

**SOCIAL MEDIA AS A CHANGE AGENT AND ITS
IMPACT ON YOUTH IN QUAID-I-AZAM UNIVERSITY
ISLAMABAD**



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Abstract

The current study explore the social change due to social media and its impact on youth in opinion formation. Earlier studies explore the change through social media and influence on youth life style. But the research want to find out the factor behind the social change and youth participation through social media. The current study was conduct in Quaid-I-Azam University Islamabad to find out social media credibility to bring social change and youth activities on social media. On the other hand The role of social media became an essential part of people's life. Now Twitter, Whats App, YouTube, Facebook, Ins-ta-gram, and IMO are became essential for youth. Due to its large numbers of users, it became a powerful tool to communicate at large strength to change management initiatives. There are many aspects of social media in social life. Hare focused on the field like politics, education, society culture, religion, online business, and for youth opinion formation. Theory was used as the theoretical framework of the research. The result shows that there where social change due to social media and its helpful for youth in opinion formation.

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CHAPTER 1
INTRODUCTION

1.1 Evolution of social media:

This research study is based on social media as a change agent and its impact on youth. Social media have a strong influence to bring change in society. Nowadays the world became a global village due to social media. Social media connected all over the world through different social applications. Youth also became addicted to social media.

When human life started people keep putting in efforts to bring change in life. Change in different aspects of life, like behavior change, change in thinking, change in lifestyle. Change depend on human observation. For the achievement of change in a society, people tried to get an education and different kind of information with the help of technology.

Everyone naturally wants a change in their life. Sometimes change makes survival convenient. In the past, there was a time when people live in a cave and did not know about their life matters and nature. Even in the past people did not know about agriculture. Through the constant process of change, people learned about all the aspects of life. People learned about agriculture. Through the process of change, a man has stepped on the moon.

1.2 Social change through social media:

No one can deny the natural process of change. Any state cannot be remaining constant the change process remains to continue. We have seen many changes at different state-level like political and socioeconomic changes. Social media work as a change agent all over the world on the change aspects.

The research study focuses on the social media content which directly influences the public to change their life patterns and especially impact on youth. Social media posts a lot of content by the modern culture that followed by youth and change their behaviors and interests according to the modernization.

In the change process different applications of social media the term used for communication. There are many applications used for different purposes according to portray their content, text, communication and so many other programs. All these applications work through internet connectivity. There are so many social media

applications like, Facebook, Instagram, Twitter, YouTube, Google, use for different purposes.

For purpose of social change, people are interested most easily and comfortably in the lifestyle which people drive from the uses of social media. Now people rely on social media, people select their trends of life through social media. People influence by social media and do online shopping through social media applications. People pay their bills through online transactions. People get all the information through social media. Nowadays youth select social media for the preparation of competitive jobs exams. Students get information and online lectures through social media applications. Now all society patterns are changed from traditional to an online process.

Now global trends are changed in this regard there is not any type of possessing to change the national trend. Within a few moments trends are shared on social media, after that everybody starts to follow these trends.

1.3 Social media as an opinion maker:

With the number of social media users in Pakistan, social media changed different trends in Pakistan society. Like political system candidates and rulers use social media for their political interest. They set agenda setting through the social media online campaign for their political narrative. Through social media people influence by their political narrative which is developed and portray on social media. People select their candidate through social media which makes their opinion influence the people. Social media change voting behavior, especially among youth. Social media portrays agenda system and make opinions. Now the public directly knows about the economic system, parliament legislation, and stand for their rights through social media online campaign. Social media expose the crime and criminal system in a society. The public has freedom of expression. They enforce to government system for the sake of their rights. In this era, no one can snatch the liberty of an individual because everyone has access to raise their voice through social media which is directly spread to the high authorities.

Now the use of social media in politics brings changes in election campaigns. Political parties explore their party agenda through social media activities. PTI government

used social media to mobilized youth according to their political agenda. Now the PTI government has a youth vote bank because youth are influenced by social media. Through advanced countries, social media use by elected officials. The candidate is more accessible to voters. In America, candidates publish their broadcast and public access it at no cost.

1.4 Social media bring modernization:

In Pakistan, society modernization increased due to missive campaign of social media posts. Now backward countries always follow to modernize countries. Pakistan society has its own rich culture but through the few years its covert its patterns according to the Western countries which they portray on the social media. Now it has a direct impact on Pakistan youth.

The large numbers of users are influenced by social media. The powerful influence of social media brings modern change all over the world. No one can deny the social change through social media. All aspects of human life are transformed by social media. If we look forward to the past there, we can see darkness all over the world when there were no media, people have less knowledge about their aspects of life. They were disconnected from each other. People were to travel for long days to connect, but when social media took place it created a lot of changes all over the world.

The change through social media creates a benefit for the world, now people became socialized they have different social accounts for a different purpose. New people can access everyone and everything with the use of social media.

1.5 The impacts of social media on the youth:

Throughout the research study, want to know about the changes through social media as well as its impacts on youth. Like the impact of social media on youth, It changes the family environment and social circle. When there was nothing like any internet and social applications people spent plenty of time with their family and learned many things from the elders. But when social change emerges through technology entrance, it changed the world into isolation. Change through social media indicate that it is directly influenced by the youth. Now the youth social circle, behavior, and interest

have changed due to the uses of social media. Now their relationships and friends circle have changed. Now they have a lot of friends from social media applications, not at only the national level as well at the international level. People share their ideas with each other's and make their mindset. People share their ideas and products through social media, which influences on youth to adopt these modern changes.

Through all over the world lots of active users are using different social media accounts. Social media users influence by social media, they are looking for their mind interest throughout social media. The users of social media generate their site for their interest some of them doing business through social media, they promote their online business. Some people generate their ideas and put them on their social accounts. Many of their viewers and readers got their ideas and take benefits from social media advantages. Social media changes are increasing day by day in society.

Social media change society from traditional to modern society. In the past society was so simple and people were to perform their work physically. Now in a modernized society people have to perform their work through technology. Now they buy their thing online with the help of social media applications. Now the bank transactions are through social media applications. In the education system, many of the students have achieved online education as compared to the traditional way of education. In the past, people do not know about their health problems, but in a modernized society, people know about many reasons and problems with their health issues through social media information.

Social media gave the way of the reciprocal communication process, especially in the political system. Now everyone can involve in politics through the use of social media and force the government system to change the legislation according to them. Governments have to change many decisions by the pressure of social media online campaign. Social media became the voice of the public at the mass level. Throughout the Democratic countries, social media explore fundamental rights, like the right of freedom of expression and right to vote in since of selection in their party and candidates for the vote. Social media expose every negative aspect of the ruling and opposition parties, now nothing is hidden through the eye of social media.

Social media bring culture to change. In the past people are not socialized they are nothing to know about the aspects of their life. When social media became their

access, now people of the world became socialize not only national level as well as international level. Now the world became a global village. Everyone can express their thought. People can break their news and can share their news on their timeline. Now people of the world can communicate with each other.

Social media bring changes in an educational institution, many sites are working at an online education system, a lot of users of social media apps can easily access to get online education and information. During pandemic COVID 19 there was only one way to transforming education toward the students through online social media apps. People get information from the government for the public through social media. All the job application can apply online through social media. These changes bring social media for the youth. Technology changed the traditional education system into an eLearning education system. Students can get online lectures and guide from Google and publish research work and online books through social media apps.

Social media empowerment to marginalize through the use of the internet and social media. Social media empowered the hidden voice of women. Women got their rights through the power of social media campaigns, #ME-TO, moment women used social media for their rights. Because social media gives freedom of expression to everyone. Women get benefits from social media and changed their status through the power of social media.

1.6 Statement of the problem:

This study was conducted to find the social change and influence of social media through the uses of social media and how to its impact on youth. How social media change the social patterns of life and impact on youth through the knowledge of politically, religiously, educationally, and so many other activities of their social life.

This study was conducted to find social change in society and the influence of social media on the people. How social media change the social patterns and proved as youth's opinion formation about the socially, politically, religiously, educationally, culturally and so many other activities of their social life.

1.7 Research objective:

Purpose of the study to find out the social media change and its impacts on the youth in Quaid-I-Azam University Islamabad.

The research objectives are given below:

1. To investigate the social changes by the use of social media.
2. To identify how does youth, in current times, form their opinion about various social phenomena.
3. To analyze in what aspect does social media affects youth's opinion making process I.e. social, political, religious, educational, and cultural.

1.8 Significant of the study:

The conducted study explores social media change in society and the right direction of change for the youth. The collective social media change in a society and its impacts on the youth need for a detailed study. The current study will highlight the different aspects of social change in a society and its positive and negative impacts on the youth.

The current study will help to examine how social media influence society to shape the mind of the people according to its content. How social media make its importance in society. The present study is also aimed to draw a positive change by social media.

Moreover, how social media create awareness among the youth that impact social media a solid tool for their social, political, religious, educational, and cultural and information for their social life status. How social media affect their social life as well as society stander. Additionally, the current study provides the current condition of the social change in a society and social media impacts on the youth in Quaid-I-Azam University Islamabad.

Social media proved a social impact-full youth's opinion formation. Moreover, its use as a political tool, government use social media for E-governance and NGOs surveys.

CHAPTER 2
LITERATURE REVIEW

Throughout the previous studies related to change through social media, and social media impact on youth. We can determine our research findings through the previous arguments which support the study.

2.1 Social media as a change agent:

According to Rajeev (2015) the study about the relationships among people through the uses of social media. One individual can make his view and public life in a society. Once an individual can participate in all the aspects of society through the uses of social media. While many others say social media is impacted on the individual lifestyle. Because social media have a great influence to convert the lifestyle of an individual.

According to Sekho (2017) tells the uses of social media among the students how they use social media for their purposes. In Pakistan's society, social media is used for every purpose to resist any power or act throughout the world. Pakistan youth always used social media to respond to any action against their country and their religion. If someone do a derogatory act against religious Islam, our youth always stand through the social media campaign to resist the derogatory act. When the malicious start campaign against religious Islam, then the youth of Pakistan used new media to resist against the malicious. Our youth used social media effectively against them and register their protest worldwide. Through the power of youth protest through social media, force the government of Pakistan against malicious to ban on such content on the internet.

According to Golan (2019) analysis of communication engagement. He says that the internet has changed the patterns of communication between the public and the government. Now the government developed many social network sites for the sake of information to the public. The study claimed that all the information people get from the internet. Now all the facts and figures of any social aspects are available on the internet. People can access information easily and enhance their knowledge. Through social media, people are involved in the debate system of every field. Political leaders have their social accounts to connect with the public. The public can communicate through the comments and posts and gives their arguments. The public can participate directly in politics, people involved in political activities through the

use of social media, because people are influenced by social media. In the past, there was only a one-way political communication process. There was only a one-way communication process to deliver public messages. Now it proved as a two-way process of communication by the uses of social media. Many of the leaders and their followers are attached through social media applications.

The study of Lowisz (2014) about The Influence of Social Media on today's Culture. We can believe that social media directly impact on the youth life especially female student which is a lot of use as the Facebook due to which they get message and information through social media channel researcher proved that 50% social media users get a piece of news through its channels.

According to Sawye (2011), the study was conducted on “Inter culture adaptation throughout the impact of social media”. The study explores the results of social media change and intercultural adoption and influence of social media. Study shows that how social media emergence inters culture change in American society. Social media became more familiar with the American way of life to understand its norms and culture. Then people are connected and shared their ideas, trends which became the reasons for intercultural adaptation.

2.2 Social media and political participation:

According to Zaheer (2016), the study on the Uses of social media in political participation among university students. The study claimed the political participation of the youth in politics through the use of Facebook social media applications. Social media influenced to participate in political activities.

The conducted study by Bimber (2011), on digital media and political participation over time in the US to realize the role of social media. Social media provide a good platform where political participants can show efficiency in the field of politics. They can use social media to involve people in political activities. Where the political participant directly interacted with huge numbers of people.

According to Saud (2020:1:2), in this study about the youth of Pakistan and Indonesia toward online political participation. To argue that social media directly impact the youth. Social media influenced youth to participate in political activities. Social media targeted the youth and participated in the field of politics. The study results proved

that youth participation increased during an election year in Pakistan and Indonesia. In developing countries, the real target of social media was youth participation in process of politics. Social media changed the political scenario and played important role in the political structure. The numbers of the user of social media users are the youth among these two countries. In Pakistan and Indonesia countries, social media is especially influenced by youth. The 200 million users in both countries are attracted by the influence of social media. In the context of Pakistan, the studies showed the results of the PTI political party, which highly mobilized the youth through social media and get power. The study shows that social media have forcefully influenced change and especially impact on youth. Social media proved as a fast-developing tool for participation where the use of it brings change. People have common access to social media where they can get information and freedom of expression, they can stand for their rights.

According to Ejaz (2013), about the impact of new media on the dynamics of Pakistan politics. Since 2008 political scenarios have been changed through social media activity. Practically and physically work of the politicians converted by social media. They started work and influenced the public through social media accounts. Their special target is the youth of Pakistan because every individual can access political activity through social media. The individual has internet access and has social media accounts, Individual can talk easily and deliver their issues through social media accounts.

According to Ahmed (2013), about the study on social media and youth participation in politics. Pakistan society had a lot of social issues in routine life which need to address them to the rulers of the government. Social media provide a platform where everyone can express their thoughts and issues toward the government. Social media turn electrical process through its influence. Now people make their opinion through their campaign of social media. Social media exposed the traitors of the state. Social media give all details about the public leaders. Through this source of social media, the public makes their opinion about the selection of their ruler. In a democratic country, social media play an important role to give the right to everyone public makes their opinion by the influence of social media. Social media enforce to implementation of a fair electrical process.

According to Arshad (2014), study was conducted on the students voting behavior by the influence of social media. The students used social media to get information about the political system. Students used social media to share their ideas and discuss social issues on social media with their political leaders. Through social media campaigns, students participate in many offline campaigns.

2.3 Social media and education process:

According to Donnell (2016), youth in Pakistan plug into digital jobs of the future. Internet access provides global connectivity to consumers. It helped to find worldwide jobs for the youth of Pakistan. Now the youth of remote area can avail a good opportunity for the sake of jobs through an internet connection. Now you can find the jobs through the use of internet which gives details at the national level as well as international level jobs for the youth. Youth can apply online throughout their social accounts which is easily accessible to everyone.

According to Bessietal (2008), the study about the effects of Internet information. The emergence of new media influences the youth to create a new way of the communication process. Now everyone preferred to online communication to compare to face-to-face interaction. Its directly effect on consumers of life that make their life change through the adverse effects of it.

According to Goodson (2017), Conceptions of and approaches to teaching online. Teaching as design. The developed country has regular use of internet connectivity where the people live very soft in everyday life, they learn their strands and activity through the internet and use of social media in everyday life. During the pandemic, the online teaching process proves more effective through social apps and the use of the internet and technology.

According to Chukwuere (2017:1:2), social media change the social lifestyle of the world. Information through social media changes the world. Now social media create a new world through the information and the connectivity of all over the world. Now the connectivity level changes the activity of face-to-face instruction they can communicate through technology. For the sake of change, social media proved as a motivated tutor for the students, for the process of education and learning. It provides

good lectures delivering skills to the teachers. The uses of social media proved very fruitful for the process of learning for the students.

According to Al-Sharq (2015), Social media directly impact the students of social lifestyles which they have engaged with the excessive use of social media. Its impact on the well-being and their behavior. Uses of social media among the students in variance department for the sake of information and group discussion as well chat room. Social media changes the student's skills toward creative activity through the uses of social media Students became the most innovative use of social media to enhance the instruction between the students and their educators.

2.4 Social media and its impact on youth:

According to Merriam (2001), youth is the main power of any nation. It is necessary for the progress and the development of any country, for the development and progress social media played a very important role to improve the youth skills, knowledge, religious and political thoughts. If youth utilize social media for this purpose, they can improve their life stander, skills for development.

According to Ittefaq (2018), the study about online and digital in Pakistan. Pakistan has a lot of Facebook users and many other social accounts like Twitter. Throughout the population scale, Pakistan had the second-highest number of the youth populated country. It has a lot of social media users from the youth population. Social media impact youth and influence it to involve in politics, which has a powerful impact on 2018 Pakistan politics. Media had a significant impact to involve youth for political purposes.

The research of Boyd (2007), about the uses of social network sites among the youth. With the use of social media, many network sites educate the youth of Pakistan to develop their knowledge and information. Social media educate them in the sense of sociopolitical awareness. The use of social media enhanced good debate skills and knowledge among the youth at the community level as well as the international level.

The study of Shabir (2014), about the Impact of Social Media on Youth. Social media have a direct impact on youth. The numbers of social media users are youth. Social media is directly targeted to the youth. All the public advertisement and style is mostly followed by the youth of social media users. Youth follow the trends which

are most famous on social media. They modify their life patterns according to social media content. Now social media became a powerful tool to bring any change to society. Many youth followers mobilize from the social network. Social media specially targeted youth followers. To bring changes in culture and norms of the society social media play important role in cultural changes of the society.

According to John (2014), Social media bring changes to the empowerment of women in the context of Pakistan society. Women are always kept away from their rights. For empowerment women used social media to raise their voice and show their strength against gender-based violence. Especially female youth of Pakistan stand against gender-based violence to gain the equality of rights and status in the society.

2.5 Assumption:

Life turns into a global village due to the change in classic trends toward virtual trends of the social world. The classic way of information and knowledge transformed onto a virtual platform, which directly impacts on youth lifestyle. Moreover, classic trends like a way of getting knowledge and information which people get from the different social institution are turned from classic to virtual trends. Social media play its role as a social change agent and opinion formation regarding the social, political, religious, educational and culture of the people.

CHAPTER 3
THEORETICAL FRAMEWORK

Change is a natural process that can happen in every society. Change can be happening at different stages and the structure of society. When change intervenes in society it brings an impact on society, especially for the youth. To effectively understand the impact of change and how these things are interlinked when change intervenes in a society. How social media bring change and its impact on the youth, to understand how change has an impact on youth is better to the media theories explain such changes and its impacts. We can understand the social factors connections, Social factors like social values, gender, communal relationships, and social conduct connections, origin, religion and social-economic influences are to be measured to understand the impacts of social media in society. Several media theories show how these factors shape up perception and conduct. These theories help to understand the influence on different social factors and behaviors, and also explain how people behave and act in a society. The impact of social media on social activities can be understood by various theories. These can explain the interaction between an individual from different social media activities.

3.1. Social Learning Theory:

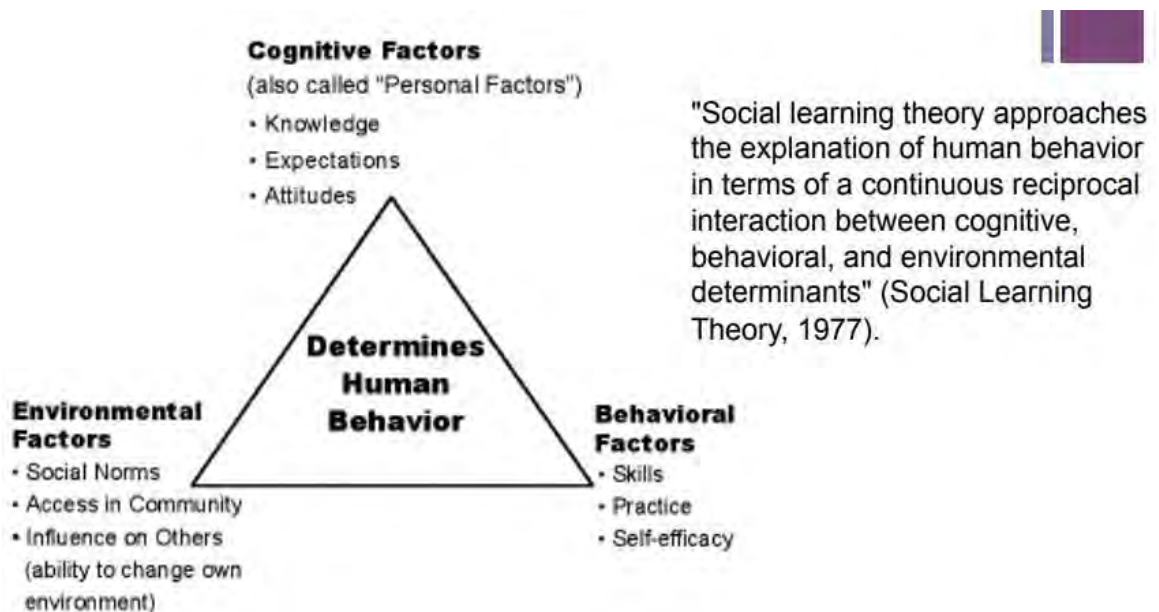
The social learning theory of Albert Bandura (1977), the basic emphasizes of social learning theory is that human behavior and learning is dependent on human observation. Emphasize the importance of learning, behavior which humans acquire from observation. Social learning theory explains human behavior in terms of continuous reciprocal interaction between cognitive, behavioral, and environmental influence according to Bandura humans learn from the social environment. Man is a social animal. When living in a society he learns from role and experiences from society.in this regard, Bandura called it social learning.

According to the social learning theory people learn with general principles.

1. Observation
2. Imitation
3. modeling

Learning by imitation through following someone old person. Modeling learning theory to learn by imitating and copying behaviors, everyone has a unique model in the life which effect on his followers aggressively. The other name Observation learning theory to observe someone and then follow good acts.

This three-way reciprocal relationship is presented in the graphic below:



Source: Bandura Theory; (1977)

There are two types of social learning in, first is Cognitive Learning from altering behavior that involves mental processes and may result from observation and imitation. And the second is Modeling which learning and imitating others.

Social learning theory has two types of models followed by the people, one is a model which can be someone personality as a role model. The second is a symbolic model which can be in the form of publications like good books magazines newspapers etc.

3.2 Social learning theory modeling process:

Attention

The person must first pay attention to the model. The more striking or different something is the more likely it is to gain our attention. Likewise, if we regard something as prestigious, attractive, or like ourselves, we will take more notice.

Retention

The observer must be able to remember the behavior that has been observed. One way of increasing this is by using the technique of rehearsal.

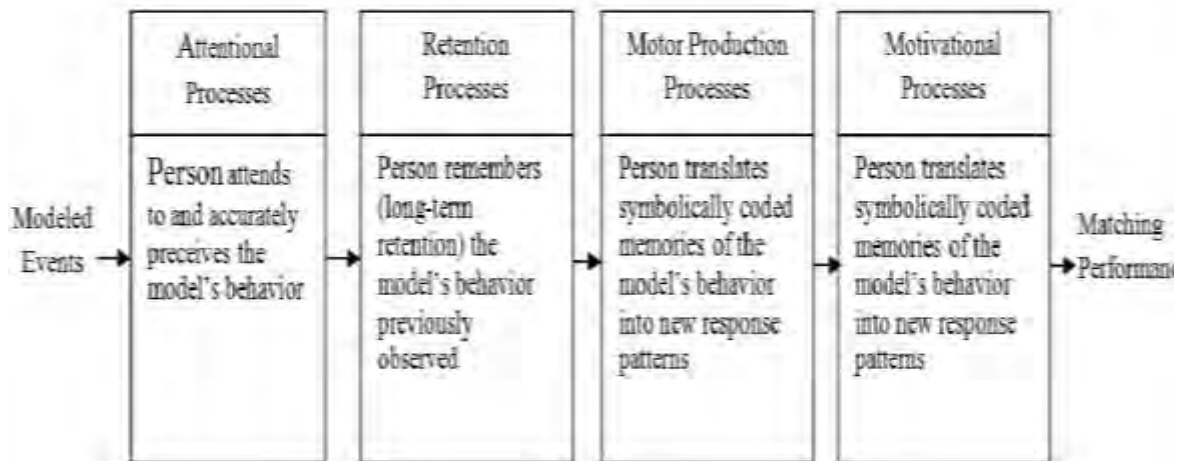
Reproduction

The third condition is the ability to replicate the behavior that the model has just demonstrated. This means that the observer has to be able to replicate the action, which could be a problem with a learner who is not ready developmentally to replicate the action.

Motivation

The final necessary ingredient for modeling to occur is motivation, learners must want to demonstrate what they have learned. Remember that since these four conditions vary among individuals, different people will reproduce the same behavior differently. Reinforcement and punishment play an important role in motivation.

Social Learning Theory Models:



Source: Bandura Theory (1977); Hjelle and Ziegler (1992)

3.3 Principles of observation:

Bandura has introduced the principle of observation in social learning theory.

1. Self-reinforcement

Someone Ideal in himself, Mind preparation is necessary for the learning.

2. Vicarious reinforcement

To observe the ideal person whose personality affects the individual, someone observes their behavior and lifestyle and then involves every it acts in his life.

3.4 Application of Theory:

Social learning theories are based on the simple but powerful assumption that people learn from observation. Social learning theory applied on social media changes in a society through observation in society. It is difficult for researchers to measure the degree and conditions of behavior that people learn from social media.

People use social media for the learning process now social media is an umbrella term where the world became a global village. youth attached with social media and copy the behavior and styles from it. Youth follow their role model social accounts to

observe their habits actions and lifestyles through social media post environment. Youth will imitate images and behaviors to see on social media posts and follow the selective person role which affected them in their life. According to Bandura his book psychological: Conflict theories 1971 argued that people have a model in their life which they follow their behavior. Youth is very aggressive they follow their model through social media activity which directly impacts their lifestyle and behavior. Youth follow their real model on social media and obtain behavior and act which affected them. Every person who wants to learn has a specific model in life. Who aggressively high among the youth which attracts through aggressively? Bandura's social learning youth obtain action and behaviors from the social media learned then use to inspire their behavior. Through social learning theory learning the behavior and skills from social media may inhibitory and dis-inhibitory effects on youth life.

In the model of social learning, youth give attention to social media and observe the good acct which effected aggressively. Youth follow their selective model on social media and observe the behavior and lifestyle to follow and take the serious message by the role model. The messages from the youth role model observed and give the retention and internalize in their brain according to their activities which they observed from social media. After observing the role of their model youth start to practices in their life. They copy the acts behaviors and lifestyle of their role model. From their role model act which they do by locking their role model, they gain motivation after do that.

3.5 Proposition:

Social media impacts youth's opinion formation on political, cultural, and religious issues.

CHAPTER 4
CONCEPTUALIZATION AND OPERATIONALIZATION

4.1 Conceptualization:

Social change as a change agent:

According to (Ellison, 2008) Social Media has been defined as websites that allow profile creation and visibility of relationships between users. Social media is a platform where every actor can play their role. It provides equal opportunity to every play their role and full fill their need.

According to Edge (2017), the use of social media among the youth impacts youth social life. Impacts of social media lead toward the process of change in society. Social media became the way of life for the youth in order the perform their social activities. Numbers of student users use social media in their social life which is directly impacted toward their social life.

According to Mashhadi (2011), Social media bring changes in their study behavior, social behavior, education method, and way of lifestyle change. In their academic performance its change their culture, norms, trend, family patterns, and ethical behavior of the society.

According to Dunfey (2019), Sociologists define social change as a change in human interaction and relationships that transform culture and social institution. These changes occur over time and often have profound cultural and long-term consequences for society.

Social media impact on youth:

According to Loebig (2015) research on “How Does Social Media Effect Youth?” stated that social media like a coin have a valuable and harmful impact on the youth. It helps youngsters to flourish and grab downward, hence youth has to be careful. Youth connect with many people and promote themselves in their careers. Social media helps youngsters to share their opinions with others.

The study of Shabir (2014) about the Impact of Social Media on Youth. Social media have a direct impact on youth. The numbers of social media users are youth. Social media is directly targeted to the youth. All the public advertisement and style is mostly followed by the youth of social media users. Youth follow the trends which

are most famous on social media. They modify their life patterns according to social media content.

According to McCarthy (2016), now social media became a powerful tool to bring any change to society. Many youth followers mobilize from the social network. Social media specially targeted youth followers. To bring changes in culture and norms of the society social media play important role in cultural changes of the society.

4.2 Operationalization:

Social media as a change agent:

In the present study, social media as a change agent is the main aim of the study. Social media as a change agent is an independent variable of the research used in the context of social change in society.

These are the questions that be used to measure the variable:

Section: C

Do you think that Media is a powerful fourth pillar of the State in the present world?

To a great extent to some extent not at all

Do you think social media is an effective platform for communication?

To a great extent to some extent not at all

Do you think that Social media is a change-maker in Society?

To a great extent to some extent not at all

Do you think that Social media is only the source of Entertainment?

To a great extent to some extent not at all

Do you think that Social media is a reliable source of information?

To a great extent to some extent not at all

Do you think that social media is playing its role in decision-making?

To a great extent to some extent not at all

Do you think there are any changes in culture that occurred through social media?

To a great extent to some extent not at all

Do you think that Social Media is the potent social Change architect in modern times?

To a great extent to some extent not at all

Do you think social media can bring about a revolution in Pakistan?

To a great extent to some extent not at all

Do you think social media is a good platform for effective communication?

To a great extent to some extent not at all

Do you think social media change your personality?

To a great extent to some extent not at all

Do you think social media is the primary agent for this change?

To a great extent to some extent not at all

Social media and its impact on youth:

in the current study, social media impact on youth is the major concern of the study. Social media impact on youth is the independent variable of the study. The study is focused on the impact of social media on youth in Quaid_I_Azam University Islamabad.

These are the questions that be used to measure the variable:

Section: D

Do you think that youth dependency on social media is upsurge day-by-day?

To a great extent to some extent not at all

Do you feel social media has more positive effects?

To a great extent to some extent not at all

Do you feel social media has more negative effects?

To a great extent to some extent not at all

How dependent are you on technology?

To a great extent to some extent not at all

Do you become part of any social campaign through social media?

To a great extent to some extent not at all

Do you consider yourself addicted to social media?

To a great extent to some extent not at all

Do you think social media has affected a family relationship?

To a great extent to some extent not at all

Do you think social media has affected a friend relationship?

To a great extent to some extent not at all

Do you think that today Social media is playing a vital role to form the behavior of Youth?

To a great extent to some extent not at all

Do you think that Social Media has a more positive impact rather than a negative on youth?

To a great extent to some extent not at all

Do you think social media is affecting our culture?

To a great extent to some extent not at all

Do you think youth use social media for political online participation?

To a great extent to some extent not at all

Do you think social media enhance your learning skills?

To a great extent to some extent not at all

Do you think social media create change in your culture?

To a great extent to some extent not at all

Do you follow someone on social media as a role model?

To a great extent to some extent not at all

Do you change your opinion according to social media?

To a great extent to some extent not at all

Do you think social media became you more competent?

To a great extent to some extent not at all

Do you think social media create interest to participate in politics?

To a great extent to some extent not at all

CHAPTER 5
RESEARCH METHODOLOGY

The study was conducted at the Quaid-I-Azam University Islamabad, on the selective topic. For the data collection, qualitative research relevant data were collected by using Questioner.

5.1 Universe of the study:

This research study was conducted at the Quaid-I-Azam University Islamabad students.

5.2 Unit of Analysis:

The unit of analysis was the students of Quaid-I-Azam University Islamabad.

5.3 Sampling technique:

Stratified random sampling was used for the questionnaire survey form.

5.4 Sample Size:

A representative sample of 130 individuals with some male and female participants.

5.5 Tool for data collection:

Questionnaires have used for the data collection.

5.6 Techniques for data collection:

The questioner was handed to the respondents to fill their responses.

5.7 Pretesting:

For the pretesting tested the questioner before the data collection 10 questioners, we filled by other respondents to check work ability.

5.8 Data Analysis:

Data were analyzed based on quantitative data and a statistical package for social sciences (SPSS) was used for data analysis.

5.9 Reliability:

Reliability refers to the extent to which a research study is capable of reproducing its previous results given that the conditions under which the research study was conducted remain the same.

5.10 Validity:

Validity refers to the accuracy of the research study to evaluate different aspects of the social phenomenon under the focus of research. The validity of a research study depends upon how accurately the designated research tool can measure the social phenomenon for which it was designed. The validity of the present research study was tested through the comparative analysis of the results of this research with the existing statistical data related to social media changes and impacts.

CHAPTER 6
RESULTS AND FINDING

This chapter was explaining the social media changes in a society and its impact on the respondents. A sample size of 130 was selected and the questionnaire was filled by all the respondents. The researcher revised all questionnaires submitted by the respondents and in any case of missing value; the questionnaire was given again so that the missing values can be filled. In this way, the researcher was successful in achieving a 100 percent response rate. This means that 130 questionnaires, all of them were usable. It took one week for the researcher to collect data from the respondents.

Table 6.1 Gender of the respondent.

	Frequency	Percent
Male	95	73.1
Female	35	26.9
Total	130	100.0

Table No. 6.1 shows the gender of the respondents. According to this table, 95 out of 130 were male respondents. The percentages of male respondents are 73.1 percent. 35 out of 130 were female respondents. The percentages of female respondents are 29.9 percent. Most are the respondents are male gender.

Table 6.2 Age of the Respondent.

	Frequency	Percent
20-25	91	70.0
26-30	33	25.4
31-35	6	4.6
Total	130	100.0

Table No. 6.2. show the respondent's age who participated in the study. According to the findings, shown in this table, 91 out of 130 respondents 70 percent of respondents belonged to the age of 20 to 25. 33 percent of respondents belonged to the age group of 26 to 30. 4.6 percent belonged to the age group of 31 to 35. Most of the respondents belong to the 20 to 25 age group.

Table 6.3 Education of the Respondent.

	Frequency	Percent
Intermediate	16	12.3
Undergraduate	85	65.4
Graduate	29	22.3
Total	130	100.0

Table No. 6.3 shows the education of the respondents. According to this table, 16 out of the 130 respondents are intermediate passed and the percentage of those respondents is 12.3 percent. 85 out of 130 respondents are undergraduate and the percentage of those respondents is 65.4 percent. 29 respondents out of 130 are graduated. The percentage of graduates is 22.3 percent Most of the respondents are undergraduate.

Table 6.4 Father education of the respondents.

	Frequency	Percent
Uneducated	13	10.0
Metric	60	46.2
Intermediate	40	30.8
Graduate	17	13.1
Total	130	100.0

Table No.6.4 shows the father education of the respondents. According to this table, 13 out of 130 respondent's fathers were uneducated out 130. The percentage of the uneducated father of the respondents is 10 percent. 60 out of 130 respondents' father is metric passed. The percentage of metric passed was 46.2 percent. 40 out of 130 respondents' father was intermediate passed. The percentage of intermediate father education is 30.8 percent. 17 out of 130 respondents' father was graduated. The percentage of graduates was 13.1 percent. Most of the respondents' father was matric passed.

Table 6.5 Mother education of the respondents.

	Frequency	Percent
Uneducated	37	28.5
Matric	51	39.2
Intermediate	34	26.2
Graduate	8	6.2
Total	130	100.0

Table No.6.5 shows the mother education of the respondents. According to this table, 37 out of 130 respondents' mothers were uneducated out of 130. the percentage of an uneducated mother of the respondents is 28.5 percent. 51 out of 130 respondents' mother is metric passed. The percentage of metric passed was 39.2 percent. 34 out of 130 respondents' mother was intermediate passed. The percentage of intermediate mother education is 26.2 percent. 8 out of 130 respondents' mother was graduated. The percentage of graduates was 6.2 percent. Most of the respondents' mother was matric passed.

Table 6.6 Occupation of the Respondent.

	Frequency	Percent
Employed	24	18.5
Unemployed	106	81.5
Total	130	100.0

Table 6.6 shows the respondents' occupation. According to this table, 24 out of the 130 respondents are employed. The percentage of the employed respondents is 18.5 percent. 106 out of 130 are unemployed. The percentage of unemployed respondents is 81.5 percent. The majority of the respondents were unemployed.

Table 6.7 Employed correspondents.

	Frequency	Percent
self-employed	8	6.2
private job	13	10.0
Government job	2	1.5
Total	130	100.0

Tables 6.7 show the employed respondent. According to this table, 8 out of 130 respondents are self-employed. The percentage of self-employed is 6.2 percent. 13 out of 130 respondents are doing a private job. The percentage of private job employed is 10.0 percent. 13 out of 130 respondents are government job employed. The percentage of government job employed is 1.5 percent. Most of the respondents are doing a private job.

Table 6.8 parents' professional status.

	Frequency	Percent
Former	13	10.0
Employer	65	50.0
Businessman	52	40.0
Total	130	100.0

Tables 6.8 show the respondent parent's professional status. According to this table, 13 out of 130 respondents' parents are former. The percentage of former parents is 10.0 percent. 65 out of 130 respondents' parents are employers. The percentage of the respondent's parent employer is 50 percent. 52 out of 130 respondents' parents are a businessman. The percentage of businessman respondents' parents is 40.0 percent. Most of the respondents' parents are a professional businessman.

Table 6.9 Family structure of the respondents.

	Frequency	Percent
Joint Family	52	40.0
Extended Family	22	16.9
Nuclear Family	56	43.1
Total	130	100.0

Table No. 6.9 shows the family structure of the respondents. According to this table, 52 out of 130 respondents belong to joint families and the percentage of the respondents is 40.0 percent. 22 out of the 130 respondents belong to the extended family structure and the percentage of the respondent are 16.9 percent. 56 out of 130 respondents belong to a nuclear family structure and the percentage of the respondents is 43.1. Most of the respondents belong to a nuclear family structure.

Table 6.10 Family practices of the respondents.

	Frequency	Percent
Religion	39	30.0
Cultural	52	40.0
Modernity	14	10.8
Moderate	25	19.2
Total	130	100.0

Tables 6.10 show the family practices of the respondents. According to this table, 39 out of 130 respondent's families practice religiously and the percentage of the respondents is 30.0 percent. 52 out of 130 respondents' family practices as culturally and the percentage of the respondents is 40.0 percent. 14 out of 130 respondent's family practices as a moderate and the percentage of the respondents is 10.8 percent. Most of the respondent's family practices as culturally.

Table 6.11 Categories of social media which type of respondents uses.

	Frequency	Percent
Facebook	68	52.3
What's App	25	19.2
Twitter	21	16.2
Instagram	14	10.8
YouTube	2	1.5
Total	130	100.0

Tables 6.11 show the categories which type of social media respondents' users. According to this table, 68 out of 130 respondents use Facebook and the percentage of Facebook users is 52.3 percent. 25 out of 130 respondents are What's-app user and

the percentage of the respondents are 19.2 percent. 21 out of 130 respondents are Twitter users and the percentage of the user is 19.2 percent. 14 out of 130 respondents are Instagram users and the percentage of the respondents is 10.8 percent. 2 out of 130 respondents are YouTube users and the percentage of the respondents is 1.5 percent. Most of the respondents are the Facebook user.

Table 6.12 Distribution of respondent’s time spends on social media per day.

	Frequency	Percent
Less than two-hours	37	28.5
More than two-hours	42	32.3
Five hours	34	26.2
More than five hours	17	13.1
Total	130	100.0

Table 6.12 shows the distributions of the respondent’s time to spend on social media. According to this table, 37 out of 130 use social media for less than two hours, and the percentage of respondents is 28.5 percent. 42 out of 130 use social media for more than two hours and the percentage of respondents is 32.3 percent. 34 out of 130 respondents use social media five hours and the percentage of the respondents is 26.2 percent. 17 out of 130 respondents use social media for more than five hours and the percentage of the respondents is 13.1 percent. Most of the respondents are using social media for more than two hours.

Table 6.13 categories of respondents post on social media.

	Frequency	Percent
Once a day	57	43.8
Once a week	45	34.6
Once a month	22	16.9
Any other	6	4.6
Total	130	100.0

Table 6.13 show the categories of the respondents post on social media. According to this table, 57 out of 130 respondents are post once a day and the percentage of the respondents is 43.8 percent. 45 out of 130 respondents are posting once a weak and the percentage of the respondents are 34.6 percent. 22 out of 130 respondents are post once a month and the percentage of the respondents is 16.9 percent. 6 out of 130 respondents are a response to any other. Most of the respondents are post on social media once a day.

Table 6.14 shows the purpose of social media for respondents.

	Frequency	Percent
Friend and Family	61	46.9
News and Information	60	46.2
Entertainment	9	6.9
Total	130	100.0

Tables 6.14 show the purpose of social media for the respondents. According to this table, 61 out of 130 respondents use social media to keep in touch with friends and family, and the percentage of the respondents is 46.9 percent. 60 out of 130 respondents use social media for news and information and the percentage of the

respondents is 46.2 percent. 9 out of 130 respondents are using social media for entertainment and the percentage of the respondents is 6.9 percent. Most of the respondents use social media for keeping in touch with their families.

Table 6.15 Respondents' response regarding social media is the fourth pillar of the state.

	Frequency	Percent
To a great extent	72	55.4
To some extent	52	40.0
Not at all	6	4.6
Total	130	100.0

Table 6.15 shows the distribution of the respondents regarding social media as the fourth pillar of the state in the present world. According to this table, 72 out of 130 respondents response to social media as the fourth pillar of the state to a great extent the percentage of the respondents is 55.4 percent. 52 Out of 130 respondent's response to some extent and the respondent's percentage are 40.0 percent. 6 Out of 130 respondents' response to not at all the percentage of the respondents are 4.6 percent. Most of the respondent's response to a great extent.

Table 6.16 Respondents' response regarding social media as a platform communication.

	Frequency	Percent
To a great extent	79	60.8
To some extent	40	30.8
Not at all	10	7.7
Total	130	100.0

Table 6.16 shows the distribution of the respondents regarding social media as a platform for communication. According to this table, 79 out of 130 respondents responded to social media is a platform for communication to a great extent the percentage of the respondents is 60.8 percent. 40 Out of 130 respondent's response to some extent and the respondent's percentage are 30.8 percent. 10 Out of 130 respondent's response to not at all the percentage of the respondents are 7.7 percent. Most of the respondent's response to a great extent.

Table 6.17 Respondents' response regarding social media is change-maker in Society.

	Frequency	Percent
To a great extent	81	62.3
To some extent	49	37.7
Total	130	100.0

Table 6.17 shows the distribution of the respondents regarding social media as a change-maker in the society. According to this table, 81 out of 130 respondent's response to social media is change-maker in society to a great extent the percentage of the respondents are 62.3 percent. 49 Out of 130 respondent's response to some extent and the respondent's percentage are 37.7 percent. Most of the respondent's response to a great extent.

Table 6.18 Respondents' response regarding social media is the only source of entertainment.

	Frequency	Percent
To a great extent	72	55.4
To some extent	58	44.6
Total	130	100.0

Table 6.18 shows the distribution of the respondents regarding social media as a source of entertainment. According to this table, 72 out of 130 respondent's response to social media is the only source of entertainment to a great extent the percentage of the respondents is 55.4 percent. 58 Out of 130 respondent's response to some extent and the respondent's percentage are 44.6 percent. Most of the respondent's response to a great extent.

Table 6.19 Respondents' response regarding social media is a reliable source of information.

	Frequency	Percent
To a great extent	70	53.8
To some extent	55	42.3
Not at all	5	3.8
Total	130	100.0

Table 6.19 shows the distribution of the respondents regarding social media as a reliable source of information. According to this table, 70out of 130 respondents response to social media as a source of information to a great extent, and the percentage of the respondents is 53.8 percent. 55 Out of 130 respondent's response to some extent and the respondent's percentage are 42.3 percent. 5 Out of 130 respondents' response to not at all and the percentage of the respondents are 4.6 percent. Most of the respondent's response to a great extent.

Table 6.20 Respondents' response regarding social media playing a role in decision making.

	Frequency	Percent
To a great extent	59	45.4
To some extent	59	45.4
Not at all	12	9.2
Total	130	100.0

Table 6.20 shows the distribution of the respondents regarding social media playing its role in decision making. According to this table, 59 out of 130 respondent's response to social media is playing its role in decision making to a great extent and the percentage of the respondents are 54.4 percent. 59 Out of 130 respondent's response to some extent and the respondent's percentage are 45.4 percent. 12 Out of 130 respondent's response to not at all and the percentage of the respondents are 9.2 percent. Most of the respondent's responses to a great extent and the same extent are equal.

Table 6.21 Respondents' response regarding cultural change through social media.

	Frequency	Percent
To a great extent	80	61.5
To some extent	45	34.6
Not at all	5	3.8
Total	130	100.0

Table 6.21 shows the distribution of the respondents regarding culture change that occurred through social media. According to this table, 80 out of 130 respondents response to culture change through social media to a great extent, and the percentage

of the respondents is 61.5 percent. 45 Out of 130 respondent's response to some extent and the respondent's percentage are 34.6 percent. 5 Out of 130 respondents' response to not at all and the percentage of the respondents are 3.8 percent. Most of the respondent's response to a great extent.

Table 6.22 Respondents' response regarding social media is the potent social change.

	Frequency	Percent
To a great extent	63	48.5
To some extent	55	42.3
Not at all	12	9.2
Total	130	100.0

Table 6.22 shows the distribution of the respondents regarding social media as potent social change. According to this table, 63 out of 130 respondent's response to social media is the potent social change to a great extent and the percentage of the respondents are 48.5 percent. 55 Out of 130 respondent's response to some extent and the respondent's percentage are 42.3 percent. 12 Out of 130 respondent's response to not at all the percentage of the respondents are 9.2 percent. Most of the respondent's response to a great extent.

Table 6.23 Respondents' response regarding social media can bring revolution in Pakistan.

	Frequency	Percent
To a great extent	49	37.7
To some extent	60	46.2
Not at all	21	16.2
Total	130	100.0

Table 6.23 shows the distribution of the respondents regarding social media can bring a revolution in Pakistan. According to this table, 49 out of 130 respondents response to social media to a great extent, and the percentage of the respondents is 37.7 percent. 60 Out of 130 respondent's response to some extent and the respondent's percentage are 46.2 percent. 21 Out of 130 respondent's response to not at all and the percentage of the respondents are 16.2 percent. Most of the respondent's responses to some extent.

Table 6.24 Respondents' response regarding social media is a good platform for effective communication.

	Frequency	Percent
To a great extent	65	50.0
To some extent	60	46.2
Not at all	5	3.8
Total	130	100.0

Table 6.24 show the distribution of the respondents regarding media as a good platform for effective communication. According to this table, 65 out of 130 respondents response to social media communication to a great extent, and the percentage of the respondents is 50.0 percent. 60 Out of 130 respondent's response to some extent and the respondent's percentage are 46.2 percent. 5 Out of 130 respondents' response to not at all and the percentage of the respondents are 3.8 percent. Most of the respondent's response to a great extent.

Table 6.25 Respondents' response regarding social media is a personality change.

	Frequency	Percent
To a great extent	54	41.5
To some extent	55	42.3
Not at all	21	16.2
Total	130	100.0

Table 6.25 shows the distribution of the respondents regarding social media is changing personality. According to this table, 54 out of 130 respondent's response to social media change in personality to a great extent, and the percentage of the respondents are 41.5 percent. 55 out of 130 respondent's response to some extent and the respondent's percentage are 42.3 percent. 21 out of 130 respondents response not at all and the percentage of the respondents are 16.2 percent. Most of the respondent's responses to some extent.

Table 6.26 Respondents' response regarding social media is the primary change agent.

	Frequency	Percent
To a great extent	59	45.4
To some extent	59	45.4
Not at all	12	9.2
Total	130	100.0

Table 6.26 shows the distribution of the respondents regarding social media as the primary agent for change. According to this table, 59 out of 130 respondents response to social media as the primary agent for change to a great extent, and the percentage of the respondents is 45.4 percent. 59 out of 130 respondent's response to some extent and the respondent's percentage are 45.4 percent. 12 out of 130 respondents response not at all and the percentage of the respondents are 45.4 percent. Most of the respondent's responses to a great extent and some extent are equal.

Table 6.27 Respondents' response regarding youth dependency on social media.

	Frequency	Percent
To a great extent	62	47.7
To some extent	51	39.2
Not at all	17	13.1
Total	130	100.0

Table 6.27 show the distribution of the respondents regarding media is the dependency on social media. According to this table, 62 out of 130 respondents response to dependency on social media to a great extent, and the percentage of the respondents is 47.7 percent. 51 out of 130 respondent's response to some extent and the respondent's percentage are 39.2 percent. 17 out of 130 respondents response to not at all and the percentage of the respondents are 13.1 percent. Most of the respondent's response to a great extent.

Table 6.28 Respondents' response regarding social media has more positive effects.

	Frequency	Percent
To a great extent	42	32.3
To some extent	65	50.0
Not at all	23	17.7
Total	130	100.0

Table 6.28 shows the distribution of the respondents regarding social media's positive effects. According to this table, 42 out of 130 respondents response to the positive effects of social media to a great extent, and the percentage of the respondents is 32.3 percent. 65 Out of 130 respondent's response to some extent and the respondent's percentage are 50.0 percent. 23 Out of 130 respondent's response to not at all and the

percentage of the respondents are 17.7 percent. Most of the respondent's responses to some extent.

Table 6.29 Respondents' response regarding social media has more negative effects.

	Frequency	Percent
To a great extent	69	53.1
To some extent	54	41.5
Not at all	7	5.4
Total	130	100.0

Table 6.29 shows the distribution of the respondents regarding social media negative. According to this table, 69 out of 130 respondents response to the negative effects of social media to a great extent, and the percentage of the respondents is 53.1 percent. 54 out of 130 respondent's response to some extent and the respondent's percentage are 41.5 percent. 7 out of 130 respondents' response to not at all and the percentage of the respondents are 5.4 percent. Most of the respondent's response to a great extent.

Table 6.30 Respondents' response regarding how dependent on technology.

	Frequency	Percent
To a great extent	58	44.6
To some extent	59	45.4
Not at all	13	10.0
Total	130	100.0

Table 6.30 shows the distribution of the respondents regarding dependent on technology. According to this table, 58 out of 130 respondents response to dependent on technology to a great extent, and the percentage of the respondents is 44.6 percent. 59 out of 130 respondent's response to some extent and the respondent's percentage are 45.4 percent. 13 out of 130 respondent's response to not at all and the percentage of the respondents are 10.0 percent. Most of the respondent's responses to some extent.

Table 6.31 Respondents' response regarding social campaign through social media.

	Frequency	Percent
To a great extent	60	46.2
To some extent	63	48.5
Not at all	7	5.4
Total	130	100.0

Table 6.31 shows the distribution of the respondents regarding becoming part of the social campaign. According to this table, 60 out of 130 respondent's response to became part of a social campaign to a great extent and the percentage of the

respondents are 46.2 percent. 63 out of 130 respondent's response to some extent and the respondent's percentage are 48.5 percent. 7 out of 130 respondents' response to not at all and the percentage of the respondents are 5.4 percent. Most of the respondent's responses to some extent.

Table 6.32 Respondents' response regarding considers yourself addicted to social media.

	Frequency	Percent
To a great extent	44	33.8
To some extent	59	45.4
Not at all	27	20.8
Total	130	100.0

Table 6.32 shows the distribution of the respondents regarding addiction to social media. According to this table, 44 out of 130 respondents responded addicted to social media to a great extent and the percentage of the respondents is 33.8 percent. 59 out of 130 respondent's response to some extent and the respondent's percentage are 45.4 percent. 27 out of 130 respondents response not at all and the percentage of the respondents are 20.8 percent. Most of the respondent's responses to some extent.

Table 6.33 Respondents response regarding social media has affected a relationship family.

	Frequency	Percent
To a great extent	62	47.7
To some extent	62	47.7
Not at all	6	4.6
Total	130	100.0

Tables 6.33 show the distribution of the respondents regarding affected family relations. According to this table, 62 out of 130 respondents response to the affected relationship of the family to a great extent, and the percentage of the respondents is 47.7 percent. 62 out of 130 respondent’s response to some extent and the respondent’s percentage are 47.7 percent. 6 out of 130 respondents’ response to not at all and the percentage of the respondents are 4.6 percent. Most of the respondent’s responses to a great extent and some extent are equal.

Table 6.34 Respondents response regarding social media has affected a relationship friend.

	Frequency	Percent
To a great extent	63	48.5
To some extent	61	46.9
Not at all	6	4.6
Total	130	100.0

Tables 6.34 show the distribution of the respondents regarding affected friend relations. According to this table, 63 out of 130 respondents response to the affected relationship of friends to a great extent, and the percentage of the respondents is 48.5 percent. 61 out of 130 respondent’s response to some extent and the respondent’s percentage are 46.9 percent. 6 out of 130 respondents’ response to not at all and the percentage of the respondents are 4.6 percent. Most of the respondent’s response to a great extent.

Table 6.35 Respondents' response regarding social media changes behavior.

	Frequency	Percent
To a great extent	83	63.8
To some extent	44	33.8
Not at all	3	2.3
Total	130	100.0

Table 6.35 shows the distribution of the respondents regarding youth behavior. According to this table, 83 out of 130 respondent's response about youth behavior to a great extent, and the percentage of the respondents are 63.8 percent. 44 out of 130 respondent's response to some extent and the respondent's percentage are 33.8 percent. 3 out of 130 respondents' response to not at all and the percentage of the respondents are 2.3 percent. Most of the respondent's response to a great extent. **Table**

6.36 Respondents' response regarding social media has a positive impact.

	Frequency	Percent
To a great extent	57	43.8
To some extent	59	45.4
Not at all	14	10.8
Total	130	100.0

Table 6.36 shows the distribution of the respondents regarding positive impact rather than negative. According to this table, 57 out of 130 respondents response about positive impact rather than negative to a great extent, and the percentage of the respondents is 43.8 percent. 59 out of 130 respondent's response to some extent and the respondent's percentage are 45.4 percent. 14 out of 130 respondents response not at all and the percentage of the respondents are 10.8 percent. Most of the respondent's responses to some extent.

Table 6.37 Respondents' response regarding social media is affecting culture.

	Frequency	Percent
To a great extent	80	61.5
To some extent	48	36.9
Not at all	2	1.5
Total	130	100.0

Tables 6.37 show the distribution of the respondents regarding social media affecting culture. According to this table, 80 out of 130 respondent's response affecting to culture to a great extent, and the percentage of the respondents are 61.5 percent. 48 out of 130 respondent's response to some extent and the respondent's percentage are 36.9 percent. 2 out of 130 respondents' response to not at all and the percentage of the respondents are 1.5 percent. Most of the respondent's response to a great extent.

Table 6.38 Respondents' response regarding political online participation.

	Frequency	Percent
To a great extent	78	60.0
To some extent	44	33.8
Not at all	8	6.2
Total	130	100.0

Table 6.38 shows the distribution of the respondents regarding social media for political online participation. According to this table, 78 out of 130 respondents response to social media online political participation to a great extent, and the percentage of the respondents is 60.0 percent. 48 out of 130 respondent's response to some extent and the respondent's percentage are 33.9 percent. 8 out of 130 respondents' response to not at all and the percentage of the respondents are 6.2 percent. Most of the respondent's response to a great extent.

Table 6.39 Respondents' responses regarding social media enhance learning skills.

	Frequency	Percent
To a great extent	64	49.2
To some extent	50	38.5
Not at all	16	12.3
Total	130	100.0

Table 6.39 shows the distribution of the respondents regarding social media enhance learning skills. According to this table, 64 out of 130 respondent's response to social media enhance your learning skills to a great extent, and the percentage of the respondents is 49.2 percent. 50 out of 130 respondent's response to some extent and the respondent's percentage are 38.5 percent. 16 out of 130 respondents response not at all and the percentage of the respondents are 12.3 percent. Most of the respondent's response to a great extent.

Table 6.40 Respondents' response regarding culture change through social media.

	Frequency	Percent
To a great extent	69	53.1
To some extent	46	35.4
Not at all	15	11.5
Total	130	100.0

Table 6.40 shows the distribution of the respondents regarding social media create change in respondents' culture. According to this table, 69 out of 130 respondent's response change in culture to a great extent, and the percentage of the respondents are 53.1 percent. 46 out of 130 respondent's response to some extent and the respondent's

percentage are 35.4 percent. 15 out of 130 respondents response not at all and the percentage of the respondents are 11.5 percent. Most of the respondent's response to a great extent.

Table 6.41 Respondents' response regarding follows someone as a role model on social media.

	Frequency	Percent
To a great extent	74	56.9
To some extent	46	35.4
Not at all	10	7.7
Total	130	100.0

Table 6.41 shows the distribution of the respondents regarding follow someone on social media as a role model. According to this table, 74 out of 130 respondents response to follow someone on social media as a role model to a great extent and the percentage of the respondents are 56.9 percent. 46 out of 130 respondent's response to some extent and the respondent's percentage are 35.4 percent. 10 out of 130 respondents response not at all and the percentage of the respondents are 7.7 percent. Most of the respondent's response to a great extent.

Table 6.42 Respondents' responses regarding opinion change according to social media.

	Frequency	Percent
To a great extent	60	46.2
To some extent	53	40.8
Not at all	17	13.1
Total	130	100.0

Table 6.42 shows the distribution of the respondents regarding changing your opinion according to social media. According to this table, 60 out of 130 respondents response

to change your opinion according to social media to a great extent, and the percentage of the respondents is 46.2 percent. 53 out of 130 respondent's response to some extent and the respondent's percentage are 40.8 percent. 17 out of 130 respondents response not at all and the percentage of the respondents are 13.1 percent. Most of the respondent's response to a great extent.

Table 6.43 Respondents' responses regarding social media became more competent.

	Frequency	Percent
To a great extent	69	53.1
To some extent	49	37.7
Not at all	12	9.2
Total	130	100.0

Table 6.43 shows the distribution of the respondents regarding social media became you more competent. According to this table, 69 out of 130 respondent's response to social media became you more competent to a great extent and the percentage of the respondents are 53.1 percent. 49 out of 130 respondent's response to some extent and the respondent's percentage are 37.7 percent. 12 out of 130 respondents response not at all and the percentage of the respondents are 9.2 percent. Most of the respondent's response to a great extent.

Table 6.44 Respondents' responses regarding social media create political interest.

	Frequency	Percent
To a great extent	78	60.0
To some extent	46	35.4
Not at all	6	4.6
Total	130	100.0

Table 6.44 shows the distribution of the respondents regarding social media create interest in political participation. According to this table, 78 out of 130 respondents response to political participation to a great extent, and the percentage of the respondents is 60.0 percent. 46 Out of 130 respondent's response to some extent and the respondent's percentage are 35.4 percent. 6 Out of 130 respondents' response to not at all and the percentage of the respondents are 4.6 percent. Most of the respondent's response to a great extent.

CHAPTER 7
DISCUSSION, CONCLUSION, AND SUGGESTION

7.1 Discussion:

The review of the literature defines the present situation and modern changes throughout the heavy influence of social media. There is a great social change regarding its particular impacts on youth. Social media changes the world into a global village. On the other hand, the heavy influence of social media context and agenda setting bring change regarding, social change people are becoming more socialize through the use of its different social apps. Family patterns are changed due to social media's busy life. Social media changed the culture change through content which followed by the society especially among the youth. People follow others and change their lifestyle according to their favorite or role model and actress lifestyle in the modern era. Through social media, it provokes to E-commerce. On business promotion through social media advantages. Social media changed the education patterns online to E-learning. Now people get education and learning through social media apps. Communication is changed now people contact through social media and participate in politics through online participation.

The theoretical framework also supports the current research as Albert Bandura theory of social learning emphasize the importance of learning, behavior which human acquire from the observation. Bandura's social learning youth obtain action and behavior from the social media learned then uses to inspire there. People use social media for the learning process now social media is an umbrella term where the world had become a global village. Youth attached to social media and copy the behavior and styles from it. Youth follow their role model social accounts to observe their habits actions and lifestyles through social media content.

The current study leads to find out the changes and their impacts on youth by social media. The pre-season of the research is to find a social change that develops by social media. How social media develop a change in society through its powerful influence. On the other hand, social media leads to impacts on youth. In this research study, the sample size of the 130 respondents was to analyze the data with the help of statistical analysis to explore the societal changes and their impact on the youth. The respondents were selected from the Quaid-I-Azam University Islamabad.

The research study shows the results of the respondents. Additionally, to find out most of the respondent's responses regarding social media is the fourth pillar of the state in the present world. People realized that social media took part in state affairs.

On the other hand, most people think regarding social media is a change-maker in the society. They are agreed that social media bring change in society. The shows that social media can bring change in society.

People are agreed that social media is a reliable source of information. Most people show that social media helped people with all kinds of information. Which they search and watch through different social media applications. On the other hand, people are agreed that social media is a reliable source of entertainment.

The majority of people think regarding culture change occurred through social media. Which people think that social media bring change in society. Additionally, social media affected the culture of society and bring reform in a culture.

The results show that social media control on the people mind which can bring social change and revolution in Pakistan society. According to social media trends, people changed their lifestyles and shape their minds. The research study results show that people are dependent on social media.

Social media proved very effective for the political activities people participated in politics through social media online campaigns. The research study results show that people get political information through social media. Social media create interest, especially among the youth. Social media help them to interact with political workers. Social media proved an effective communication platform to communicate public messages toward a political candidate.

Social media is used for educational purposes. People get information and knowledge through different social media applications on the other hand social media became more competent to the youth.

7.2 Conclusion:

The research was aimed to explore the social change throughout social media and its impacts on the youth. Through different resources and methods, the study was successful to achieve its objective. The results of the study show that there is social

change due to social media influence and its highly impact on youth. The changes in society prevail due to social media use. The result shows that there is a direct impact of society toward the youth. Society patterns are changing due to social media. Social media changes people's lifestyles. Media control the mind of the people.

Now physical social aspects were shifted on social media. This study shows that people are more socialize through different social media applications. Due to social media people participate in the online social campaign and participate in politics through the uses of social media. People get knowledge and education through social media applications.

On the other hand, this study shows the relationship between social media change and impacts on the youth. This study shows that social media is shaped people's minds according to their content. Youth drives its life through social media trends which followed by youth. The results of the study show that youth follow the person as a role model on social media and change the opinion according to their role model point of view and try to follow the role model lifestyle.

The quantitative research method was conducted to find the social change through social media as well its impacts on youth. The results show that there is an increase in social change due to social media and the youth became addicted to social media.

7.3 Suggestions:

In the current study, it is noticed that there is a social media change that exists due to its huge influence on society. There is a need to check and balance social media applications throughout the *PEMRA*. Law should be made for social media applications and must be following strictly. There should be a ban on that content which influence disputed factor and fake content in a society. Additionally, there should be check and balance to control cyber-crime in a society. Allow that content which promotes learning skills in youth. There should be a ban on that content which destroys society's culture.

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Research Questionnaire

TOPIC: SOCIAL MEDIA AS A CHANGE AGENT, AND ITS IMPACT ON YOUTH

By: *Abdul Qayyum*

I, *Abdul Qayyum*, am a student of MSc. Sociology at *Quaid-I-Azam University Islamabad*. This questionnaire is designed to accomplish the necessary data acquisition for the exploratory research study of “***SOCIAL MEDIA AS A CHANGE AGENT AND ITS IMPACT ON YOUTH IN QUAID_I_AZAM UNIVERSITY ISLAMABAD***”. The information obtained will be used only for academic purposes. I hereby assure you of the anonymity of your identity as well as the confidentiality of your responses.

A: Demographic Profile:

1. **Gender:** a. Male b. Female
2. **Age:** a. 20-25 b. 26-30 c. 31-35
3. **Education:** a. Intermediate b. Undergraduate c. Graduate
4. **Father education:** a. uneducated b. matric c. Undergraduate d. Graduate
5. **Mother education:** a. uneducated b. matric c. Undergraduate d. Graduate
6. **Your Professional Status:** a. Employed b. Unemployed.
7. **Parents Professional Status:** a. former b. employer c. businessman
8. **Family Structure:** a. Joint Family b. Extended Family c. Nuclear Family
9. **Your family practices on the ground of:**
 - a. Religion b. Culture c. Modernity d. Moderate

B: Social Media

Q1: Which type social media application you use?

- a. Facebook b. Twitter, c. YouTube d. Instagram e. Google

Q2: How much time do you spend on social media per day?

a. Less than two-hour b. more than two-hour c. five-hour d. more than five hour

Q3: How often do you post on social media?

a. Once a day b. once a weekly c. once a monthly d. any others

Q4: What do you use social media for keeping in touch with?

a. Friends and Family b. News and Information c. Entertainment

C: Social Media as Change Agent:

Q1: Do you think that Media is a powerful fourth pillar of the State in the present world?

To a great extent to some extent Not at all

Q2: Do you think social media is an effective platform for communication?

To a great extent to some extent Not at all

Q3: Do you think that Social media is a change-maker in Society?

To a great extent to some extent Not at all

Q4: Do you think that Social media is only the source of Entertainment?

To a great extent to some extent Not at all

Q5: Do you think that Social media is a reliable source of information?

To a great extent to some extent Not at all

Q6: Do you think that social media is playing its role in decision-making?

To a great extent to some extent Not at all

Q7: Do you think there are any changes in culture that occurred through social media?

To a great extent to some extent Not at all

Q8: Do you think that Social Media is the potent social Change architect in modern times?

To a great extent to some extent Not at all

Q9: Do you think social media can bring about a revolution in Pakistan?

To a great extent to some extent Not at all

Q10: Do you think social media is a good platform for effective communication?

To a great extent to some extent Not at all

Q11: Do you think social media change your personality?

To a great extent to some extent Not at all

Q12: Do you think social media is the primary agent for this change?

To a great extent to some extent Not at all

D: Social Media and Its Impact on Youth:

Q1: Do you think that youth dependency on social media is upsurge day-by-day?

To a great extent to some extent Not at all

Q2: Do you feel social media has more positive effects?

To a great extent to some extent Not at all

Q3: Do you feel social media has more negative effects?

To a great extent to some extent Not at all

Q4: How dependent are you on technology?

To a great extent to some extent Not at all

Q5: Do you become part of any social campaign through social media?

To a great extent to some extent Not at all

Q6: Do you consider yourself addicted to social media?

To a great extent to some extent Not at all

Q7: Do you think social media has affected a family relationship?

To a great extent to some extent Not at all

Q8: Do you think social media has affected a friend relationship?

To a great extent to some extent Not at all

Q9: Do you think that today Social media is playing a vital role to form the behavior of Youth?

To a great extent to some extent Not at all

Q10: Do you think that Social Media has a more positive impact rather than a negative on youth?

To a great extent to some extent Not at all

Q11: Do you think social media is affecting our culture?

To a great extent to some extent Not at all

Q12: Do you think youth use social media for political online participation?

To a great extent to some extent Not at all

Q13: Do you think social media enhance your learning skills?

To a great extent to some extent Not at all

Q14: Do you think social media create change in your culture?

To a great extent to some extent Not at all

Q15: Do you follow someone on social media as a role model?

To a great extent to some extent Not at all

Q16: Do you change your opinion according to social media?

To a great extent to some extent Not at all

Q17: Do you think social media became you more competent?

To a great extent to some extent Not at all

Q18: Do you think social media create interest to participate in politics?

To a great extent to some extent Not at all