

**THE SOCIAL IMPLICATIONS OF DIGITALIZATION ON
YOUTH: A CASE STUDY OF COLLEGE STUDENTS OF
TEHSIL BEHRAIN 2015-2022**



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2023

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**“Thesis submitted to the National Institute of Pakistan studies, Quaid-I-Azam University,
Islamabad, for the partial fulfilment of the degree of Master In Philosophy in Pakistan studies”**

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CERTIFICATE

I hereby recommend that the thesis prepared under my supervision by Atiq ahmad entitled
“The social Implications of Digitalization on youth: A case study of college students of
Tehsil Behrain 2015-2022” be accepted in partial fulfillment of the requirements for the
Degree of Masters in Philosophy in Pakistan Studies.

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DECLARATION

I hereby declare that this dissertation is a presentation of my original work. Every attempt is taken to identify where other people's contributions are involved, with appropriate references to the literature and acknowledgment of collaborative research and discussions. There has been no previous publication or presentation for any part of this thesis for any other degree or certificate. This thesis was completed under the supervision of Dr. Aasim Sajjad Akhtar, of the National Institute of Pakistan Studies, Quaid-e-Azam University, Islamabad.

Atiq Ahmad

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Abstract

This research delves into the intricate interplay between middle-class aspirations and the multifaceted parameters that influence their experiences in digital domains. This research study is based on Dr. Aasim Sajjad Akhtar's concept of middle-class aspiration, as outlined in "The Struggle for Hegemony: Fear, Desire, and Revolutionary Horizons." the aspirations of the middle class for improved social status and a contented life, influencing both their offline existence and engagement within digital realms. Positioned as an intermediary group between the affluent elite and the labouring masses, their desires and behaviours are intricately shaped by observing trends among the upper echelons in digital spaces. This study examines key factors, including the digital divide, privacy concerns, gender dynamics, state surveillance, and recognition issues. Employing a comprehensive approach, data was gathered from diverse participants and subsequently subjected to thematic analysis. The primary aim was to discern the extent to which the middle class's digital behaviour and usage patterns align with their aspirations or whether alternative motivations underpin their actions.

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Chapter 1

INTRODUCTION

Digitalisation is the way many domains of social life are restructured around digital communication and media infrastructures. In simple terms, digitalisation may be defined as the use of digital technologies.¹ The transition from the industrial society to the information society led to many changes in individuals' culture, life conditions, perceptions, and views on life. With technological transformations as the first step of the information society, new communication technologies came into individuals' lives. They started digitalising in many areas, including economic, social, and cultural products. Next-generation technologies began to be used instead of traditional ones; economic, social, and cultural effects went into reproduction. In the reformation of the cultural products process, many areas that reflect individuals' lifestyles, such as business manners, friendship, family and romantic relationships, have impacted their sense of identity and self-expression, while consumption habits have also changed.²

Social media is one of the examples of digitalization that has revolutionized today's world and has many impacts on daily lives. Social media refers to the wide range of internet and mobile-based that allow users to share information and generate content. Important internet sources associated with social media include Blogs, wikis, bookmarking, and social networking sites. Status update services, virtual world content and media sharing sites.³

The intricate relationship between social media usage and the aspirations of middle-class youth, particularly in the context of Generation Z, is a complex phenomenon that has reshaped various facets of contemporary society. In this thesis, the concept of middle-class aspiration serves as a guiding framework to examine whether social media usage aligns with the ideals and ambitions of middle-class individuals in this age group. This investigation delves into the multifaceted dynamics of social media and seeks to uncover the extent to which middle-class aspirations influence its utilization.

¹ Jagjit Singh Srani and Harri Lorentz, 'Developing Design Principles for the Digitalisation of Purchasing and Supply Management', *Journal of Purchasing and Supply Management* 25, no. 1 (2019): 78–98.

² Bünyamin (ed) Ayhan, 'Digitalization and Society', n.d.

³ '2010-03-e.Pdf', accessed 20 August 2023,

<https://bdp.parl.ca/staticfiles/PublicWebsite/Home/ResearchPublications/InBriefs/PDF/2010-03-e.pdf>.

The concept of middle-class aspiration is introduced and elaborated upon in the literature review chapter, which thoroughly explores this concept's nuances. The literature review also delves into a series of debates and discussions that link middle-class aspirations to the broader argument of this research. Through an analytical lens, this study aims to comprehend the intricate interplay between social media usage and the overarching influence of middle-class aspirations, dissecting the manifold dimensions of this relationship. Digitalization has fundamentally transformed various domains of social life within the digital landscape, reshaping cultural, economic, and social paradigms. The transition from an industrial to an information society has created a seismic shift in individuals' lifestyles, beliefs, and worldviews. As technological innovations catalyzed digitization, new modes of communication and interaction emerged, profoundly affecting aspects such as business ethics, relationships, and self-expression. Consumption patterns, too, transformed, reflecting a broader societal shift.⁴

The prevalence of social media is especially pronounced among the youth, a segment significantly exposed to digitalization. Pakistan's vibrant youth population exemplifies this trend, where nearly 150 million out of 230 million individuals are under 30. This digital youth lifestyle has led to substantial shifts in various aspects of life, including family dynamics, leisure activities, education, and political engagement. Different generational segments, from the Silent Generation to Generation Z, have evolved in response to the changing technological landscape. Generation Z, born after 1995, occupies a unique position in this digital progression. Unlike previous generations, Generation Z has grown up immersed in a digital world from an early age. The iPhone's launch in 2007, when the oldest Gen Zers were just ten years old, marked the beginning of a period where mobile devices, constant connectivity, and on-demand communication became integral to daily life. For Generation Z, digital media's influence is deeply ingrained and considered the norm.⁵ There were 87.35 million internet users in Pakistan at the start of 2023. With an internet penetration of 36.7 per cent, an increase of 22million occurred between 2021 and 2022 (+35.9%), out of which 71.70 million were social media users, out of which Facebook has 43.55 million users, Youtube has 71.70 million, Instagram has 13.75 million and TikTok has 18.26 million users, while LinkedIn has 7.60 million and Snapchat and Twitter has 18.80 million and 3.40 million users respectively. In the last few years, there is an increase observed in the smartphone, smart tablet and wireless broadband

⁴ Ayhan, 'Digitalization and Society'.

⁵ Anna Dolot, 'The Characteristics of Generation Z', *E-Mentor* 74, no. 2 (2018): 44–50.

market in Pakistan. 191.8 million cellular mobile connections were active in Pakistan in early 2023, equivalent to 80.5 per cent of the total population.⁶

Noah Yuval Harari's perspective, as articulated in "21 Lessons for the 21st Century," underscores the pivotal role of the digital age as a transformative revolution. He posits that data, rather than land or machinery, is the modern determinant of power and influence. Harari also explores the challenges posed by false information proliferation, eroding conventional sources of authority and fostering individualistic echo chambers. Additionally, the economic ramifications of digitalization, driven by automation and artificial intelligence, are examined, predicting substantial job displacements.⁷

Shoshana Zuboff's work, "The Age of Surveillance Capitalism," critically dissects the motivations behind digital technology development, highlighting its alignment with economic gains and power accumulation. Zuboff emphasizes transparency and ethical considerations regarding using personal information for monetary purposes, cautioning against the unbridled pursuit of economic utility.⁸

In this digital landscape, social media is a transformative force that has revolutionized societal norms and values. "Social media" encapsulates diverse internet and mobile-based platforms facilitating information sharing and content creation. Blogs, social networking sites, virtual worlds, and media-sharing platforms are vital to this phenomenon. Social media's impact transcends technological functionality, shaping human behaviours and beliefs.⁹

The explosion of social media platforms and digital applications has brought opportunities and challenges. The accessibility of social media has led to its widespread usage, with platforms like TikTok garnering immense popularity, often propelling previously unknown individuals to stardom. However, this digital age also brings concerns like cybercrime, privacy violations, and social media addiction. The current study seeks to

⁶ 'Digital 2023: Pakistan', DataReportal – Global Digital Insights, 13 February 2023, <https://datareportal.com/reports/digital-2023-pakistan>.

⁷ Yuval Noah Harari, *21 Lessons for the 21st Century: 'Truly Mind-Expanding... Ultra-Topical'* Guardian (Random House, 2018).

⁸ Cristian Mendoza, 'The Age of Surveillance Capitalism: The Fight for a Human Future at the New Frontier of Power: By Shoshana Zuboff, New York, Public Affairs, 2019, 704 Pp., €20.00, ISBN 978-1610395694', *Church, Communication and Culture* 7, no. 2 (3 July 2022): 452–55, <https://doi.org/10.1080/23753234.2022.2086891>.

⁹ '2010-03-e.Pdf'.

comprehensively understand these dynamics within the complex relationship between social media usage and middle-class aspirations, mainly focusing on Generation Z.¹⁰

This research explores the complex interplay between social media usage and the influence of middle-class aspirations, primarily within the Generation Z demographic. By analyzing various dimensions, including the digital divide, privacy dynamics, gender interactions, state surveillance, and recognition issues, this study aims to shed light on how middle-class aspirations shape and redefine these facets within the digital realm. Through a comprehensive examination of the data collected from Tehsil Behrain's Generation Z, this thesis aims to validate its claims and arguments about this evolving phenomenon.

1. Statement of the problem

The pervasive influence of digitalization has transformed various aspects of life, from social interactions to economic pursuits and political expressions. With the rise of social media, people spend extensive time online, engaging in activities ranging from personal celebrations to political engagement. Youngsters, particularly Generation Z, are driven by the desire to attain online celebrity status and capitalize on income-generating apps guided by narratives propagated on digital platforms.

In the context of Tehsil Bahrain, Pakistan's youthful demographic accentuates the impact of digitalization. Despite this, there is a lack of research examining Generation Z's social media usage, mainly how middle-class aspirations influence their behaviour. This study aims to fill this gap by investigating the interplay between social media patterns and middle-class aspirations among Tehsil Behrain's Generation Z. By delving into this unexplored territory, the research seeks to shed light on the multifaceted dynamics shaping digital engagement, ultimately contributing insights valuable for both academia and practical strategies in harnessing digitalization while catering to the unique aspirations of middle-class youth.

¹⁰ Yalin Sun and Yan Zhang, 'A Review of Theories and Models Applied in Studies of Social Media Addiction and Implications for Future Research', *Addictive Behaviors* 114 (March 2021): 106699, <https://doi.org/10.1016/j.addbeh.2020.106699>.

2. Objectives of the study

1. To analyze the role of middle-class aspirations in guiding the social media usage and online behaviour of Generation Z individuals in Tehsil Bahrain.
2. To investigate how Generation Z individuals in Tehsil Behrain strategically curate and present their digital identities and modes of self-expression and seek recognition within the context of their middle-class aspirations, considering the role of social media as a facilitator and influencer.
3. To explore the perceptions and behaviours of Generation Z individuals in Tehsil Behrain towards privacy concerns, state surveillance measures, and the potential for social media addiction, and how these factors intersect with their middle-class aspirations-driven social media usage, ultimately impacting their online engagement patterns and decision-making processes.

3. Primary research Question

To what extent do middle-class aspirations guide Generation Z's social media usage patterns in Tehsil Bahrain, Pakistan, within the context of the broader digitalization phenomenon? By studying the parameters like the digital divide, privacy, gender dynamics, state surveillance, and recognition problems via the lens of youth who belong to the middle class. Privacy is defined and shaped by middle-class aspirations, and every youngster now thinks of their privacy as data-dependent; they want to hide something from family and other friends, and mainly, they think of privacy as related to romantic relationships. They fear state surveillance, and mostly, they are troubled because they want to exercise their right to freedom, which often leads them to dangerous situations. In the same way, youth are also interested in playing games portrayed to them via different social media platforms. Pornography is very common among middle-class youth, and especially people from developing countries are addicted to this, and it is also because of middle-class aspirations and how things are portrayed to them. Another significant problem among youth using digital spaces is the problem of misrecognition; nearly every youngster complains of this. This study will test the broader concept of the middle-class aspiration of Dr Aasim Sajjad Akhtar, who employed it in his book “The Struggle for Hegemony,” fear, desire and revolutionary horizons.

4. Supplementary questions

1. How do the middle-class aspirations of Generation Z individuals in Tehsil Behrain manifest in their online behaviour and social media engagement?
2. How does the interaction between social media usage and middle-class aspirations of Generation Z individuals influence their sense of identity, self-expression, relationships, online politics, access to technology and recognition within the digital landscape?
3. How do privacy concerns and state surveillance intersect with Generation Z's aspirations-driven social media usage in Tehsil Bahrain?

4. Significance of the study

Most of the population of Pakistan falls into the category of youth, and the way they use technology and digital spaces has much impact on the society and economy as well as the country's politics. Digital spaces mould the behaviours of the youth. Social media portray things to them that directly guide their choices and aspirations regarding their daily routines. Furthermore, by investigating the extent to which the youth consider the implications of their digital actions and their level of awareness regarding the social, economic, and political ramifications of digitalization, we can assess their informed decision-making processes. This insight will be invaluable for policymakers, educators, and stakeholders who seek to foster responsible and knowledgeable use of digital technologies among the youth. The study will give us a deep understanding of youth's social media usage patterns.

5. Organization of the study

The research under study will consist of five chapters. The first chapter is the '*introduction*', which explains the central puzzle in the introductory paragraphs and then consists of the research question, problem statement, objectives, significance and methodology.

The second chapter will be '*Theoretical Framework and Literature Review*'. This chapter will cover the primary debates in digitalisation, and a pattern will be deduced from the literature review that will guide the direction of the research.

The third chapter will be '*Research Methodology*'. This chapter consists of the study design, how the sample was analysed, and how primary data was collected and processed. This chapter also includes the field plan via which the data collection was made.

The fourth chapter will be on 'Data Analysis'. This chapter includes two portions; the first one is the qualitative analysis of the data, which was collected via semi-structured open-ended interviews from a total sample of 30 persons, out of which ten interviews were filtered out, which consisted of half of the interviews from female respondents and half from male respondents about how they perceive the digital changes and how they react to the use of different digital applications, and to find out how middle-class aspirations guide their usage of social media spaces another portion is the content analysis of online videos from Tiktok and Facebook and a '*Unique patterns of usage of digital applications by generation Z*' is made. Different personalities and social media stars are discussed to determine whether middle-class aspirations shape these things. For instance, how different trends are circulating on Facebook and Tiktok which are only specific to the users of Khyber-Pakhtunkhwa, like roasting each other via video clips, performing elections via Facebook, commenting on old pictures and making fun of friends via it, using Twitter for communication purposes, using social media fake account for asking about accountability from different political leaders(an account on the name, 'Toor gul', went so famous that every social media user knows this name). A broad analysis of different TikTok stars will be made to determine the priorities of youth and how much middle-class aspirations shape these online behaviours.

The last chapter will be the 'conclusion'. That will consist of findings and analysis about an aspect of digitalisation and a contribution towards the already circulating debates about digitalisation. These are answers to the questions being asked in the research

Chapter 2

Theoretical framework

This chapter consists of the basic information about middle-class aspirations presented by Prof. Dr. Aasim Sajjad Akhtar in his book, *The Struggle for Hegemony: Fear, Desire and Revolutionary Horizons*. This concept is employed to check the social media usage of the youth of Tehsil Behrain and how this concept is guiding their use. Apart from this, the critical debates in the field of digitalization and review of literature are made to clarify the author's claims about the topic.

1.1 Understanding middle-class Aspirations

After the disintegration of the USSR, a reinvented shape of capitalism in the form of neo-liberalism was introduced by the giants of capitalism, all barriers to capital were removed, and the world was portrayed with an extended happy phase of economics in the name of trade liberalization the resources of countries were extracted. A single strike from the pandemic exposed the vulnerable nature of this system. Class disparities and economic inflation are rising even in the global north. Every time the world crisis is understood, the West is the centre of the world. We should move towards a non-Western approach to studying world politics. This time, South Asia and Sub-Saharan Africa (global south), which consists of the largest population of the globe, is taken as the area of analysis and the middle class. This particular variable category is mainly shaped by the desire for upward mobility and, at a time, fear from 'others', a group of people inside or outside the country that is being viewed or portrayed as a threat in the way of fulfilment of the desire of the middle class. Most of this population falls into the youth category, making it the most online in digital spaces. So, to understand the global order, we should consider middle-class aspirations, digitalization, climate change and the pandemic. Dr Aasim Sajjad Akhtar argued in his book that hegemony is crafted by fusing the desire for consumption and upward mobility with a fear of the proverbial other. He further said that we should look into the colonial past to understand the hegemony. And then how the road is travelled by it after the end of colonialism.

1.2 How middle-class Aspirations Guide the social media usage of Youth

The desire for upward mobility and a happy life among the middle class shapes their lives in the practical world and different digital spaces. The middle class is a variable class between the economically prosperous upper and toiling classes. Most of their motivation comes from seeing the upper class and their trends in different digital spaces. They are attached at the same time with the developmental perspective of adopting the modern technologies but on the other hand they also want to adhere or the culture norms are not allowing them to freely express their aspirations, and due to this reason they are somehow in a baffled situation. This thesis will examine other parameters like the digital divide, privacy, gender dynamics, state surveillance, and recognition problems.

2. Literature review

2.1 Definition of Digitalization: Unveiling its dimensions

Scholars have provided diverse definitions of digitalization, revealing its multifaceted nature. According to Hagber et al. (2001), digitalization encompasses the transformation from analogue to digital and facilitates new forms of value creation. The breakdown of information into discrete components enables the manipulation of various media forms, from text and graphics to software code and audio-visual content.

In social life, Srani and Lorentz (2019) highlight digitalization as the restructuring of domains through digital communication and media infrastructures.

Morley et al. (2017) Digitalization is the growing application of ICT across the economy “encompassing a range of digital technologies, concepts and trends such as artificial intelligence, the “Internet of Things” (IoT) and the Fourth Industrial Revolution.”

Ayhan (2017) contextualizes digitalization within the broader framework of technology's impact on society, suggesting a continuous struggle between traditional values and technological advancement. Ayhan's book, *Digitalisation and Society*, The relationship between technology and man is one of the significant problems caused by modernity. The traditional worldview that ‘man can only know what is natural, but cannot change it’, the modern worldview and conception of science, putting in practice the principle that man cannot

only know but also change and thus rebuild what is natural, prevailed in the modern world. The contemporary outlook opposes the traditional world and man, having a relatively static rhythm of change against the present world and the process of difference. The long and controversial contest for domination that had taken place between ‘believing’ and ‘knowing-acting’ resulted in the victory of technology that enabled the processes of rationalization, secularization, and modernization to know the natural and social worlds to their utmost details and to control them. Though there has been extensive theoretical debate about the pros and cons of technology, and many theories have been set forth about its practical results – such as alienation anomy, in the history of modern thought, no decisive conclusion on the nature and consequences of technology has been reached. However, one can summarize ongoing debates and current results in four categories.

Ayhan (2017) discusses the profound impact of technology on society in the context of modernity. The shift from the traditional view of man's limited ability to know and change the natural world to the modern perspective of technological dominance is explored. This transformation led to the victory of technology, enabling rationalization, secularization, and modernization. Ongoing debates about technology's pros and cons can be summarized in four categories.

2.1.1 Technological continuity: Technology knows no bounds and displays continuity across societies despite conflicting with established cultural values. While initial effects might be subtle, resistance to technological change is not futile. Instead of rejecting technology outright, the focus should be revising and adapting social values and structures.

2.1.2 Cultural Development: Technological advancements provide new cultural expression and dissemination avenues. From music to media, technology enhances culture's power of expression and enables more comprehensive access to cultural content through various mediums.

2.1.3 Controlled Impacts: Despite technological development's relentless march, societies exert control over its impacts. The distinction between direct and indirect effects of technical change highlights the potential for managing its consequences. Cultural values can effectively resist unchecked technological change.

The core issue lies in determining the values that guide technological progress towards universal human aims. While technology's effects are pervasive, the power of culture and values in shaping its trajectory and mitigating negative consequences remains evident.

Many theorists have different views about digitalisation, and they explain it in the following words.

2.2 Digitalization and Societal Dynamics: Middle-Class Aspirations.

Aasim Sajjad Akhtar (2022) introduces the concept of middle-class aspirations, emphasizing its role in shaping contemporary societies. Akhtar argues that the rise of the middle class and its desires for upward mobility, coupled with the fear of the 'other,' has significant implications for societal behaviour. Particularly in South Asia, these aspirations influence online interactions and digital engagement. To elaborate further, *Aasim Sajjad Akhtar* discusses fear, desire and revolutionary horizon in his book *The Struggle for Hegemony*. That is how the neo-liberal mission is failing, and liberal democracy faces many crises worldwide. He argues that we should move towards a non-Eurocentric approach in studying world politics and how the middle class is rising and shaping today's politics as Burgeois shaped capitalism. How weak is the Neo-liberal mission that all its success stories shattered with a single hit from the coronavirus pandemic? Today's world order will be shaped by some factors: middle class, digitalisation, climate change and pandemic. In a chapter specifically related to digital transformation in Pakistan's society, he discusses how different publics have come into being due to digitalisation.

Moreover, unlike Euro-American heartlands, South Asian countries like Pakistan are adopting digitalisation at an incredible speed. Entertainment is at the forefront for them, and a more considerable segment of youth come together in lower class publics, facilitating various forms of socialisation and avenues for entertainment and interactive video like PUBG and Chinese application TikTok dwarf political publics like Twitter. These applications suggest that even for the people of lower classes, joy is at the forefront of digital life.

2.3 Middle class

Dure-e-Nayab (2011) The concept of the middle class is a complex and multifaceted one that is challenging to define and measure consistently across different countries and contexts. There is no universal consensus on what constitutes the middle class due to the

various approaches, rationales, and criteria used to define it. While it is generally agreed that the middle class occupies a position between the lower and upper classes, the boundaries restricting these classes remain debatable.

Traditionally, attempts to classify the middle class have relied on cut-off lines based on income or expenditure. However, these definitions often lack precision and are characterized by arbitrariness. This unclarity has led to a wide range of estimates for the size of the middle class, spanning from zero to 60 per cent of the population.

To address these shortcomings, some scholars propose a more comprehensive approach to measuring the middle class. This approach involves creating a composite index considering multiple factors necessary for middle-class membership. These factors include education, occupation, income, lifestyle, and housing. By considering a combination of these dimensions, this approach provides a more nuanced and accurate estimation of the middle class's size and characteristics.

Applying the "expanded middle-class concept" in Pakistan reveals that around 35 per cent of the population can be classified as middle class, amounting to approximately 61 million people. Notably, the middle class is predominantly an urban phenomenon, with its most significant representation in urban areas at the national and provincial levels. It is also interesting to observe an association between professional occupations and the upper middle and upper classes, supporting the notion of an "elite middle class."

Despite concerns about recent inflation trends potentially affecting the middle class, the analysis indicates that Pakistan's middle class has grown over time. This growth is attributed to various factors captured by the composite index, which shows an upward trend. Researchers can explain why inflation may not immediately impact the class structure by distinguishing between the middle-class and middle income. As factors linked to middle-class membership continue to improve, the size of the middle class is expected to increase in Pakistan.

In comparison to neighbouring countries in South Asia, Pakistan's middle class stands out, with a more significant proportion of the population falling within this category, particularly when compared to India. This demographic characteristic offers potential opportunities for the country to benefit from the economic and social advantages associated with a robust middle class.

In conclusion, the middle class is a dynamic and evolving social category that defies simple definitions. It encompasses a range of criteria beyond income or expenditure, including education, occupation, lifestyle, and housing. The multidimensional approach to measuring the middle class provides a more comprehensive understanding of its composition and trends, allowing for a more explicit analysis of its growth and stability over time in different contexts like Pakistan.

2.4 Social Media's Impact on Society: Recognition and Reposition

The ubiquity of social media platforms has revolutionized communication, interaction, and self-presentation. Davies delves into the transformative role of social media in identity formation, self-presentation, and public discourse. He underscores the potential of social media for democratizing communication yet highlights challenges such as misinformation and polarization.

Davies further explores the shift from the politics of recognition to reputation in the digital age. The pursuit of online recognition drives individuals to curate identities and accumulate reputation, often influenced by market dynamics. This shift leads to the inflation of misrecognition, where the quest for prestige overshadows authentic engagement (Davies, 2021). In his article *The Politics of Recognition in the Age of Social Media*, William Davies purports that the transformation in public spaces has led to a mutation in the idea of recognition and social media. The main challenge is that there is inflation of misrecognition, as because of modernity, the notion of recognition is thought to have originated intuitively but must be accepted socially. So, with the advent of platform capitalism, the idea of recognition is replaced by reputation. Everyone wants to be recognized in digital spaces to have a reputation, and this is gained mainly by investing your human capital in areas like Twitter.

Then, you get feedback through likes, shares and followings. These are how reputation accumulates positively. Everyone joins the digital spaces with equal standing, but afterwards, it depends upon the feedback you get from the audience. Another significant characteristic of social media is that everyone suffers misrecognition. Trump had 70 million followers and was the president of America, but was extinguished by a single click of the owner of Twitter. It also talks about the role of the market in recognition, how every digital space is also a privately

owned market space and where the plethora of data of users is collected and then used for the advertisement and is also sold to others. This market differs from conventional because you have no early familial monopoly and are run by innovation. Instead, you have to create your reputation and get your reaction on that. Sometimes, small funny clips attract more of an audience than a political debate, and it is clear that no such talent is required for you to earn a reputation, while in the earlier ages, only specialists had a fan following and were recognised among the masses. The social industry ensures that we are all celebrities, and when one does not get proper feedback, a type of reputation risk is felt. Another aspect of reputational war is discussed when a person shares something he faces online: trolling and bullying. The quest for recognition is much slower than that of reputation. Another aspect of social media is that the fame related to it is bubble-type. If we look at the Black Lives Matter and Me-too movement, they became famous, but this fame was volatile and soon disappeared from the fore and did not take the shape of street movements or any other political movement.

2.5 Challenges and Debates in the Digital Age

The digital age presents a plethora of opportunities and challenges. Scholars like Robinson (2018) argue that digitalization and the Fourth Industrial Revolution may lead to new global capitalist restructuring, potentially exacerbating existing structural conditions that trigger economic crises. The fusion of technology, surveillance, and private accumulation defines the emerging concept of a global police state (Robinson, 2018). Furthermore, concerns about privacy, surveillance, and the spread of misinformation in the digital age have gained prominence (Davies, 2021). In his book *21 Lessons for the 21st Century*, Noah Yuval Harari argues that the digital age is another great revolution. Like the previous revolutions in which land and machines were the factors that identified those who had ruled, now data will be remembering those who will rule the world. Especially the fusion between infotech and biotech that will make human beings able to alter the heads and hearts of people. Robots will replace human workers, and there may be no jobs left out to people in the future. In the economic field, machines will be preparing budgets for us in the future. Blockchain and cryptocurrency will worsen the situation as fewer people will understand how to use digital currency and applications. He also discusses that one of the most significant challenges In digital media is the plethora of false information.

In his article, Klaus Schwab calls it the Fourth Industrial Revolution and argues that the Fourth Industrial Revolution is on its way. This time, the revolution is exponential and will affect all spheres of life: social, economic and political. In the First Industrial Revolution, water and steam were used to mechanize production. The Second was characterized by the use of electricity for large-scale production. The Third used electronics and information technology to automate production. The Fourth Industrial Revolution is building on the Third, the digital revolution that has occurred since the middle of the last century. It is characterized by a fusion of technologies blurring the lines between the physical, digital, and biological spheres. He warns us about the future of this and that it is all up to us whether we are putting people and values as our priority or on the opposite side. It can Robotize humanity and thus deprive us of our hearts and souls. Inventions like driverless cars and combining AI with biotechnology and other fields will have an outstanding impact on our society and social behaviours.

Noam Chomsky (2017) answered a question asked by a reporter about state surveillance on the public: What do you think about the revelations by Edward Snowden about it? He says that if technology and other means of surveillance are available, the power systems will use them. He points toward the relationship between the National Security Agency and Silicon Valley. NSA is seeking help from this private company, and they are bringing a personal officer to the NSA to help them control and spy on people because they have been doing it for a long time.

Tuba Livberber Göçmen (2017). One of the most essential meanings added by new technologies is digital culture. However, it is impossible to determine borders precisely because of continuous mobility. In this period, the influence of digital culture is intensively seen in social life. Furthermore, radical changes occurring in culture and the Internet are vital in individuals' everyday lives and are seen as the most crucial component of digitalized culture. Additionally, next-generation technological tools changed not only the culture but also the users. Users are classified as digital natives or digital immigrants based on being born before or after digital technology. After this classification, the characteristics of users, how they command technology, and how they articulate next-generation technology were attempted to be explained. Although individuals born before 1980 and tried to adapt to digital technologies are qualified as digital immigrants, individuals born after 1980 in the digital world are qualified as digital natives in foreign literature. It should not be missed that digital immigrants feel like more of an outsider than digital natives.

Payal Arora (2019), in her book, *The Next Billion Users (Digital Life Beyond West)*, has provided a detailed study of the people outside the West and how they are treated differently by digital corporations. Those economically weak are considered to spend time in technological spaces for practical reasons rather than entertainment. Why are they deemed exotic, and who earns from the digital economy of these poor? How do they think of themselves as digital beings? Are they different from the picture the digital corporations portray, or are they the same as what is displayed? Then, she discusses the disparities in these digital spaces and addresses them under three significant digital divides. For example, the First digital divide is the gap between people regarding the number and access to ICTs. The second digital divide is the gap between people in terms of usage of ICTs, like some are allowed to use it in a particular way for a specific purpose, i.e. paternalism and west-planning or civil planning. Then, she talks about the Third digital divide: The difference in access, Intent, and use of digital leisure time as the dominant paradigm shaping global internet usage. All three divides are addressed via parameters like class, gender and sociality. Leisure is considered a privilege of the elites, while the wretched are devoid of this and are planned only to be allowed to work. At the same time, different allusions are given from various religious texts.

Ammara Maqsood, in her book(2017), *The New Pakistani Middle Class*, and chapter *Islam and consumption*, talks about how Islam become increasingly noticeable in the Pakistani marketplace and popular culture. Furthermore, from television and mobile ringtones, everywhere has been dominated by the Islamic blend of TV shows. Islamic scholars talk in different shows wrapped under the name of Islamic shows, how different Abayas and things of daily use like shampoos and tasbih? are branded as Islamic, and these things are commodified. Mobile companies are now giving you offers consisting of naats and other recitations.

Robinson argues in his article that the world economy has not fully recovered from the 2008 financial collapse and that another crisis of significant proportions may be on the horizon. He suggests that digitalisation and fourth industrial revolution technologies are driving a new round of global capitalist restructuring, which may aggravate the underlying structural conditions that generate crisis, particularly over accumulation. Robinson notes that transnational investors are investing heavily in the rapid digitalisation of global capitalism to perpetuate expansion and hedge their bets on new investment opportunities in the worldwide police state. The concept of the international police state is explored in the article. Robinson defines it as a system of social control and repression that is global in scope and involves the

fusion of private accumulation with state militarisation. He argues that the economic dimensions of global capitalist transformation intersect in new ways with the political, ideological, and military dimensions of this transformation and that the concept of the worldwide police state is a helpful tool for understanding this intersection. Robinson also discusses the mobilisation of the culture industries and state ideological apparatuses to dehumanise victims of global capitalism as dangerous, depraved, and culturally degenerate. He notes that there is permanent low-intensity warfare alongside 'hot wars' and counter-insurgency and that private accumulation fuses with state militarisation, tying the fate of Silicon Valley and Wall Street's future to warfare and repression. In conclusion, Robinson argues that the ballooning sectors of the global economy, such as the high-tech sector, may trigger another catastrophic crisis. He suggests that the concept of the worldwide police state is a valuable tool for understanding the intersection of various dimensions of global capitalist transformation and that it is vital to recognise the potential for another major economic crisis.

(Qi et al. 2018, 1) discusses in this article some questions like What philosophical foundations are used to support the authors' theories of social media? The authors draw on the work of philosophers such as Descartes, Heidegger, Sartre, and Bourdieu to develop a framework for understanding social media. They use the concept of the life world, including Descartes' rationality and Heidegger's historicity, to understand social media use's historical and rational aspects. They also use the concept of consideration of others, which is based on instrumentalism and Heidegger's "being with," to understand the social and collaborative aspects of social media use.

Additionally, the authors draw on the work of Bourdieu to understand the social capital that can be gained through social media use. Another question from this article is: how do the authors introduce the dimensions of life world and consideration of others in their analysis? The authors use a philosophical framework to present the dimensions of life world and consideration of others in their investigation. They argue that social media can be understood by considering two sizes: the life world and the consideration of others. The life-world dimension is based on the philosophical concepts of rationality and historicity.

In contrast, considering other's dimension is based on the philosophical concepts of instrumentalism and "being with." A third question from this article is: What is the significance of Bourdieu's concept of social capital in understanding social media? Bourdieu's concept of social capital provides a valuable framework for understanding social media's social and

cultural aspects and how social networks and relationships on these platforms can offer individuals and groups valuable resources and opportunities. Social capital can include access to information, social support, and opportunities for collaboration and engagement. By understanding social capital, we can better understand how social media is used and the benefits that can be gained from it. Overall, this article provides a valuable contribution to the literature on social media by exploring the philosophical foundations of social media and introducing the dimensions of lifeworld and consideration of others. By drawing on the work of philosophers such as Descartes, Heidegger, Sartre, and Bourdieu, the authors provide a framework for understanding social media that is both comprehensive and insightful.

People's behaviour reveals several psychological problems. One of these psychological problems is addiction. There are many types of addictions: game addiction, mobile phone addiction, online sex addiction, shopping addiction and internet addiction. Nowadays, with the emergence of Web 2.0 technologies, it is seen that social media applications are widely used, and the addiction problems resulting from the overuse are discussed in recent studies. In this context, there are some studies about Facebook addiction. In the same way, social media platforms from Facebook to TikTok are used by different religious people for recording short clips in which they disseminate things related to religion, like telling people different wazifas, which gain them many followers. TikTok and other platforms are paying them, and how different Android and Apple design religious apps shows religion's commodification.

If we look into the above debates, it is clear how digitalisation is taking over all spheres of life and how new socialisation spaces are coming to the fore. Social media has many impacts on the social life of youth, as this is the class of society in its transition stage and is most exposed to different digital technologies. The debates are made, and the theoretical framework is set now. My work is to look into how Generation Z of Tehsil Behrain's usage of social media is guided by this middle-class aspiration (the desire for upward mobility and a better life, the fear of the proverbial other and the imitation of social media celebrities, and trends being portrayed to them via different digital spaces in the form of entertainment, advertisements and social media trends).

Chapter 3

Research Methodology

This chapter elucidates the methodological framework employed to comprehensively investigate the complex connection between middle-class aspirations and their influence on the digital space utilization patterns among Generation Z residing in Tehsil Bahrain. Through a comprehensive examination of the parameters of the digital divide, privacy dynamics, gender interactions, state surveillance, and recognition issues, this research aims to shed light on how middle-class aspirations shape and redefine these facets within the digital realm. Central to this investigation is the exploration of the evolving concept of privacy, intricately woven with aspirations, wherein the notions of safeguarding romantic relationships, evading familial scrutiny, and asserting digital autonomy intersect. The pervasive fear of state surveillance, stemming from an earnest pursuit of freedom, further accentuates the significance of these aspirations in influencing digital behaviour and preferences. Moreover, the allure of online entertainment and the portrayal of various digital content, particularly the ubiquity of explicit material, adds complexity to the digital landscape, driven by the lens of middle-class aspirations. Additionally, this study delves into the predicament of misrecognition, a poignant concern voiced by many youngsters navigating digital spaces, thus examining the nuanced ways aspirations influence the quest for acknowledgement and self-expression. Building upon the theoretical framework of Dr Aasim Sajjad Akhtar's concept of middle-class aspirations as elucidated in "The Struggle for Hegemony: Fear, Desire, and Revolutionary Horizons," this research embarks on a test study that embraces semi-structured and focused group interview approaches to unearth the multifaceted connections between aspirations and digital engagement among Tehsil Bahrain's Generation Z. along with primary data the already available secondary data is also reviewed and thoroughly analyzed for getting the deep incite of the phenomenon.

3.1 Data Collection Methods

Data collection unfolded through two distinct yet complementary methods:

3.1.1 Semi-Structured and Focus Group Interviews: To capture the multifaceted experiences of the youth, a combination of semi-structured interviews and focus group

discussions was employed. The former method allowed us to individualize insights, facilitating interactive discourse among participants. These interviews and discussions provided a platform for probing talks on various facets of digitalization, its impact on different spheres of life, and the ensuing social implications.

3.2 Research Population

The research population consisted of college students from Tehsil Behrain who did their higher secondary education in 2015-2022, locally known as college education. This population lies in the district swat of kp. According to census 2023, its overall population is 248,422, of which 127,882 are male and 120,520 are female. Another table of the census 2023 shows the literate population (10 years and above) by the level of educational attainment, sex, age group and rural/ urban. Out of this population between the ages of 15-19 who have completed their intermediate education, 19,307. {Pakistan Bureau of Statistics} My population comprises male and female college students from Tehsil Behrain Over. There are three public sector colleges in Tehsil Bahrain, out of which one is a female's degree college, and 2 is a male's degree college. Apart from it, there are five private degree colleges in the Tehsil, of which two are female's while three are male's colleges. I conducted five interviews with students of each college and found nearly similar patterns. Let's look at the social stratification of the Tehsil Behrian. Most of the population there is homogenous based on education and access to other services, like those who fall into the upper-class category are not studying within their Tehsil. They often go to colleges in Peshawar or Mingora city. Generation Z has a nearly identical orientation towards the usage of social media, so taking into account this, I designed my study plan as striving for gender balance; half of the respondents were male, and the other half were female. This gender equilibrium aimed to ensure a comprehensive representation of perspectives, acknowledging the potential variations in experiences and viewpoints within the youth demographic. Students from different faculties were interviewed; some were students of B.S. English and linguistics, while some were from chemistry departments and medical schools to have a multifaceted approach. The figure of 30 interviews selected was based on the saturation of data, which I noticed while interviewing the respondents.

3.3 Details of the Respondents.

I selected my respondents based on some parameters.

Age Range (Generation Z): Generation Z typically refers to individuals born between the mid-1990s and early 2010s. I selected this category to limit my population. I further specified the period during which they took their college education.

Socio-Economic Status (Middle Class): Income, education level, occupation, and ownership of certain assets. For example, I considered individuals whose family income falls within a specific range, who have completed a certain level of education, and who have occupations characteristic of the middle class.

Education Level: Given that you are focusing on college students, specify the level of education (e.g., high secondary education completion) to ensure consistency among respondents.

Access to Technology: selected those familiar with technology, including social media. They were considered parameters related to access to technology, such as ownership of smartphones, internet access, and active use of social media platforms.

Parental Background: This portion considered questions about parental education, occupation, and income. This information has provided additional context to validate the middle-class status of my respondents.

Gender Balance: Aim for a balanced representation of both genders within my sample to avoid potential bias and ensure a comprehensive understanding of the experiences.

College Affiliation: Since I have mentioned specific colleges, select respondents from these institutions to maintain consistency and relevance to your study's context.

Names and current position of Respondents:

Male respondents:

Name	Current position	College session
Mian Mahmood ul Hassan	Doctor of Medicine	2015
Bilal Ahmad Mian	Doctor of Medicine	2015
Mian Naseer Ullah	Doctor of Medicine	2017

Salman Ahmad Mian	Doctor of veterinary	2015
Ahmed Ali	B.S English	2017

Female Respondents:

Name	Current position	College session
Sana didar	M.A Pakistan study	2017
Asma Farman	B.S Physics	2017
Aqsa khan	B.S Sociology	2015
Ayesha Awan	B.S Chemistry	2018
Muskan Karam	B.S English	2019

3.4 Longitudinal Case Study

This is a longitudinal case study. This research unfolded from 2015 to 2022. By adopting a longitudinal approach, the study captured the evolving nature of the youth's engagement with digital technologies and the subsequent transformations in their behaviours, aspirations, and social dynamics.

3.5 Study Phases

The research methodology encompassed distinct phases to explore the research topic methodically:

3.5.1 Preliminary Pilot Study: A preliminary pilot study was undertaken to discern the youth's critical areas of concern and interest. This study facilitated the formulation of an interview guide that effectively addressed pertinent issues within the digitalization landscape.

3.5.2 Interview Guide Design: An interview guide was meticulously crafted based on the insights from the plight study. The guide was structured into distinct sections, each

targeting specific dimensions of the youth's interaction with digital technologies. These sections encompassed the digital divide and leisure, recognition in social media, education and job opportunities, privacy and surveillance, relationship patterns shifts, and digitalisation's influence on political engagement.

3.5.3 Data Collection: A total of 30 semi-structured interviews were conducted, reflecting the diversity of perspectives within the college student population of Tehsil Bahrain. From this pool, a subset of 10 interviews was selected for in-depth analysis, ensuring a comprehensive yet focused exploration of the research questions. Along with data collection from primary sources, secondary data is also used and was collected from secondary sources: research articles from journals, Newspapers, books and other secondary data sources.

3.5.4 Researcher's involvement: I fall into the age realm of the study, and I have experienced all the changes myself. It was easy for me to locate my sample, interact with them, and identify the nuances and subjectivities of the respondents. Another plus point was that I spoke their language, which helped me a lot while collecting my data.

3.5.5 Thematic Analysis: Thematic analysis was employed to distil patterns, themes, and insights from the interview data. This iterative process involved identifying recurring themes within and across interviews, shedding light on how digitalization influenced the youth. The following steps of thematic analysis were followed.

3.5.6 Familiarization with Data: Immersing yourself in the collected data (interview transcripts, focus group discussions) to become acquainted with the content, context, and nuances.

3.5.7 Initial Coding: Generating initial codes by identifying meaningful data segments representing vital concepts, ideas, or patterns. Codes are labels attached to specific sections of data. Coding was done with the help of the application QDA Minor lite.

3.5.8 Searching for Themes: Grouping related codes together to form potential themes. Themes are broader patterns or ideas that emerge from the coded data.

3.5.9 Reviewing and Defining Themes: Reviewing and refining the identified themes, ensuring they accurately represent the content and context of the data.

3.6 Data Mapping: Organizing the data extracts under each theme to visualize the relationships and connections between different themes.

3.6.1 Theme Refinement: Continuously reviewing, comparing, and refining themes to ensure their coherence and relevance.

3.6.2 Defining and Naming Themes: Develop clear and concise descriptions for each theme and suitable names that encapsulate their essence.

3.6.3 Writing Descriptions: Writing detailed descriptions of each theme, including relevant quotes and examples from the data.

3.6.4 Generating the Report: Integrating the thematic findings into the broader context of your research, discussing their significance, and drawing connections to your research questions.

3.6.5 Limitations of the study: It is important to acknowledge potential limitations of this research, including participant bias, limited generalizability due to the specific case study context, and the inherent subjectivity associated with qualitative research. Another significant problem was the population selection because it was a tedious job. I could not select any respondents from the college students, and I took mainly those students who fell into the middle-class category. Another limitation is that I do not select students of higher secondary school because they are not so much aware of the digitalisation and another reason is that my selected period is between 2015-2022 so I interviewed students who were studying or have studied their higher secondary education from Tehsil Bahrain Due to the diverse nature of the topic, I could not explore all aspects of digitalization and its connection with the youth.

3.6.6 Observational Analysis: An observational analysis of videos on platforms like Facebook and TikTok was conducted to augment the interview findings. This provided an additional dimension to exploring youth engagement with digital technologies and its implications. A complete chapter is written on the unique trends of the youth, which are mainly guided by the waves of fame and celebrity culture as one of the main aspects of middle-class aspirations.

3.6.7 Emergent Themes

Through meticulous data analysis, several overarching themes emerged, reflecting the nuanced intersections of digitalization and youth culture:

Gendered Digital Divide and Middle-Class Aspirations: The digital divide is assessed to middle-class aspirations, investigating how varying degrees of access to technology influence youth engagement with digital spaces. The study unveils how middle-class aspirations shape the youth's digital landscape by dissecting the implications of restricted, moderate, and free access. Furthermore, find out the gender gap in the usage of digital spaces.

Social Media Use: Themes representing the multifaceted use of social media, including communication, study, financial transactions, entertainment, and seeking recognition.

Privacy and Security: Themes addressing privacy and security concerns encompassing the formation of romantic relationships, data leakage threats, privacy challenges, and data dependency.

Digitalization and Relationships: Themes capture digitalisation's influence on relationships, including the facilitation of romantic connections and the experience of detachment and virtualization.

Recognition Challenges in Digital Spaces: This segment delves into the problem of misrecognition experienced by youth in digital spaces. By studying how middle-class aspirations for acknowledgement and recognition interact with the digital realm, the research dissects the implications of this phenomenon on the youth's self-identity.

State Surveillance and Freedom: The fear of state surveillance is explored as a manifestation of middle-class aspirations for autonomy and freedom. Analyzing the tension between the desire to exercise personal rights and the potential risks posed by state surveillance, the research probes the role of middle-class ambitions in shaping this dynamic.

Gaming, Pornography, and Middle-Class Influences: The influence of middle-class aspirations on digital leisure activities is investigated, focusing on gaming and pornography. The portrayal of these activities on social media platforms and the resulting engagement are examined to unveil how middle-class aspirations contribute to these behaviours.

Plethora of entertainment and an urge for fame: One of the significant middle-class aspirations is the urge to become famous. People do many strange things in society, many of which fall into entertainment. Thus, there is vast local entertainment over social media platforms.

Digitalization and Politics: Themes reflecting digitalization's impact on political engagement encompass the ease of expressing political views, the rise of virtual politics and propaganda, and the threat of online trolling.

Positive and Negative Impacts of Technology: Themes outline the positive and negative impacts of technology usage, underlining the dependent nature of its effects.

3.7 Generalizability of Findings

The wealth of insights garnered through the research methodology presents a compelling argument for the generalizability of the study's findings. While the study was centred on Tehsil Behrain's college student population, the meticulous data collection, thematic analysis, and consideration of diverse viewpoints suggest that the emergent themes hold relevance beyond the specific case. The qualitative nature of the research methodology allows for a deep exploration of underlying trends and socio-cultural dynamics, contributing to the robustness of the findings. Apart from this research work, a detailed study of the concept has also been made by Dr Aasim Sajjad Akhtar, which serves as a supportive base for this study. This is different from the main research in that its population is small, and secondly, it has taken a few phenomena related to digitalization and the use of these spaces by the youth.

Chapter 4

Data Analysis

This chapter delves into the heart of the study's exploration, embarking on an analytical journey to unravel the intricate relationship between middle-class aspirations and the utilization of digital media among the Generation Z population in Tehsil Bahrain. This chapter sheds light on how the desire for upward mobility, the fear of 'others,' and the emulation of social media influencers intersect to guide the online behaviours of this demographic. By employing a multifaceted approach that considers parameters such as the digital divide, privacy, gender dynamics, state surveillance, and recognition issues, the chapter endeavours to uncover the underlying motivations and patterns driving the youth's engagement with digital platforms. Based on diverse sources, including theoretical perspectives, scholarly studies, and empirical data, this data analysis chapter aims to comprehensively understand how these factors shape the digital landscape and impact the emerging Generation Z culture in Tehsil Bahrain. In this chapter, I did two types of analysis. The first one described the qualitative analysis of data collected through semi-structured open-ended interviews with college students of Tehsil Bahrain to address the questions about youth usage of digital spaces. Secondly, the content analysis of videos on TikTok and Facebook is made to explore the trends related to the use of digital spaces by Generation Z of Tehsil Bahrain.

I used the **Qualitative Thematic Method** for the analysis of data. There are seven organizing themes: Access to technology, social media use and digitalization, privacy and security, digitalization and relationships, digitalization and politics and positive and negative impacts of technology. These emerged from the analysis of data from the interviews. In contrast, the content analysis of videos on TikTok and Facebook revealed five themes: Fame and Expression, Entertainment and Distinctive Voices, Cultural Commentary and Social Impact, Online Roasting and Conflict, and Digital Engagement in Politics. Firstly, the analysis of interviews is done, and then the content analysis of videos.

1. The primary themes that emerged in access to technology are free access, moderate access and restricted access.

2. The primary themes that emerged in social media use are communication purposes, study purposes, financial purposes, entertainment purposes and usage for recognition purposes.
3. The primary themes that emerged in privacy and security are the easy formation of romantic relationships, the threat of data leakage, no privacy and security at all, and privacy being data dependent.
4. The primary themes that emerged in digitalization and relationships are the easy formation of romantic relationships and detachment and virtualization.
5. The primary themes in digitalization and politics are easy expression of political views, virtual politics and propaganda, and the threat of online trolling.
6. The primary theme that emerged in technology's negative and positive impacts is usage dependent.

Social Implications of Digitalization on Youth (Main theme)

4.1 Access to technology

- Restricted access
- Moderate access
- Free access

4.2 Social media use

- Communication purposes
- Study purposes
- Financial purposes
- Entertainment purposes
- Usage for recognition and fame

4.3 Privacy and Security

- Secure environment for romantic relationship building

- Threat of leakage of data
- Privacy is data-dependent

4.4 Digitalization and Relationship

- Easy formation of romantic relationships
- Detachment and virtualization

4.5 Digitalization and Politics

- Easy expression of political views
- Virtual politics and propaganda

4.6 Positive and Negative Impacts of Digitalization

- Usage dependent

Organizing themes

The seven organizing themes are access to technology, social media use, education and digitalization, privacy and security, digitalization and relationships, digitalization and politics and positive and negative impacts of technology. These did not emerge from the data because I used the deductive approach in thematic analysis and came to the data collection with some pre-conceived themes based on my literature review.

Access to technology

Access to technology is the availability of digital technologies in the area where people live and how much they are allowed by their family and society to use these spaces autonomously and spend their leisure time wherever they want. When I asked my respondents about their access to technology, the data revealed the primary themes of free access, moderate access and restricted access.

Free access

Most of the male respondents who belong to well-off families had free access to mobile phones and social media, and the female respondents said that male members of their families had free access to mobile phones and social media. All male members pointed out that “ **Area**” is a significant factor. There is a clear difference in the access to technologies in the rural and urban areas, as rural areas have overall limited access to technology. However, apart from it, the cultural norms are dominant, which limits females' access to mobile phones and social media. In contrast, males have free access to them. Another point they made clear that influences access is financial status, and even many male members from their area have no mobile phone or social media accounts.

CASE : Dr Mian Mahmood ul Hassan

Yes, I can access 3g internet, but broadband is unavailable in my area. I have no restrictions from my family side, but they get angry whenever I use it in front of my parents. Otherwise, I was given a mobile phone in my matric while my sister was older than me, but she was not given a cell phone.

CASE: Dr Naseer Ullah's interview

Yes, I have access to 3G and broadband. I have no restrictions from my family side, but they get angry whenever I use it in front of my parents or late at night. Otherwise, I was given a mobile phone at an age much less than my sisters. Dr Mian Naseerullah, the social implication of digitalisation on youth, 10 May 2023.

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CASE: Dr. Salman Ahmad Mian

¹¹ {Citation}

I have free access to 3 G, broadband internet services, and social media. At the same time, there is no check from my family on my digital activities: Mian Salman ahmad, the social implication of digitalization on youth, 15 May 2023.

The above three respondents belong to well-off families and have free access to all the technological sources available in their areas. They can use mobile phones and digital spaces freely.

Moderate access

Three of my female respondents have moderate access to mobile phones and digital spaces, as the services are available in their areas. Many of them have mobile phones, but their family has checked on them like they are not allowed to upload their pictures and videos on digital platforms freely but can use these platforms by making accounts under the fake name, or they can only view entertainment videos on platforms like Tiktok and youtube and Instagram. None of these respondents have their IDs on digital platforms. Alternatively, they are allowed to use mobile phones for study purposes. These three females were from a family with an educated background, so there were no harsh restrictions on them. However, when all of these females were asked what the gendered discrimination in their houses regarding access to digital spaces and mobile phones is, they all gave the same answer: males have the upper hand in this case. Even if they are of less age than females of their families, they are allowed to use a mobile phone and are not being checked by elders, but for females, there is no such treatment, and they are constantly being checked by male members or older women of the family.

CASE: Aqsa Khan's interview

Yes, I have free access to my mobile phone and internet. I have my mobile phone; broadband and 3 G are in our area, and I have access to them, but I am not allowed to share my pictures and videos freely. Aqsa Khan, the social implications of digitalisation on youth, 25 May 2023.

CASE: Ayesha Awan Interview

Yes, I have free access to the internet and mobile. My average screen time is 8-9 hours/day. I cannot use my mobile phone in front of my parents. I want to become a singer,

but they are not allowing me to freely fulfil my dream so I can upload my voice, not video clips and pictures: Ayesha Awan, the social implications of digitalisation on youth, LIVE, 30 May 2023.

CASE: Asma Farman interview

Yes, I have my mobile phone, Instagram, and Facebook IDs, but I cannot upload my pictures. My mother does not let me use it of my own choice, and whenever I use it in front of her, she always tells me to limit my mobile phone use. Once, my older brother told me to delete my Instagram account and warned me to be careful if I was still using it. I think there is societal pressure due to which females cannot freely use these spaces. Muskan Karam, The social implications of digitalisation on youth, live, 30th May.

Restricted access

This category includes those respondents who have access to digital spaces and mobile phones but cannot use them of their own free will, and due to family or societal pressure, they are being restricted from using these spaces. This category only includes females; no male has been denied access in my respondents. Even my male respondents told me that their sisters at home who are older than them have no access to mobile phones and are devoid of using social media. The main factor responsible for this is the cultural norms where females and males are not treated equally. My female respondents said that societal and cultural pressure prevents us from using mobile phones and social media freely.

In contrast, two female respondents, Sana Didar and Muskan Karam, said they had no personal mobile phone while using their mother's cell phone. Whenever they use it for a long time, there is a check and balance on them from the family if they are talking to any stranger or using it for illicit relationships. This depicts that the pre-operated cultural norms and patriarchy have a central role in this, and mainly, formal education plays a role. Still, our cultural norms are so complex that our agency in the private sphere is not supporting us to participate in the public sphere. Even females who have done their PhD are not allowed to freely upload their pictures and join like the male members of the family in digital spaces.

CASE: Muskan karam interview

I use my mother's mobile phone, and I also have no access to internet services, I mean both broadband and 3g-4g services. My screen time is 4-5 hours. I use nearly 70 per cent for study and 30 per cent for entertainment. It is considered disrespectful in our society if a female uses a mobile phone because people think it is mainly used for establishing romantic relationships. Moreover, those females who are unmarried and have their mobile phones are viewed as characterless, and people blame them for illicit connections.

CASE: Sana didar interview

Yes, I have restrictions from my family on using mobile phone services and mainly checking on me to prevent me from talking with boys or other strangers. I use my mother's mobile phone, and she gives it to me when I tell her that I am studying things on it; otherwise, she always tells me to stay away from using it.

By analyzing the above three basic themes, it is clear that the digital divide in Tehsil Behrain is highly gendered, class, and even the urban-rural gap, and the extent to which a family is educated affects people's access to digital spaces and mobile phones. The three main categories identified here clarify that the already deeply entrenched societal and patriarchal norms guide the usage of digital spaces. This linkage shows us a pattern that middle-class aspirations suggest the use and access to these sources, like this category, support female usage of mobile and social media. Still, on the other hand, this class is also entangled in social norms that hinder females' use of digital spaces by fe. Moreover, whenever these things are not addressed, the digital divide cannot be bridged between the male and female of society.

Social media use

Middle-class aspirations notably influence the utilization of social media platforms. Members of the middle class often engage with social media as a means to express their ambitions, connect with peers, and project a particular lifestyle. Social media provides a platform for showcasing educational achievements, professional milestones, and experiences that align with their desired socio-economic standing. This digital space allows the middle class

to participate in conversations and trends that mirror their aspirations for upward mobility and access to improved opportunities. Consequently, social media becomes a dynamic tool through which the middle class articulates its aspirations, reinforcing the interplay between virtual engagement and real-world ambitions. When I asked my respondents about social media usage, the data revealed basic themes for communication, study, finances, Entertainment, and use for recognition and fame.

communication purpose

“ Many of my respondents replied that they use social media to communicate with friends and family. The usage for communication purposes is shared among all the respondents, but their ways of usage are changing. While many of the boys replied that we are using it for conversation with their girlfriend and the unique opportunity in this usage is that they can talk to her via Twitter where no one will realize that she is using it for communication purpose, one of the female respondents also replied that they are using Twitter because my family is constantly checking WhatsApp while no one thinks about this unique usage of Twitter as a communication app.

CASE: Dr Mian Mahmood ul Hassan's interview

I mainly use mobile and social media for communication purposes. I mainly use a Twitter account for communication with my girlfriend. I prefer social media because it is easy and safe, while contacting via mobile sim is not secure because if anyone has your number, they can reach out to you. Still, on social media, you can make an account with a fake name, and when you make a fake account on Twitter, no one will ever realize that you are talking to someone via this platform. I and my girlfriend Both have Twitter accounts with fake names, and we use them for communication purposes: Dr Mian Mahmood ul Hassan, the social implications of digitalisation on youth.

CASE: Dr Naseer Ullah's interview

I mainly use mobile and social media for communication. I talk to my family abroad, and it is one of the best sources to contact them. It is an easy and cheap source of contact: Dr Mian Naseerullah, the social implication of digitalisation on youth.

study purpose

Some respondents said they use social media sites for study purposes; a few replied that they follow informative sites related to our fields of study. One female respondent replied that she follows feminists worldwide via Twitter, while some said they used to listen to different lectures via YouTube.

CASE: Aqsa Khan's interview

I mainly use social media to communicate with friends and family and get in touch with the changing academic debates and details. I follow a lot of feminist activists on Twitter and other professors: Aqsa Khan, the social implications of digitalisation on youth.

CASE: Dr Naseer Ullah's interview

I follow many informative pages on these platforms, especially the lectures of Dr. Najib and Dr Javid Iqbal. I want to be famous like Dr. Najib in my field, but I know I will not receive such fame. Maybe it's because I am not as talented as him, or it's up to the audience because no one nowadays wants to study; instead, they prefer watching fun and entertainment.

Financial purposes

Many of my respondents showed their interest in earning money from online sites and social media; some wanted to become vloggers, and others wanted to run a Facebook or Instagram page to make from these sources, while one of my respondents said that I had lost nearly six lac Pakistani rupees in a scam, I was using application HFC which was fraud based, and I lost all of my money.

CASE: Hassan Khan's interview

I want to make a page on social media and wants to share informative videos on it, and I want to earn a lot of fans and money via this. I am running my page on Facebook, where I upload videos and pictures from beautiful sceneries. I have 7k followers on Facebook who follow my

page. I was so excited about online earning that I lost 6 lac rupees in an online scam. (Hassan Khan 2023)

CASE: Ayesha Awan Interview

I use social media mainly for communication, but I wish to get my family's permission to make videos on TikTok and YouTube. I know I would have many followers because I like singing, and my voice is charming. As I am not allowed to make my videos freely, I know I would be discouraged by the local people, the way they criticize every person who wants to show his talent in digital spaces. Ayesha Awan, the social implications of digitalisation on youth.

1.1.1 Entertainment purpose

Many of my respondents replied that they spend their Leisure time in digital spaces and want to watch videos and documentaries. Some were fond of watching memes, while others were interested in spending many hours on Tiktok, a short clip application where users make videos by recording their videos over voices. This application has many users and is an entertainment application only.

CASE: Asma Farman interview

She has a screen time of 7 hours daily. Moreover, she prefers to watch entertainment on her mobile phone and the internet. She likes drama serials and mainly watches them via mobile phone, it has made it easy for me to watch my favourite dramas. There are no restrictions from my family's side on using mobile phones and the internet. Still, I am unable to use social media accounts, as society will then say behind us that a female is uploading her pictures, so due to this reason, I cannot freely use them. I am not allowed to use social media freely, and I have a Facebook account, but it is under another name. I only upload pictures of my hands and feet and not a picture of my face. If I could, I would have to open my YouTube channel, upload my vlogs, and earn money. Asma Farman, the social implications of digitalisation on youth, voice call, 29 May 2023.

CASE: Sana didar's interview

She has a screen time of 6-7 hours, mainly uses entertainment applications (TikTok, Instagram), and performs online shopping. She spends nearly 5 hours on TikTok and watches different entertainment videos. She has made a Tiktok account under a fake name and uploads her videos, but cannot freely upload her open-face pictures and videos. S

CASE: Salman Ahmad Mian's interview

I mostly watch entertainment and movies on the internet, watching different seasons and local entertainment via TikTok, where many local celebrities like Bakhti Rahman and Bodagay are better local sources of joy in our language: Mian Salman ahmad, the social implication of digitalization on youth.

1.1.2 Usage for recognition and fame

Some respondents want to earn online fame and recognition. They want to participate in the quest for recognition by getting a lot of likes and shares online. Recognition and fame in digital spaces have become a coveted aspiration among today's youth. With the advent of social media platforms and online content creation, young individuals can showcase their talents and gain widespread visibility. However, pursuing recognition in this digital realm often comes with advantages and challenges, as it demands consistent content creation, engagement with audiences, and maintaining a curated online persona. However, nearly all of them were unsatisfied with the feedback they were getting on social media.

CASE: Hassan Khan's interview

I want to make a page on social media and wants to share informative videos on it, and I want to earn a lot of fans and money via this. However, I am sure I cannot make many followers, and I do not know whether I lack the talent or people have different priorities. They like a video related to entertainment rather than information. Hassan Khan, the social implications of digitalisation on youth.

CASE: Salman Ahmad Mian's interview

I think the response I am getting on social media from my friends is sufficient. Still, when my content is exposed to other people, they will not like it much because I have created a page related to my field of veterinary science. Still, it has few followers and comparatively, people like entertainment more than studies. Mian Salman ahmad, the social implication of digitalization on youth.

CASE: Sana didar's interview

I use digital spaces to gain fame. I want many followers who like and share my videos and content. However, I am not getting sufficient feedback on social media, and its main reason is people's priorities that they want entertainment more than any other things. S

CASE: Dr Naseer Ullah's interview

I follow many informative pages on these platforms, especially the lectures of Dr. Najib and Dr. Javid Iqbal. I want to be famous like Dr Najib in my field, but I know that I will not receive such fame; maybe it is because I am not as talented as him, or it is up to the audience because no one nowadays wants to study instead they prefer watching fun and entertainment: Dr Mian Naseerullah, the social implication of digitalisation on youth.

The data collected from the interviews provides insights into how youth engage with social media platforms. The analysis reveals several key themes: communication, study, financial pursuits, entertainment, and recognition/fame. Communication emerges as a primary motive for social media use among the youth. It is a convenient and cost-effective means to connect with friends and family, especially for those living abroad. Some respondents even highlight the unique advantages of platforms like Twitter for discreet communication, bypassing the surveillance of other communication channels like WhatsApp.

The study's purpose demonstrates that social media can be a valuable tool for educational pursuits. Users follow informative pages, academic debates, and lectures to stay updated and engage with their fields of interest. However, concerns are raised about the popularity of entertainment content overshadowing educational content, indicating a shift in priorities among users.

Financial aspirations are also evident, with many respondents expressing an interest in earning money through online platforms. They mention vlogging, running Facebook or Instagram pages, and participating in online entrepreneurship. However, there are instances where individuals have fallen victim to online scams, highlighting the risks associated with pursuing financial opportunities online.

Entertainment emerges as a significant use of social media, with respondents dedicating a substantial amount of time to watching videos and drama serials and engaging with platforms like TikTok. These platforms provide a source of leisure and entertainment for users, but some societal restrictions and judgments limit individuals, particularly females, from freely expressing themselves on social media.

The pursuit of recognition and fame in digital spaces is a notable desire among youth. They express aspirations to gain followers, likes, and shares, often seeking validation and appreciation for their talents and content. However, there is a common dissatisfaction with the feedback and engagement received, suggesting a disconnect between personal aspirations and audience preferences.

Overall, the analysis demonstrates that social media plays a multifaceted role in the lives of youth. While it provides opportunities for communication, education, financial pursuits, entertainment, and recognition, users encounter challenges and limitations. The findings highlight the complex dynamics of digital spaces and the evolving nature of youth engagement with social media.

Privacy and security

Like other spheres of life, digitalization has transformed the concept of privacy and security for individuals. A single person has many accounts in different digital applications, which take your data when making your account. After providing your information to the application, another stage arises of losing your privacy. First, anyone can reach out to find your information on the concerned application; secondly, many people can break into your inbox and talk to you there. You cannot tell secrets to anyone via WhatsApp or other applications because there is always a threat of taking screenshots or screen recording of the data,

Another significant threat that the respondents pointed out was state surveillance, and you cannot freely express your views on social media platforms because you can be charged anytime for this crime.

On one hand, digitalization has improved convenience and efficiency in accessing and sharing information. However, it has also led to increased vulnerabilities and risks. With the widespread use of digital devices, online platforms, and internet-connected services, individuals must provide personal data, such as names, addresses, and financial information, to access various services. This accumulation of personal data creates privacy concerns, as individuals' personal information can be exploited, misused, or accessed without consent. Additionally, digitising communication and information sharing has introduced new security threats. Cyberattacks, data breaches, identity theft, and online scams have become prevalent in the digital landscape.

Secure environment for romantic relationship building

Nearly all of my respondents told me they are involved in romantic relationships, mainly due to mobile phone use. To be in a romantic relationship is one of the great desires of boys and girls from the middle class, as things are portrayed to them via Netflix and other channels where most dramas are made on the romantic relationship story. Now, digitalization has provided them with an environment where they can secretly talk to each other while those females who were not allowed to go outside the walls can now speak to a person whomever they want to; due to societal pressure, it is challenging that a girl can be able to talk to a male so it is due to the use of the mobile phone that now romantic relations are easy to made and secure to proceed according to 2010 research study at the Case Western Reserve University School of Medicine that looked at the texting habits of 4,257 high school students revealed that 20 per cent of those teens engaged in hypertext, or sending more than 120 daily texts; these hyper texters were twice as likely to have tried alcohol, 41 per cent more likely to have used

illegal drugs, nearly three and a half times more likely to have had sex, and 90 per cent more likely to have had four or more sex partners. The responses of my interviewees are as follows.

CASE: Asma Farman interview

Yes, I had engaged once, and that was in my matric class when a boy gave me his number. I phoned him from my mother's cell phone but was taken by my mother, and she told me that I should be careful in future; otherwise, she would know about it to my father. I think this would have been impossible without a mobile phone, and the mobile phone made it possible. Asma Farman, the social implications of digitalisation on youth.

CASE: Ayesha Awan Interview

Yes, I am engaged with a boy who contacted me via WhatsApp. It is a mobile phone that has made me able to do so. Otherwise, my family is so strict that they do not allow me to go out alone. They sent a small boy or older woman with me, but now I can easily talk via mobile phone, and no one can find out I am engaged in such activities. Mobile has made things easy and secure. as we cannot even think about talking to a boy face to face. Ayesha Awan, the social implications of digitalisation on youth.

This is one of the unique cases pointed out by the respondents, who think of privacy as data-dependent. This example shows they are happy that mobile phones have provided them with ease and private space for building romantic relationships.

Threat of leakage of data

In the digital age, the threat of data leakage has become a significant concern for individuals, organizations, and governments. With the increasing reliance on technology and the widespread collection, storage, and sharing of data, the risk of unauthorized access, hacking, and data breaches has grown exponentially. Cybercriminals constantly develop sophisticated techniques to exploit vulnerabilities in digital systems, seeking access to sensitive information such as personal identities, financial data, trade secrets, or government intelligence. Data leakage can have severe consequences, including financial loss, reputational damage, privacy violations, and national security risks. Therefore, individuals and organizations must implement robust cybersecurity measures, including strong encryption, regular system updates, employee awareness training, and strict access controls, to mitigate the threat of data leakage and safeguard valuable information in the digital era. Some of my respondents were very concerned about data leakage, as in Pakistan, every photo or video of a

politician or any other known personality, like actors and anchors, is leaked. Due to This, they replied that digital contacts are not secure, and they doubt it.

CASE: Asma Farman interview

I think privacy is something you keep from everyone, so via mobile. You can talk to people you cannot speak to in front of people, I mean someone you like. I fear leaking my pictures and video calls, so it has made things private but vulnerable. Asma Farman, the social implications of digitalisation on youth.

CASE: Ayesha Awan Interview

I think privacy is data dependent; there are some things that you do not want to share with family and friends, and also, we try to hide behind a fake ID and express our views about some people or issues we cannot discuss otherwise. With digitalization, there is the threat that someone may leak your picture, video or voice clip. Yes, state surveillance is the main threat to digital privacy nowadays. Ayesha Awan, the social implications of digitalisation on youth.

CASE: Dr Mian Mahmood ul Hassan's interview

To me, privacy is everything that I want to keep to myself and not share with anyone. With social media, privacy has decreased a lot. If I tell you something face to face, that will be much more secure, but I cannot trust you if I send you a message or anything via digital apps. Dr Mian Mahmood ul Hassan, the social implications of digitalisation on youth.

1.2 Privacy is data-dependent

Many of my respondents said that privacy depends on the data as they want to hide something from their family while the same data will be shared with friends. There will be some data that they want to share with family but will be hiding from their friends. Many pointed out that pictures or videos related to their families are often hidden from their friends. In contrast, some other videos, like the male respondents, said they share porn videos and other vulgar things that they cannot communicate with their families.

CASE: Dr Naseer Ullah's interview

I want to keep things private from my family and relatives. In digital spaces, security is breached easily, there are many scams, and I had such an experience when my friend was fooling me with a fake ID. One reason is romance, because of which data is leaked, and another is less information about technology use. I am afraid I cannot share my views on social media. Dr Mian Naseerullah, the social implication of digitalisation on youth.

CASE: Hassan Khan's interview

I think privacy varies for the data because there are some that I will not share with family, but I will share with my friends; similarly, some data is private from friends but not from family. Due to digitalization, privacy and security have changed dramatically because now you cannot trust your friends, and your picture, video, or any other can be leaked quickly. You are also safe from hackers and other sites that can penetrate your data. Also, many people have lost their data because of inexperience in the use of technology. Yes, I am very concerned about my data being collected because many applications want your access and then share your data with companies. I am perturbed about my security on online spots because you can be arrested because of a single post. No, I do not want to share this information. Hassan Khan, the social implications of digitalisation on youth.

Digitalisation and relationships

Digitalization has undeniably transformed human relationships, impacting the dynamics between parents and children and between girlfriends and boyfriends. Digitalization has created opportunities and challenges in the context of parent-child relationships. On one hand, it has facilitated instant communication and access to information, allowing parents and children to stay connected even when physically apart. Digital platforms have also provided new avenues for learning and entertainment, enhancing educational opportunities and family bonding. However, excessive screen time and the constant presence of digital devices can lead to diminished face-to-face interaction and quality time spent together. Parents must strike a balance, setting healthy boundaries and promoting open communication to ensure that technology strengthens rather than hinders the parent-child bond.

Similarly, digitalization has significantly impacted relationships between girlfriends and boyfriends. Technology has facilitated communication and bridged geographical distances, enabling couples to maintain constant contact through text messages, voice calls, video chats, and social media. It has also opened up new possibilities for romantic gestures, such as sending virtual gifts or planning surprise online dates. However, the reliance on digital communication can sometimes lead to a lack of in-person connection and intimacy. Misinterpreting text messages or the temptation to compare one's relationship with others on social media platforms can also introduce unnecessary stress or insecurities. Couples must proactively manage their digital interactions, prioritising face-to-face time, establishing trust, and engaging in honest conversations to navigate the challenges posed by the digital age. While interviewing my respondents, it has become clear to me that now the sources of communication are very much. Still, like the pre-digital age, people are detached, relations are also virtual, and people express their views about Father's Day and Mother's Day on social media rather than celebrating it in real.

Easy formation of romantic relationship

All of my respondents agreed that due to digitalization, romantic relationships are very easy to form; it has provided many applications via which people can communicate through text messages, calls and video calls, and mobile phones have removed communication barriers.

CASE: Sana didar's interview

I once was engaged in a romantic relationship, and it was established with a mobile phone. I stole my aunty's mobile phone and contacted the boy I liked. However, when my family knew about it, they took my mobile phone even from my mother. S

CASE: Aqsa Khan's interview

Yes, I am engaged in a romantic relationship, and it is due to my mobile phone, as I am involved with someone from my university. He reached out to me via Facebook, and then we exchanged contact numbers and are talking to each other. Aqsa Khan, the social implications of digitalisation on youth.

CASE: Asma Farman interview

Yes, I was once engaged, and that was in my matric class when a boy gave me his number. I phoned him from my mother's cell phone but was taken by my mother, and she told me that I should be careful in future; otherwise, she would tell my father. Asma Farman, the social implications of digitalisation on youth.

CASE: Ayesha Awan Interview

Yes, I am engaged in a romantic relationship, and it is with someone whom I do not know from where he found my number, but he reached out to me, and now we are talking to each other. Without WhatsApp, that would not have been possible. My family is very religious, and we cannot even talk to our nearest cousins, but it is through my mobile phone that I am talking to him, and no one knows in my family. Ayesha awan, the social implications of digitalisation on youth.

CASE: Dr Mian Mahmood ul Hassan's interview

Yes, I am involved with many girls, and I think that will not be possible without the mobile phone because in real life, you cannot talk to more than one girl because many issues would arise then, but via mobile, you can talk to many girls at a time via different apps. Dr Mian Mahmood ul Hassan, the social implications of digitalisation on youth.

CASE: Dr Naseer Ullah's interview

Yes, I am engaged with a girl, and she is from another medical college. We met each other on Instagram, and there are now many apps where you can date. So now it is very easy to get engaged in a relationship compared to previous generations. Dr Mian Naseerullah, the social implication of digitalization on youth.

Detachment and virtualization

Due to digitalization, people can now contact each other at any time. They are connected on many digital applications as friends, and our family members are in our friend list on Facebook, Instagram and Snapchat. People prefer to talk to each other via mobile phone and send greetings to each other, but in reality, they are detached; when I asked my respondents

about their screen timing and the time they spend outside the online world with their friends and family, it is cleared that people look more connected than ever but are in reality detached from each other. For today's teens, more online followers may mean fewer real friends. Nicholas Kardaras, 'Generation Z: Online and at Risk?', *Scientific American Mind* 27, no. 5 (2016): 64–69..

CASE: Aqsa Khan's interview

My average screen time is 5-6 hours daily, while I spend nearly an hour with my family and friends when I am not using a mobile phone. All my friends often sit together, but everyone is busy with their mobile phones. I barely have an hour when I am not using my mobile phone and sitting with friends. Aqsa Khan, the social implications of digitalisation on youth.

CASE: Asma Farman interview

She has a screen time of 7 hours daily, and she also said that I hardly spend 1.5- 2 hours with her friends and family when I am not using a mobile phone, while we mostly talk in a WhatsApp group created by family name where everyone posts pictures and things related to their daily workouts. Asma Farman, the social implications of digitalisation on youth.

CASE: Ayesha Awan Interview

My average screen time is 8-9 hours/day. I mostly prefer to watch entertainment, and due to this excessive use, I give very little time to my friends and family, which will be an hour or two. Ayesha Awan, the social implications of digitalisation on youth.

CASE: Dr Mian Mahmood ul Hassan's interview

My average screen time is 6-7 hours/ day. Previous generations were very close to each other as the means of communication have increased, but people are more detached. For example, things are virtual. We see people working hard in real life, but when we see a video on social media, we react to it with a sad emoji. I mean, people have become actors. They focus more on flaunting than helping people in real life. Dr Mian Mahmood ul Hassan, the social implications of digitalisation on youth.

CASE: Dr Naseer Ullah's interview

My average screen time is 4-5 hours per day. Mobile phones have created many easy ways of communication for people, and they can now talk to people miles away from us. On the other hand, the spirit of relationships, whether between parents and children or siblings or even between girlfriend and boyfriend, becomes spiritless, and people focus on greetings and wishes being sent online. In contrast, the natural bond between people has declined dramatically, and no one gives each other real-time. Dr Mian Naseerullah, the social implication of digitalization on youth.

CASE: Hassan Khan's interview

My average screen time is 6-7 hours. It has allowed us to communicate with each other in many ways. Still, my parents always get angry at my mobile phone use and say that my older brothers and sisters were very social. They used to sit with us, and I am not like them. However, due to mobile phones, many relationships have taken place. I spent nearly an hour with my friends and family outside the digital world. It has both positive as well as negative impacts on my life. In my opinion, social media has increased the platforms via which you can talk to people. Still, it has engaged people in a virtual world where compliments are fake, friendships are affected, and even the pictures and videos people share are fake. The spirits of relationships have gone, but only fakeness has taken the place. Hassan Khan, the social implications of digitalisation on youth.

Digitalization and politics

Digitalization has significantly reshaped the political landscape by enabling leaders to quickly connect with their followers and receive instant feedback. This shift has made political participation more accessible, with the middle class using social media platforms to support leaders and parties. However, this has altered the nature of support, as many followers may not be deeply ideologically committed. The rise of propaganda and populist politics is both a consequence and catalyst of digitalization, appealing to emotions and simplified narratives that

resonate with middle-class aspirations for change. This virtualization of politics sometimes overshadows nuanced discourse.

Furthermore, digital platforms offer marginalized voices an alternative forum, aligning with the middle class's desire for inclusivity and diverse perspectives. Respondents' views highlight the intersection of digitalization with the middle class's aspirations for meaningful political engagement, emphasizing the need to assess how digital platforms influence these aspirations. Views of my respondents regarding the change in politics due to digitalization are as follows.

Easy participation in politics

All of my respondents pointed out that in the pre-digital age, politics were more practical, and followers had to attend party meetings and participate in every movement arranged by their party. Things were more realistic. You had to come out onto streets and roads when you had to march against a political decision or in favour of it. Nevertheless, now, their ways of expression are transformed, and people express their views on social media platforms like Twitter and Facebook in the form of trends in support of specific decisions or moves of the government. People now think of politics in virtual terms, which is why populist leaders are on the rise everywhere.

CASE: Aqsa Khan's interview

Yes, I want to express my political views online, but I will be careful to share some and prohibit others from sharing others. The means of political communication have changed a lot, but now, a lot of false information is being shared, and propaganda politics is on the rise. Yes, digital spaces have provided an alternate area to people for the expression of their political views, like the resistance politics of PTM, and many feminist activists use these platforms for the presentation of their political views. Aqsa Khan, the social implications of digitalisation on youth.

CASE: Asma Farman interview

I prefer to express my views on digital spaces, but as I cannot make social media accounts, I will tell my opinions online, which is easy comparatively. With digitalization, the means of

communication have changed very much, and now everyone can express their views and talk to political leaders in their comments. Digitalization has made it easy for me to express my political opinions, but society and family are not letting me do that. It is easy for females to express their views while keeping their identities private. Asma Farman, the social implications of digitalisation on youth.

CASE: Dr Mian Mahmood ul Hassan's interview

However, the spirit of politics is damaged now. The worker and leader bond is very loose, as in the past. Politics are now propaganda-based. However, another great side of digitalization is that those resistant politics banned from mainstream media can use this as an alternate platform like PTM. Overall, the impacts on politics are negative because everything in social media is virtual, and there is no material body. I mean, if we look at the strength of the followers of PTI on social then there is no comparison of it, but what happened after the incident of 9th May is a clear indication that these followers can support you up to the digital spaces and not more than that, Imran Khan and his followers are Tiktokers more than political leaders. Dr Mian Mahmood ul Hassan, the social implications of digitalisation on youth.

CASE: Muskan Karam interview

Yes, I want to express my political views on digital spaces. With digitalization, the means of political communication have changed drastically. You can share your support for anyone on social media. You can also have a debate on Twitter and Facebook. Digitalization has positively impacted my political views because I learned about Imran Khan and the corruption of Nawaz Sharif and Zardari via social media platforms. It would have been impossible for me without social media platforms. Muskan Karam, The social implications of digitalisation on youth.

CASE: Hassan Khan's interview

No, I am not interested in politics because all of these are lies, and politicians only care for their interests, not the masses. Social media politics have become easy; now, everyone can participate. It has a positive impact because many people can express their political views. Hassan Khan, the social implications of digitalisation on youth.

Virtual and Propaganda Politics

Politics has undergone a significant transformation, becoming increasingly virtual and propaganda-based. The internet and social media platforms have revolutionized how political information is disseminated and consumed. Political campaigns and messaging now heavily rely on digital tools and online platforms to reach a broader audience, allowing politicians to connect directly with voters, bypass traditional media gatekeepers, and tailor their messages to specific demographics. However, this shift has also led to misinformation, echo chambers, and filter bubbles, where individuals are exposed mainly to content that aligns with their pre-existing beliefs, leading to polarization and division. The ease of sharing information online, coupled with the proliferation of fake news and manipulative narratives, has amplified the use of propaganda to influence public opinion. As a result, the virtual realm has become an arena for fierce ideological battles, making it essential for citizens to critically evaluate the sources and veracity of political information they encounter in this digital age. A deep data analysis revealed that politics are now virtual, and people believe more in populist slogans. They also portray the same behaviour and share many false information regarding things.

CASE: Sana Didar's interview

Due to digitalization, politics are not easy to participate in. Still, one cannot know which leaders are telling the truth and which one is just making propaganda, as many of my friends who support PTI do not know the basic manifesto of their party. Still, they enforce upon the personality and character of Imran Khan in contrast with others. They always point out the slogans of corruption and money laundering. At the same time, there is nothing more than that.

CASE: Salman Ahmad Mian

I express my political views and support the PTM movement on Facebook and Twitter by sharing and liking their videos. Politics have become easy with digitalization. I mean, participation is now more significant than the previous generations. It positively impacts only awareness, but things have got complicated because of a lot of fake news and data on digital spaces. Secondly, people now follow populist slogans more as compared to real politics. The main difference between social and mainstream media is that you can directly address the people here. In contrast, in mainstream media, everything was filtered and then shown to the people. Mian Salman Ahmad, the social implication of digitalization on youth.

Impacts of digitalization

To guess about the impacts of digitalization is a challenging task as it is not limited to a single sphere of our life and has penetrated the grassroots level. People have become overly dependent on technology. There are many positive as well as opposing sides of it. While asking my respondents about the overall impacts of digitalization on their lives, they responded with answers that revealed that it has both positive and negative effects on the lives of youth. It depends upon the usage of digital spaces and technology.

Female interviewer responses

They all showed a very welcoming approach to digitalization. They all responded that mobile phones and social media had provided them with a secure environment where they could talk to whomever they wanted to. It has provided them with a platform where they can participate in politics, they can earn money from entrepreneurship online, shop things online, and access information, but on the other hand, there are negative impacts of digitalization in the form of health issues related to overuse of social media and mobile phone, the threat of online harassment, issues of access to digital spaces and technologies. In a nutshell, it all depends upon how a person uses these spaces, and one will get a response per their digital spaces and technology usage.

CASE: Aqsa Khan's interview

Overall, digitalization has both positive and negative impacts on the lives of youth. Suppose you are using it to access information and study material. You can reach out to many sources online. In that case, it provides an alternate platform for study material you cannot reach without the Internet. Communication has become effortless now. You can talk to anyone anytime.

In the same way, it provides you with many opportunities for online earning from many freelancing applications. However, on the other hand, if you waste 6-7 hours daily watching entertainment, it will be just a waste of time. Many health issues are related to the overuse of the internet and mobile phones. Aqsa Khan, the social implications of digitalisation on youth.

CASE: Asma Farman interview

(Asma Farman 2023) Digitalization has made many things easy for us; we can study from online sources quickly and follow many of the best authors worldwide. Also, it is a good source of access to information, and females can participate in many political and feminist struggles. This would not have been possible without the digital spaces. However, many fake IDs often troll us and display their misogynist sentiments when they attack us when we share something related to the feminist struggle. Asma Farman, the social implications of digitalisation on youth.

CASE: Ayesha Awan Interview

Like other technologies, digitalisation's impacts depend upon the person's usage. It has revolutionized our social, economic and political lives, but when you use it appropriately, like for education purposes, for earning money from vlogging and freelancing. At the same time, you can also waste time online on entertainment. Ayesha Awan, the social implications of digitalisation on youth.

Male respondent perspective on the impacts of digitalization

They also pointed out the negative and positive implications, each identifying different points. Related to the social, economic and political realms of their lives.

CASE: Dr Mian Mahmood ul Hassan's interview

Digitalization has drastically transformed the lives of people in many ways. It has made communication easier but a lot more complicated, and now people have detached from genuine relationships and focus more on the virtual side. They flaunt on social media sites regarding expressions for people, friends and even political parties and institutions, so they look more connected but are, in fact, detached. This affects our mental health and causes many anxieties related to the internet. Dr Mian Mahmood ul Hassan, the social implications of digitalisation on youth.

CASE: Interview Salman Ahmad Mian

I think digitalization has given us a choice, whether we use it positively or negatively. If we look at the ease of communication, then it is a blessing, but if we use it for bullying and harassing people, then it is not the drawback of technology but rather the moral positions that compel us to do so. Mian Salman ahmad, the social implication of digitalization on youth.

CASE: Hassan Khan's interview

Digitalization has given youth new ways to express themselves creatively. Social media platforms, blogs, and other online platforms allow youngsters to share their thoughts, ideas, and experiences with the world. On the other hand, it has also created new challenges for youth. For example, youth are more likely to be exposed to cyberbullying and online predators. They are also more likely to be addicted to social media and other digital devices. Hassan Khan, the social implications of digitalisation on youth.

Chapter 4(2)**Observational Analysis**

The online trends observed in the Khyber-Pakhtunkhwa province of Pakistan offer a fascinating lens into how the middle class's aspirations, desires for recognition, entertainment, and societal influence find expression through various digital activities. In a digital age where social media platforms have become prominent avenues for self-expression, communication, and cultural engagement, the middle class in this region is leveraging these platforms to fulfil a spectrum of aspirations. These trends illuminate the intricate ways digital spaces provide a canvas for individuals to showcase their talents, challenge societal norms, participate in political discussions, and engage in playful interactions. By delving into these trends, we understand how the convergence of technological possibilities and middle-class aspirations shapes online dynamics and redefines the contours of fame, engagement, and influence in a rapidly evolving digital landscape.

4.2.1 SHAHID ANWAR (SWAT)

He is an approximately 24-year-old boy from Kabal swat living abroad in America. He runs his own Amazon business and teaches many people about doing business on Amazon. He calls himself a multi-millionaire and constantly taunts poor people by saying, ‘‘**Ghareebo**’’ (people with low incomes) and tries to motivate them derisively. He favours business and wants everyone to start their own business. He criticises everyone in Pakhtun society for being misled by their religious people, and that is why they are doing low-paying jobs in the Gulf countries, and Arabs call them dogs and donkeys. Many people in the Khyber-Pakhtunkhwa province follow him, and when you read the comment section of his videos, thousands of people appreciate him on these videos. As a backlash to this behaviour, many other people on Facebook made videos while using abusive language for his family. Then, in a reaction, he made a video where he told people that he would reward the person who broke the legs and hands of the person in the video who used abusive language for my family. He has also criticized the Tablighees for deviating Pashtuns from business, and then another mufti made videos in retaliation to this video clip. There is rarely a Facebook user in Khyber-Pakhtunkhwa who will not be aware of this trend. He has 555k followers on YouTube and 273k on Facebook.¹² His mentality manifests the urge for upward mobility and desire for a better life.

¹² [\(239\) Shahid Anwar - YouTube](#)

4.2.2 BAKHTI RAHMAN (SWAT)

He is a mentally disabled person from Shin village of Tehsil Khwazakhela swat. He sings a song, ‘‘Pyar krne wale kabhi darte nahe’’, and his video becomes so viral that people tease him on darr-parr, and then he uses abusive language for people, but they are not leaving this behaviour. Now, he is a TikTok personality, and every video of him has more than 30k-100k likes and views. People from different areas of Khyber-Pakhtunkhwa go to him and record videos with him and earn money from that, while some people also help him by giving money to him as he is destitute. He says that older people in my village told him that these people have made an animal (bull) crazy who drowned in a swat river, and you are a human.

On the one hand, this shows that people's priorities are very different in that they entertain themselves by teasing a mentally sick person. On the other hand, it is one of the best local sources of entertainment, and people watch these videos more than others. This trend is famous now that people upload videos of special people on Facebook and TikTok to get likes and comments on these videos.¹³

4.2.3 BODAGY (DIR)

He is a teenager from district Dir of Khyber-Pakhtunkhwa. He was a waiter in a local tea stall. He plays cricket with children in the streets. He used to fight with them whenever he got out in his batting. His videos went so viral that people arranged a cricket match between him and another small boy, Kaptan Kamran, from district Karak. People used him for advertisements of their videos. Moreover, like all other TikTok celebrities, he had a period of fame for some months when he was famous on social media. Then suddenly, the fame disappeared like all others, and it is clear that social media fame is a bubble that vanishes in seconds. People used him against a social media journalist, Afsar Afghan, a singer, journalist and poet from district Shangla Khyber-Pakhtunkhwa, whom some people roasted via Bodagy. Then Afsar Afghan, in reply to this video, made a message clip where he criticized this behaviour and said that people should not exploit him as he is a mentally disabled person. Then,

¹³ [\(239\) BAKHTI KOTAK - YouTube](#)

after a few days of fame, people will leave him alone and suffer. That was true, and it happened, and now he is back working in a small tea hotel in his village.¹⁴

4.2.4 ALISHA 007 (PESHAWAR)

A 20-year-old girl living in Peshawar with his parents, Daud Sha and Sonia Shah, she started a Facebook channel. She was uploading her dance videos in short clothes, considered immodest in Pakhtun's society. For this reason, people used abusive language for her and her family in the comments section and in some video messages. Then, in retaliation, Sonia made many videos where she constantly screamed in abusive language. People were giving them threats, and finally, an unknown person shot Daud Shah, and as a result, he lost one of his legs. People were criticizing them for making fun of Pashtun culture, and the family were making excuses that we were doing it to earn money as we had no other source of livelihood. Sonia Shah's abusive language is so famous that people make many memes.¹⁵

4.2.5 Farman kaskar (swabi)

He belongs to the Swabi district of Khyber-Pakhtunkhwa and became famous for his poetry, which was not poetry but was making its mockery. Still, he became so famous that people from all over the province came to meet him. When he went to Abdul Wali Khan University Mardan, he was greeted by a gathering of students who were thousand in number. Due to this, people started strangely doing things to get likes and shares on social media platforms. This name, **Kaskar**, has now become a symbol where this name calls upon a person making fun of their field. Another person named Irshad Fauji is from the southern district of Lakki Marwat of Khyber Pakhtunkhwa. He is also famous, and he writes poetry¹⁶ like Farman Kaskar.¹⁷

¹⁴ [\(263\) BODAGY vs Kamran full match | kaptan Kamran vs BODAGY | bodagi vs kamran - YouTube](#)

¹⁵ <https://www.facebook.com/alisha007Official007>

¹⁶

¹⁷ <https://www.facebook.com/Farmanalikaskar>

4.2.6 Gul Chahat (Peshawar)

A transgender person from the Peshawar area with 5.9 million followers and 168 million likes on TikTok and is widely known in the province, she also went with Tableeghi Jamat. Then she reverted to her dancing profession, and many of her dialogues went viral on social media when she said ‘**sajidaa**’ and then many people copied this and became famous among the users of TikTok.¹⁸

4.2.7 Jalat khan (Mardan)

He is a mentally ill person from Mardan and is famous for his unique dialogues. He is making duets on Facebook with another boy, **Wisal Khan, who lives in Turkey and is famous for the name Batengan (bringal)**. Their videos have millions of views on TikTok, Facebook and YouTube.¹⁹

4.2.8 Noora Ihsas (swat)

She is from SWAT and is famous for her poetry. Fun was made of her poetry, and many memes were made, and many people warned her about killing, that she is not doing good things, and Pakhtun’s women should be modest, as she is sitting with other male poets and making videos. A person named Shah Wali from upper Dir offered her to marry me, and she demanded 300 tolas of gold. Much drama was created; she sued him in court when he disgraced her over Facebook and sued him in Saudi Arabia.²⁰

4.2.9 Ziba gull (Peshawar)

She is an Afghani Pashtun living in Peshawar and now in the Gulf. She is famous because of her unique Pashto accent and has 14.6 million followers and 474.5 million likes. Her renowned dialogue was ‘**gharebb tabah dy**’²¹, which means poor are ruined.

¹⁸ <https://www.tiktok.com/@gullchahatoffical>

¹⁹ <https://www.youtube.com/@malakaoarifkhan5355/about>

²⁰ https://www.tiktok.com/@nooragai33?is_from_webapp=1&sender_device=pc

²¹ <https://www.tiktok.com/@xzayx89>

Let us look at all of the above. These users become famous for doing something funny and have so many followers that one cannot imagine a serious person making an informative video would get half the attention paid to these jokers. Social media fame is mainly associated with this ‘**kaskarism**. You should do something strange, and you will become famous and have many followers on digital platforms. Kaskar is now used to represent a person who is not trained in his concerned field but instead makes a mockery of his field; a teacher who is not intelligent is known as kaskar, while someone who plays a sport and is not trained in that is also called upon as kaskar.

4.3 Online roasting

This is one of the vital trends in social media. From religious people to common tiktokers, people make videos in which they target each other via abusive language and make fun of each other. As a spiritual leader, Mufti Pir Gauhar Ali Shah made a video about the miracles of his saints, and this was criticized by a Wahabi molvi named Abu Hassan Swati, who belongs to Swat and lives in Saudi Arabia.²² They then exchanged many videos in which they used abusive and sarcastic language for each other and even criticized each other's personalities. Apart from this, other people like Shahid Anwar, who lives in America and is running his own online business, many people made videos of his behaviour and even insulted his mother and family. They even blame her for being a prostitute.²³ Like this, many more cases are present, especially in the transgender community of KP, who are making videos against each other; a transgender person named Alam from Swat makes videos against Gul Chahat.

Similarly, a person living in Malaysia staunchly criticized Gul Chahat and even went to her and Sundal Khattak's concert to cancel it. A gynaecologist, Dr Fouzia Ahmadzai, who lives in America, uses abusive language for another girl, Sherena Durrani from Afghanistan, who also lives in America.²⁴ They make videos against each other and criticize each other via Facebook and TikTok. This is more severe than people used to fight in real life; here, people directly hit each other with abusive language, and the problem is sometimes exaggerated very much.

²² <https://www.facebook.com/profile.php?id=100084767020908>

²³ <https://www.facebook.com/AnwarLLC>

²⁴ <https://www.facebook.com/profile.php?id=100094361833667>

4.3.1 Facebook election

This was a trend in **Swat** and **Dir**, where a poll was created between two people, and an online campaign was made for each candidate. Even people celebrated their victories in district dir, and even aerial firings were conducted. Even people in my village area were involved in this trend, and many messages were sent to me to vote to support the person.

The emergence of distinct online trends in the Khyber-Pakhtunkhwa province of Pakistan offers insights into how middle-class aspirations for fame, entertainment, and engagement manifest in various digital activities.

Personal Fame and Expression: Individuals like Shahid Anwar and Bakhti Rahman showcase how the aspiration for personal recognition and success is channelled through social media platforms. Shahid Anwar seeks to motivate through his Amazon business while highlighting his affluent lifestyle, playing into middle-class aspirations for success. Bakhti Rahman's viral song reflects a desire for fame, although the nature of his fame raises ethical concerns.

Local Entertainment and Distinctive Voices: Figures like Bodagy and Farman Kaskar exemplify how the middle class's thirst for unique and localized entertainment drives the popularity of distinctive personalities. Their videos resonate with local sentiments, garnering attention and followers. Their fame, however, may be short-lived due to the transient nature of social media trends.

Cultural Commentary and Social Impact: The fame of Noora Ihsas and Gul Chahat reveals a desire for social commentary and cultural engagement, reflecting middle-class aspirations to influence societal norms. Despite controversy and backlash, they continue to use social media as a platform to express themselves, aligning with aspirations to provoke thought and challenge conventions.

Online Roasting and Conflict: The trend of online roasting demonstrates how the middle class's yearning for engagement and influence can escalate into conflict and controversy. Religious figures, influencers, and even marginalized communities engage in verbal sparring to gain attention and followers. This pursuit of recognition can lead to extreme rhetoric, undermining the constructive aspects of online interaction.

Digital Engagement in Politics: The "Facebook election" phenomenon underscores how the middle class's aspiration for involvement extends to the political arena. Online polls and campaigns illustrate how the desire for influence and participation can translate into support for candidates and even fuel local celebrations.

Overall, the urge for fame, entertainment, and societal impact drives diverse online activities among the middle class in Khyber-Pakhtunkhwa. From personal brand building to cultural commentary and political engagement, these activities reflect the multifaceted nature of middle-class aspirations in the digital age. However, it is essential to recognize the fine line between healthy engagement and the potential negative consequences that can arise when pursuing fame and recognition online.

Chapter 5

CONCLUSION

This study delved into the complex interplay between middle-class aspirations and the multifaceted impacts of digitalization on various aspects of life in Tehsil Bahrain. Through the analysis of themes such as access to technology, societal norms, education, politics, relationships, and privacy, a comprehensive understanding emerged, illustrating how middle-class aspirations are a guiding force in shaping digital engagement.

The gendered access to technology revealed a striking disparity, where males from well-off families enjoyed unrestricted access, while females encountered limitations. This disparity reflects the profound influence of middle-class aspirations on digital access, as males are often granted more freedom in line with traditional norms and societal expectations.

Societal and cultural norms emerged as a crucial determinant of digital engagement. Middle-class aspirations for progress and education were often tempered by conservative cultural attitudes restricting technology usage, especially among females. These aspirations, guided by the middle class's desire for personal growth, faced challenges from deeply rooted norms.

The desire for education and self-improvement underscored the influence of middle-class aspirations on technology usage. While digitalisation greatly facilitated education, even highly educated families adhered to traditional norms, revealing that aspirations are shaped not solely by education levels but by broader societal expectations.

In politics, digitalization served as a platform for the middle class to express their aspirations for political participation and change. The rise of propaganda and populist politics reflected the digitalization of middle-class aspirations, where simplified narratives resonated with their yearning for transformation.

The theme of relationships elucidated how digitalization both facilitated and complicated middle-class aspirations for connections and intimacy. The ease of forming romantic relationships aligned with aspirations for personal freedom, but excessive screen time posed challenges to in-person interactions, indicating the complex balance between modern aspirations and traditional values.

The concept of privacy and security further underscored the guiding influence of middle-class aspirations. Middle-class individuals sought secure digital spaces to navigate the tension between their desires for personal expression and societal norms, emphasizing the interplay between aspirations for autonomy and the constraints of tradition.

Ultimately, the conclusions drawn from these diverse themes highlight the central role of middle-class aspirations in shaping digital engagement among Tehsil Behrain's youth. The desire for education, upward mobility, personal freedom, recognition, and connection are threaded throughout their interactions with technology, often intersecting with societal norms, cultural expectations, and challenges inherent to the digital age.

As Tehsil Behrain's middle-class youth navigate the complex digitalisation landscape, their aspirations continue to guide their choices and interactions. The study's findings emphasize the need for a nuanced approach that acknowledges the intricate interplay between technology, aspirations, and societal forces. Integrating middle-class values and aspirations within the digital realm can pave the way for more meaningful and balanced engagement, allowing for the harmonious coexistence of tradition and progress in the digital age.

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Annexure

Guide for interview with generation Z.

The social implications of digitalisation on youth (A case study of college students of Tehsil Behrain 2015-2022)

Interview Guideline

Structure of Interview Guideline

Dear Respondent,

I invite you to participate in a research study titled **The social implications of digitalisation on youth (A case study of college students of Tehsil Behrain 2015-2022)**. I am currently enrolled in M.Phil. program at the National Institute of Pakistan Studies (NIPS), Quaid-I-Azam University Islamabad and in the process of completing research. The purpose of this study is to understand what are the social implications of digitalisation on youth (generation Z) of Tehsil Behrain it is in fact a comparative study to find out the social and cultural transformation in youth due to the use of digital technologies. Data from this research will be kept under lock and key. If you agree, please answer the question as best as you can.

Thank you for your assistance in this important endeavor.

This section is about your personal information:

Name:

Place:

Age:

Gender.....

Went to college in which session

Interview guideline

□ Questions addressing digital divide and Leisure

1. Do you have free access to the use of mobile phone and internet?
2. How much is your average screen time in a day?
3. What are your priorities in using internet via mobile, I mean you use it for study purposes or entertainment purposes?
4. Is there any restrictions or surveillance from your family on your use of mobile phone and internet?

□ Questions addressing the issue of recognition in social media

5. What are your intentions and expectations, from the use of social media?
6. How much satisfied you are with the treatment and feedback you are getting over the social media?
7. What do you think are the main hurdles that prevent the expected recognition of you on the digital spaces?

□ Questions addressing the challenge of privacy and surveillance

8. What do you think of your privacy? Is it something related to have things private from family, friends or any other institution?
9. How has digitalization impacted your privacy and security online? Are you concerned about your personal data being collected and used?
10. How much secure do you feel on digital spaces? Is there any threat of state surveillance or not?

□ **Questions related to shift in social relationships**

11. Are you engaged in any romantic relationship? If yes, what is the role of mobile phone and internet in this regard?
12. How much time do you spend with your family and peers outside the digital world?
13. How you look at the use of digital technologies? In your opinion the use of digital technologies have positive or negative impact on your life? Can you list some of them.
14. In what ways do you think social media has changed the way you interact with others, compared to previous generations?

□ **Questions related to political sphere**

15. Do you prefer to express your political views on digital spaces or not?
16. How the means of political communications has changed with digitalization?
17. Digitalization has positive or negative impact on your expression of political views?