents were agree that social media is the better option for gaining political knowledge instead of news channels

Table No. 6.36 Social Media is Better Option for Political Knowledge instead of News Channels

Category	Frequency	Percentage
Yes	93	77.5
No	17	14.1
Do not know	10	8.3
Total	120	100

Table No. 6.37 Affiliation with any Political Party through the Help of Social Media

Category	Frequency	Percentage
Yes	106	88.3
No	14	11.6
Total	120	100

Table no 6.37 showed that majority of the respondents were agree that social media helps to affiliate with any political party because the easy access to desired manifesto, political leadership statements and sharing or liking political contents urges the individuals to join politics.

Table no 6.38 showed that majority of the respondents were agree that social media is the best option for a layman to get political information

Table No. 6.38 Social Media Opportunity to get Awareness of Political Issues for a Layman

Category	Frequency	Percentage
Yes	85	70.8
No	20	16.6
Do not know	15	12.5
Total	120	100

Table No. 6.39 Social Media Impacts Rapidly on Any Issue

Category	Frequency	Percentage
Yes	87	72.2
No	23	19.1
Do not know	10	8.3
Total	120	100

Table no 6.39 showed that majority of the respondents were agree that social media impacts rapidly on any political issue than other sources of action and also urges the authorities to take proper action on any of disorder.

Hypothesis testing

Significant Level $\alpha = 0.05$

Table No. 6.40 Social Media Presents the Hidden Reality and Social Media is the Source of Most of The Political Knowledge

The above table highlighted that majority of the respondents were agreed with the hypothetical statement that social media presents the hidden reality. The majority of positive response towards the alternative hypothesis showed that social media is the source of most of the political

		Social Media Presents the Hidden Reality			Total
		Do not know	No	Yes	
Social Media is the Source of Most of The Political Knowledge	Yes	21	12	78	111
	No	3	0	1	4
	Do not Know	3	1	1	5
Total		27	13	80	120

knowledge. It further showed the positive relation between social media presents the hidden reality *and* social media is the source of most of the political knowledge.

Table No. 6. 41 Hypothesis Test-1

Categories	Value	Df	Asymp. Sig. (2-Sided)
Pearson Chi-Square	12.370 ^a	4	0.015

a. 6 cells (66.7%) have expected count less than 5. The minimum expected count is .43.

H₀: There is no relationship between; social media presents the hidden reality *and* social media is the source of most of the political knowledge.

H₁: There is a relationship between; social media presents the hidden reality *and* social media is the source of most of the political knowledge

The above table illustrates that the Pearson Chi-Square Value is 12.370^a Degree of freedom is 4 and Asmp. Sig. 0.015. Which is less than the alpha value $p=0.05$. Therefore, the value determined that is highly significant and the null hypothesis is rejected and alternative hypothesis is accepted. So there is a strong relationship exists between; social media presents the hidden reality *and* social media is the source of most of the political knowledge

Chapter No 7

DISCUSSION, CONCLUSION AND SUGGESTIONS

The researcher analyzed about breaks down that youth have important part for the advancement of society. Web-based social networking is elements which impact the conduct of youth. Online networking have taken confer in life of youth which indicates profound impact on mentality, conduct, wellbeing and turn into the reason for some social issue. Another hand, it has such constructive outcome on society like improve learning abilities, mindful about current issues.

7.1 Discussion

The review was proposed to characterize the effect of online networking in political participation of youth and impacts of web-based social networking in youth's political life both positive and negative. Youth are necessary piece of society. They are spine of each country. Online networking is an organization accommodating for their socialization and shape the practices. It is a rising pattern in youth. Online networking brings mindfulness among youth with respect to overhauls happening everywhere throughout the world. With the assistance of this exploration specialist found that facebook destinations is most prevailing among youth.

The theory of Adaptive Structuration additionally portrayed the rising patterns of online networking among youth and in the public arena as entirety. Discoveries additionally highlighted the effect of online networking which impact and acquire political awareness and affiliation of youth. Subsequently, discoveries highlighted that online networking have both negative and beneficial outcome on society and particularly in rising trend of political affiliation youth.

Social organization settings stage for youth sharing encounters and data. Social interaction destinations give solid environment to learning. They learn new things and their insight increments. For youth person to person communication terminuses are incredible place to stay in contact with individuals. Online networking permits youth to stay aware of current overhauls. It is well said that each coin has two sides. Online networking has two perspectives positive and in addition negative. It is rely on upon the client that how they utilized?

In the field work, the researcher investigated that those individuals who consistently utilized the social sites, influence their political wellbeing gravely.

7.2 Conclusion

The point was exceptionally incomprehensible however to shut more or less, one can state that web-based social networking if utilized as a part of a helpful way drives improvement of one's own self alongside specially for political knowledge and awareness of society. Online networking pick up the position inventible in youth lives. Presently in cutting edge time its part can't be denied in youth's lives. It has turned out to be pivotal need in their lives. Going by web-based social networking is much of the time the path in which the adolescent relax. It has been seen amid study that online networking is influencing youth's conduct in day by day life, and in addition the investigations of youth, dietary patterns , which causes the medical issues. The resilience level is additionally diminishing; online networking is expanding anger among the adolescent regarding their political affiliation. Notwithstanding, the online networking or any most recent innovation both has benefits and bad marks, it's up to the utilizations and misuse. Besides, the innovation itself is bad or terrible, its

use makes it great or awful. In short, social media website bringing the youth closer and on single platform to discuss, criticize and understand the political activities

Suggestions

1. Youth should also pay attention to the other sources available in the society for the seeking of political knowledge like newspaper, books or blogs.
2. Reality, especially present on Facebook, may not be real apparently it can look like real. Youth must understand before reaction on any issue.
3. Government should be made numerous policies to make positive ways of using social media.
4. Social media used should be regulated with aimless surfing.
5. More research should be required on this topic for the awareness of youth regarding political awareness.

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ANNEXTURE-1

Questionnaire

Role of Social Media in Political Participation of Youth in District Badin

I am Rajab Ali, student of M.sc Department of Sociology, Quaid-i-Azam University Islamabad. I am intended to collect data on the topic of “Role of Social Media in Political Participation of Youth In District Badin.” The data collected, shall be used for academic purpose only and will be kept secret and undefined. Your cooperation in providing unbiased response will be highly appreciated for making this research value able. Can I ask for information?

Questionnaire ID _____

1. Age of the respondent
 - a) 18 to 22
 - b) 23 to 28
 - c) 29 or above
2. Gender of the respondent
 - a) Male
 - b) Female
3. Occupation of the respondent
 - a) Employed
 - b) Unemployed
 - c) student
 - d) Business
 - e) Retired
4. Education of the respondent
 - a) Illiterate
 - b) primary
 - c) middle
 - d) higher secondary
 - e) intermediate
 - f) above
5. Income of the respondent

- a) 0-15000 b) 15001-30000 c) 30001-45000
d)450001-above

6. Family structure of the respondent

- a) Nuclear b) Joint c) Extended

7. Marital Status

- a) Single b) Married c) Divorced d) Widowed e) separated

Social Media Usage among Youth

8. Do you know about social media?

- a) Yes b) No

9. Which social media site do you use regularly?

- a) Facebook
b) Twitter
c) Whatsapp
d) Flicker
e) YouTube
f) Blog
g) Other

10. How many hours do you spend on social media daily?

- a) Less than 1 hour
b) 1-3 hours
c) 4-6 hour
d) 7-9hour
e) 10 or more

11. What is the primary source that use for social media?

- a) Cell phone
b) Smart phone

- c) Tablet
 - d) Personal computer
 - e) Library or public computer
12. Why do you use social media?
- a) To communicate with friends
 - b) To communicate with family
 - c) To be aware of current affairs
 - d) To promote business
 - e) For games
 - f) Political awareness
13. Which feature of social media attracts you towards it?
- a) Easy access
 - b) Pictures
 - c) Videos
 - d) Sharing
 - e) communications
14. What kind of stuff you want to see first?
- a) Entertainment
 - b) Current affairs
 - c) Political issues
 - d) Sports
 - e) News
 - f) Other
15. Do you think social media is productive in learning?
- a) Yes
 - b) No
 - c) Do not know
16. Do you think the information present on social media is worthy?

- a) Yes
 - b) No
 - c) Do not know
17. Do you think social media is the fastest way of propagation of any news?
- a) Yes
 - b) No
 - c) Do not know
18. Do you think social media represent the reality that we mostly do not know?
- a) Yes
 - b) No
 - c) Do not know
19. Do you agree that most of the sharing that you do on social media is based on the trust on the reality of social media?
- a) Yes
 - b) No
 - c) Do not know

Political participation

20. Do you feel that social media is affecting on youth's behavior?
- a) Yes
 - b) No
 - c) Do not know

21. Do you feel that social media is changing the perceptions of peoples about social settings and social happenings.
- a) Yes
 - b) No
 - c) Do not know
22. Is social media becoming the reason of awareness in these days?
- a) Yes
 - b) No
 - c) Do not know
23. Do you agree that knowledge about different phenomenon can be enhanced from the help of Social media?
- a) Yes
 - b) No
 - c) Do not know
24. Do you agree that social media plays a great role in political knowledge provision?
- a) Yes
 - b) No
 - c) Do not know
25. Do you agree that social media affects the political knowledge?
- a) Yes
 - b) No
 - c) Do not know
26. Do you agree that social media provides the opportunity of political freedom?
- a) Yes
 - b) No
 - c) Do not know

27. Do you agree that social media affects the perception regarding political parties?
- a) Yes
 - b) No
 - c) Do not know
28. Do you agree that political parties use the social media platform for campaigning during election to enhance the vote bank?
- a) Yes
 - b) No
 - c) Do not know
29. Do you use social media for political awareness?
- a) Yes
 - b) No
 - c) Do not know
30. Do you think that social media provides the opportunity to involve or participate in politics or political knowledge?
- a) Yes
 - b) No
 - c) Do not know
31. Which social web site or mobile application do you use for political awareness?
- a) Facebook
 - b) Twitter
 - c) Youtube
 - d) Google+
 - e) Whatsapp
 - f) Any other
32. Do you have any of your own page or group or website?

- a) Yes
 - b) No
 - c) Do not know
33. What kind of stuff do you see first mostly?
- a) Political issue
 - b) Government Issue
 - c) News related to international issues
 - d) India-Pakistan Crisis
 - e) terrorism
 - f) Other
34. Do you get most of the political knowledge from social media?
- a) Yes
 - b) No
 - c) Do not know
35. Do you support any political party through social media?
- a) Yes
 - b) No
36. Did you take part any of political riot or Procession by the knowledge from social media?
- a) Yes
 - b) No
37. Do you think that social media is better option to use for political knowledge and participation instead of news?
- a) Yes
 - b) No
 - c) Do not know
38. Did you affiliated or interested with any of political party with help of social media?

a) Yes

b) No

39. Do you think social media is better opportunity for any affiliated or non-affiliated person to get the knowledge about political situation and politics in the country?

a) Yes

b) No

c) Do not know

40. Do you think social media impacts more rapidly and intently on any of political issue?

a) Yes

b) No

c) Do not know