YOUTH POLITICAL ACTIVISIM ONLINE

Research Report

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ABSTRACT

The rapid rise of social media over the past few years, individuals are bombarded with an array of information on a daily basis. Despite this, there is little research on the implications that this exposure has on people's interest in and engagement in political activities. This is due to the fact that individuals now have access to a vast amount of information as a direct result of the meteoric ascent of social media over the course of the last few years. Young people, who are big users of social media, are the most exposed to this information because Facebook and Twitter, the prominent social media channels, supply vast amounts of political material. Facebook and Twitter are two of the most prominent examples of social media venues that can be used to disseminate this information. It discusses a diverse range of issues, from political news to political campaigns, among other things. Because the primary focus of my poll is on the ways in which young voters utilize social media to create and alter their perceptions about politics and political issues, I would want to know how you feel about this topic. If you could please let me know your thoughts in the comments section below. Which subsets of social networking sites have the most political material posted on them, and why? According to the findings of the survey, Twitter is the social media networking site that has the greatest amount of material related to politics. Twitter is the social media networking site that is used the most frequently by politicians and young voters to construct their opinions of candidates and topics.

INDEX

Chapter # 1
Introduction

1.1 Background

The beginning of social media may be traced back to the 1970s, when the internet was first introduced. The very first signs of the internet can be seen in the 1970s and '60s during which time a number of private and public institutions collaborated in an effort to discover methods by which computers might communicate with one another. People's involvement in politics used to be determined by how they felt about an issue, but recent research indicates the growing importance of technological advances in communication and information. In the decision-making process. Because of this, social media have become tools for political participation online. (Baumgartner & Morris, 2010)

These days, there are numerous social media platforms out there, it is easier than ever to get involved in politics through social media. For people in generation Y, who are connected through thanks to the power of likes, shares, and retweets, political debate may quickly spread across the globe. Which might make it harder for them to really understand the issue at hand. The international success of the (Kony,2012) video and campaign began with the hashtag's meteoric rise to prominence on Twitter. About 19,000 people have liked and 70,000 have shared the original post of the red equal's symbol from the human rights movement. "College students traditionally exhibit low levels of political participation and interest in politics; they are more likely to engage in some forms of political expression than their elders. Their greater familiarity with online forms of political expression and engagement potentially lowers their barriers for political involvement. In turn, this potentially draws more young adults into the political process. The authors compare the

precursors of expressive forms of online political engagement to those of talking to someone off-line and trying to persuade them to vote for or against a candidate or party among college students. They find that both activities are positively connected with politically oriented activity on social media as well as the frequency with which one reads blogs. They also discover that the mechanisms that explain online political expression are both similar to and different from those that explain off-line attempts at persuasion in several key ways." (Moffett & Rice, 2017)

1.1.1 Influence of Pakistani Politics on Social Media

The concept of Pakistani citizens engaging in political debate on social media is still somewhat novel at this point. In recent years, as both young people and the general public have gotten more aware, political parties have realized that they need to use social media to enlighten and sway society, particularly young people. This is especially true for the younger generation. As a result, at the present day virtually all prominent political parties have formed their own social media accounts. These accounts allow the parties to communicate their accomplishments, policies, manifestos, and other movements. This online presence allows for the cementing of opinions and the formation of impressions, and it is possible to locate official political pages for practically all-important political parties and individuals. Under certain circumstances, not only are politicians connected to the public, but the general public can also receive the opportunity to engage with political leaders on a one-on-one basis. (Boulianne, 2009).

1.2. Problem Statement

As my research is on youth's political participation through social media. A case study of young voters of Sargodha city. As we know social media

has become a very important part of every one's life. I am going to research about which social media networking site most frequently used by young voters and which play most important role in building and changing perceptions of young voters about politics.

1.3 Research Question

- To what extent youth voters were involved in social media political activism?

- Which social media platforms are used?

1.4 Research Objectives

My study aims to do the following.

- I want to find out that how social media successfully grab youth towards political engagement and how their perceptions got change also which social media app frequently used by youth for this purpose.

- My secondary objective is to know about the factors which were involved to grab the youth towards social media political engagement.

- How people fulfill or gratify by political content on social media

1.5 Research Hypotheses

After going through Literature review, I developed following Hypotheses

H1: Social media contributes to a rise in political participation among youth.

H2: There is discussion of social media as a strong agent of civic engagement.

   H3: Individuals are   increasingly expressing their opinions about

politics and social issues on social media.

1.6 Operationalization

An exclusive method that included an online survey was used in order to collect data for the investigation into the level of civic engagement exhibited by young adults who live in the city of Sargodha. This was done in order to acquire data for the inquiry into the level of civic involvement showed by young adults who live in the city. Participants in this survey were asked a series of questions designed to extract information on the degree to which they make use of various social media platforms for political purposes. The goal of these questions was to determine the amount to which respondents engage in political discourse on social media. This survey's overarching objective was to glean as much information as possible on the application of social media platforms to political endeavors. The processes by which young voters use social media to create their notions of politics and the manner in which those ideas change over the course of their voting careers are researched. Also being studied is the way in which those perceptions change over the course of their voting careers. The way in which individuals' perspectives shift during the course of their lives is another aspect that is explored. Which kinds of social media networking sites are the most political, and which kinds of social media networking sites often have the most political content among their posts? Regardless of whether it takes place offline or online, the question of what exactly defines political involvement is a matter of constant controversy. Nevertheless, deciding which components of political engagement may be carried out online provides an even bigger difficulty.

1.7 Conceptualization

As my research is on Political Activism on social media. It is necessary to define what I am doing or what I mean by keywords used in my research. First of all, "activism", it defines the engagement of the users on social media (react, share, post, commenting, debating). Second word is "youth", which defines social media users ranging from age 18-23 years old. Third word is social media which in my research work defines (Facebook and twitter). And the last word is "Social Media Influencers" which defines the users or accounts who debate and post on social media.

Summary

The start of the research report begins with "Chapter 1" which is the introduction of the topic. In introduction paragraph I give the slight background of my topic i.e., "Youth Political Activism Online" and its brief history. Where I mentioned a couple of research papers from where I got some support. Then I mentioned the problem statement. After that, I created 2 research questions that would be answered in this research. After completing research question, I defined my purpose or the objectives of my research. Lastly, I created the possible Hypothesis of my research.

CHAPTER # 2

Literature Review

The use of the internet is commonly associated with younger generations that appear to have a stronger attachment to social media. According to the findings of this survey, 89 percent of the young people who were interviewed have a social media account. On the other hand, only roughly two-thirds, or over six in ten respondents (59.8 percent) are active internet users. The younger generation is particularly fond of using the new media app known as WhatsApp. Facebook, Twitter, and other social networking and multimedia websites like YouTube. The younger generation is more likely to engage in social interactions via new media. (Salman and Saad,2015)

"Social interaction that takes place through social networks has made it possible for individuals to have exposure to a variety of sources of knowledge" (McClure,2003). "Participation in political processes has been shown to be significantly impacted by interpersonal relationships." (Marco & Grace, 2011) investigated whether political participation is linked to the social networking. Facebook and video games were found to have an impact on both traditional and contemporary forms of political engagement. (Porta & Mosca, 2005), claim that "the involvement of young people in politics is no longer what it was in the past." They've recently shown an interest in and willingness to engage in political discussion through a variety of channels, most notably social media. (Karamat & Farooq,2016)

The utilization of social media platforms as instruments for participating in online political activities is becoming increasingly widespread. Two distinct movements are represented by the Cognitive Engagement Theory (CET), when viewed from the vantage point of online political activity on social media. First, there has been a reduction in the cost of getting information. Second, there has been an improvement in young people's capacity to comprehend political information, which has led to an increase in their level of engagement. Online political engagement is not only much more convenient and cost-effective, but also provides an additional boost to one's level of cognitive engagement. This demonstrates that the CET may be effectively applied to the online political involvement of young people on social media.

"The same can also be said for twitter where political participation includes such activities as posting political tweets, retweeting or quoting political tweets, following politicians, political parties or political Twitter accounts, and also replying tweets from these groups" Hence, "Social media is an element of youth political culture" (Olabamiji, 2014).

2.1 Creating a Feel of Community

A shared understanding of 'interaction' was eagerly developed by the participants, with backing from what it is said to be the most important aspects of social media. It has been argued that social media facilitates the formation of communities, makes information and communication more widely available and facilitates the formation of personal connections between voters and their representatives. According to this formulation, social media served as both the means by which participation was generated and the setting in which it took place. The article's primary focus is on challenging the implications of this discursive construction by investigating the political possibilities that are either opened up or closed off by this articulation. Constructing social media as a remedy for democracy's ills is still a formidable challenge, but it's also indicative of a profound concern for the state of contemporary life, and in particular the urge to find answers to the problems posed by society's increasing complexity (Alberici & Milesi ,2016).

2.2 Involvement of Youth in Online Activity

Youth are more inclined to engage in online activities. In twelve of the fourteen countries surveyed, younger adults are more inclined to post social or political comments online than older adults. 36% of Poles between the ages of 18 and 29 posted opinions online, other than 50plus and elderly. In addition, adolescents are more motivated by a variety of issues. In ten countries, mostly take political action with regard to freedom of speech. 73% of adults under the age of 30 in Brazil believe that free speech could inspire them to become politically active, compared to 39% of adults over the age of 50. In ten countries, young people are also more likely more against injustice, and there are significant age disparities in relation to lower literacy quality, police violence, poverty, government corruption, and insufficient healthcare (Foley, 2013).

2.3 Social Media Platforms for Political Engagement

The extent to which respondents engaged in political activism prior to using Facebook and Twitter. About a quarter of respondents said they did, while the majority said they did not. Computers and the Internet have become an integral component of society. Students who previously had no interest in participating Participate in some type of political involvement and show a greater interest in political matters. It is possible that individuals will be inspired to participate in political, social, and economic concerns because of individuals' usage social media. It has developed into a tool for political activism. Figure 3 reveals that prior to the advent of social media (Facebook and Twitter), young people were less interested in politics. When asked about the most common source of political news or information, 63.3% of respondents indicated newspapers, 11.7% news channels, and 10% the internet. Students spend the majority of their time in universities and libraries, where they read newspapers and obtain the necessary political information, instead of browsing it on the internet. More than half of respondents indicated that newspapers are the preferable source of news, while 15% indicated news channels and the remaining respondents follow news on the internet. Students rely on newspapers as more reliable information sources than social media because universities place a greater emphasis on print media than social media. They believed that these websites don't always provide accurate information and are every once in a while merely propaganda vehicles (Alaminos & Penalva ,2012).

According to the Norwegian Centre for Conflict Resolution (2012), social media tools in Pakistan are unable to generate large-scale change at this time. Traditional media outlets in Pakistan already function as change agents and co-opt the capacity of social media to fulfil this function. The low rate of penetration is the actual reason. Another concern related to the lack of regulation is the production of unethical content. Europe can help reduce these hazards by supporting initiatives that promote tolerant online communication and efforts that develop content standards. Donors can enhance technical capacity (by funding efforts to expand broadband Internet access) and support social media research. (Alberici & Milesi ,2016)

2.4 Social Media usage by Political Parties

Using the 2018 General Elections in Pakistan as an example the study examined politics, youth, and media. It examined the election-related youth-oriented advertisements (YOAs) published in national Urdu dailies Pakistan Tehreek-e-Insaf (PTI), Pakistan People's Party Parliamentarian, and Pakistan Muslim League Nawaz (PML (N)) are the three major political parties. PTI published the greatest number of advertisements targeting young electors (41%) while PML (N) published the least. The YOA content of political parties was separated into five categories: emotional language, personal appeals, endorsements, wordplay, and data. In order to attract younger voters, all 3 political parties primarily relied on votes. According to the findings of this study, the significance of their participation in door-to-door political campaigns, their voting participation, and their potential and future responsibilities in society. The growth of the party, the significance of party fundraising, and the role and vitality of the party in demonstrations, strikes, and rallies. This study suggests making reasonable promises in advertisements and avoiding overpromising, which could lead to significant disappointment among young people if future promises are not kept. (Hussain, Sajid, and Jullandhry, 2018).

2.5 Overview of Pakistan's demographics and social media statistics

Provides an excellent explanation for the communication strategies of the major political parties. It has more than 100 television channels and more than 150 million mobile phone users, including 57 million 3G/4G subscribers for a population of 210 million. YouTube is the most visited website/application in Pakistan (July 2018), followed closely by Google. Other well-known messaging applications include WhatsApp, Viber, Instagram, and Twitter. Given that the voting age in Pakistan is only 18, and that 64 percent of the country's population is below 30, it was clear that Pakistan's young voters held the key to their nation's political future. The political beliefs held by these younger individuals were less firmly established in the political history of Pakistan than the political beliefs held by their elders, and they were more receptive to political campaigns that were conducted via social media and electronic media. "Participatory Politics: New Media and Youth Political Action" demonstrates

that large numbers of young people across cultural entities engage in "cooperative politics". Today's youth consume news through interactive channels. At least 45 percent of adolescents receive news minimums one time a week, contacts friends and home via these feed updates. This is comparable to who obtained news from newspapers or periodicals at least once per week. Youth believe that it would be advantageous to learn how to evaluate the credibility of online information (Jarral, 2018).

2.6 Increase in the use of social media for politics

A report after the sudden instability in Pakistan' politics. Over the course of recent years, the number of individuals in Pakistan who make use of social media platforms has grown, just as it has in a great number of other countries across the world. As of the beginning of the year 2022, it was anticipated that 36.5% of the whole population of Pakistan utilized the internet. This was equivalent to 82.90 million people using the internet, of which 71.70 million were active users of social media. In Pakistan's list of digital apps, YouTube comes in first position with 71.70 million users, followed by Facebook with 43.55 million users. Twitter has about 3.40 million users, which is just about 1.5% of the total population. This means that the percentage of people that use Twitter is extremely low. If we examine the level of activity on Twitter during the past few weeks, we can see that there was a considerable increase in March. This can be seen if we compare the level of activity to the previous month. This occurred about the same time as a variety of different political events were taking place. It is vital to note that Twitter has acquired more significance in the political sphere owing to the fact that almost every significant figure in both domestic and international politics has a Twitter account, which helps to the legitimacy and credibility of the platform. This is one of the reasons why it is necessary to underline that Twitter has gained more relevance in the political arena. In a manner parallel to this, each of the major political parties in the nation has an official presence on Twitter for the goal of outreach. The percentage of Twitter users who actively engage with the site jumped from 7.97% in February 2022 to 20.56% in March 2022 as a direct result of this. A deluge of additional content in the form of tweets, posts, and memes flooded Twitter and quickly took control of the platform. (Arif ,2022)

It is also crucial to note that 63.5% of the population, which is equivalent to 144.4 million people who now reside in Pakistan, does not have access to the internet at present time. present statistic is significant to note because it demonstrates how widespread this problem is. There is a good chance that this number will end up being revised downward at some point in the future. The incorrect use of social media platforms may have severe impacts on both people and groups, despite the fact that social media is crucial in eliminating information barriers on ongoing events. Because of this, it is essential to be aware of the destabilizing impact of online false news, to be more proactive in looking at the sources of information, and to base one's judgments not only on hearsay and whatever is now "trending" but rather on fact- based data instead.

Summary

The Second chapter is of Literature Review, which is for the findings or the guidelines of any previous research or any philosophical practice. As cleared from the name of this chapter, here we go through or study research papers. I go through some of the famous or most credible research papers on my topic. I used them as a reference to. The very first paragraph is all about the previous research attempts on this topic and the point of view of previous researchers. The second paragraph defines how social media creates a feel of community for the users by giving them an open and free environment. Third paragraph shows the influence and the involvement of the youth on social media. The fourth paragraph tells what are the famous platforms used by users for political engagement. In fifth paragraph, the usage of social media by political parties is defined. The last paragraph shows an overview of Pakistan's demographics and social media statistics.

CHAPTER # 3

THEORETICAL PERSPECTIVE

When we talk about a theoretical perspective, we mean an in-depth investigation of previously established concepts to serve as a guide for the building of the arguments that you will employ in your own work. This is what we mean when we talk about a theoretical framework. This is done in the scientific community with the goals of providing an explanation for observable events, establishing connections between various occurrences, and deriving conclusions about the future from the links that are found.

According to (Abend and Gabriel, 2008) theories are developed while adhering to important limiting assumptions in order to provide an explanation for, make predictions about, and provide an interpretation of occurrences. In addition, theories are frequently developed with the purpose of testing and improving the information that is presently available to the general public. The theoretical framework of the research study is the framework that the inquiry is employing to examine whether or not the hypothesis can be maintained or supported. The purpose of the inquiry is to determine whether or not the hypothesis can be sustained. The theory that attempts to explain why the research subject at hand originated is presented to the research subject at hand, and the theoretical framework both provides and analyzes that theory. The theory offers an explanation for why the research subject at hand arises.

3.1 Significance of Theoretical Perspective

Theoretical frameworks make it feasible to explore a subject by utilizing a certain viewpoint or lens in the analytical process. This opens up new avenues of inquiry. It is possible to give explanations for occurrences and define concepts by utilizing a wide range of lenses, such as, but not limited to, psychological theories, social theories, organizational theories, and economic theories. These lenses have the potential to be utilized in describing and explaining occurrences. There are occasions when the genesis of these frameworks lies in a field that is not directly pertinent to the academic field in which you are working. By supplying you with a prepared list of questions to ask and a specific angle from which to approach the study of your topic,

utilizing a theoretical framework as the foundation for your dissertation may help you conduct a more in-depth assessment of prior occurrences. This is accomplished by giving you a predefined list of questions to ask and a specified angle from which to approach the research on your subject. This is achieved by supplying you with a prepared list of questions to ask and by supplying you with a planned viewpoint from which to approach the study of your issue. Both of these things are done in order to accomplish the aforementioned goal.

3.1.1 How it strengthens the Study

- The reader is given the ability to critically examine the theoretical assumptions thanks to an explicit presentation of such assumptions.

- The researcher is linked to previously accumulated information via the theoretical framework. You are provided with a relevant theory that serves as a framework for developing your hypotheses and selecting appropriate research methodologies.

- When you articulate the theoretical assumptions of a research study, you are forced to answer questions regarding why and how the study was conducted. It gives you the ability to proceed beyond merely describing a thing that has been witnessed and into making generalization about various elements of that phenomenon.

- If you have a theory, it will be easier for you to pinpoint the boundaries of those broad generalization. In a theoretical framework, the essential factors that impact phenomena of interest are identified and specified. It raises awareness that you should investigate how those important factors could differ and under what conditions.

3.2 Strategies for Developing Theoretical Framework

- Investigate the issue that you are facing with your study. The research issue serves as the central focus of your whole investigation and provides the foundation upon which you build your theoretical framework.

- Think on what you perceive to be the most important factors in your research, and then brainstorm some possible solutions. Give your response to the following

question: what factors contribute to the presumed effect?

- Conduct a literature review of the relevant sources in order to discover the answers to your research questions.

- Create a list of the different structures and variables that might be important to your investigation. Arrange these variables into groups that are either independent or dependent on one another.

- Review the important social science theories that you have been exposed to in the assigned readings for the course, and decide which theory (or theories) are most capable of explaining the connections between the important factors that you have chosen to investigate in this project.

- Discuss the underlying presumptions or assertions of this theory and highlight how your findings relate to or support those assumptions and beliefs.

3.3 Uses & Gratification Theory

This theory of mass communication, which was presented by Katz in 1970, is concerned with the method by which individuals make use of a variety of different types of media in order to meet their requirements. It was a product of Abraham Maslow's Hierarchy of Criteria, and it propounds the notion that individuals choose what they want to see or read and that different kinds of media compete to suit the criteria of each individual. In other words, individuals choose what they want to see or read. The hierarchy of requirements is laid out in the form of a pyramid, and each level consists of one need. The most essential necessities, such as food and clothing, are located at the base of the pyramid, while the need for more sophisticated things is located further up. After an individual has fulfilled all of their wants at a lower level, the next step they will take is to look for methods to fulfill the needs at the level above them, and so on, until they reach the level of need that is the highest of all, which is self-actualization. My theory is related to this one since it delineates the objectives and prerequisites for a number of distinct categories of individuals. In the same way, politicians will use and select the media of their choice in order to convey their message to the audience of their choosing. The fact that the users are psychologically

involved in the process and that it meets their criteria led to the decision to put this concept into effect.

3.3.1 Characteristics of Uses & Gratification Theory

People are considered to be interested and driven by the choices of the media that they choose to consume because of the rewards and gratifications that they feel as a result of making those choices. This is because of the reasons discussed in the phrase before this one. The hypothesis is predicated on two tenets, first, that people who use media are proactive in the choice of the media that they consume; second, that individuals are cognizant of the factors that affect their choices among a wide variety of possibilities for media consumption. The uses and gratifications. The hypothesis examines the myriad ways in which individuals are affected as a result of being exposed to a wide variety of forms of media. This helps to explain why individuals utilize the media for their own goals and why they experience a sense of accomplishment when those goals are achieved when they use the media in this way. In other words, the theory argues more about what people do with media than what they do to themselves as a result of media, rather than the other way around. Specifically, it focuses on how people consume, create, and share media. More specifically, it examines the ways in which individuals take in, produce, and distribute various forms of media.

3.4 How Uses & Gratification Theory is related to my topic

According to the Uses and Gratification theory, which was presented earlier, individuals would choose to see or be exposed to a topic if it was linked to their taste or what they wanted to see in order to experience pleasure for their requirements or wishes. This is because the theory posits that people want to see what they want to see in order to fulfill their requirements or desires. In addition, individuals will choose to watch a topic or allow themselves to be exposed to it if it is relevant to what they are interested in seeing. On the numerous social media platforms, users have access to a diverse range of information in a number of formats and presentation methods. Each of these platforms has its own distinctive flavor and sense of identity. I established the objectives of my inquiry in the same way that I did in "Chapter 1," which is to say that I used that chapter's format. My primary objective is to gain knowledge of the

processes through which individuals make or consume political content on social media, as well as the specific platforms that they employ for the purpose of accomplishing this aim. It has piqued my curiosity to find out more about the many ways in which people make use of social media in order to satisfy or take in political information. My goals are supported without equivocation by the Uses and Gratification Theory, which also provides information in response to questions regarding what it is that I want to achieve.

Summary

In chapter 3, I described the theoretical perspective and its significance in the research study. It is very important to go through the theoretical perspective before conducting research. It gives us a lot of information related to the study. So, I explained it in detail. Then I tell what kind of theory support my research that is "Uses and Gratification Theory". And then I explained how it is related to our research and what aspects are we relating with it.

CHAPTER # 4

METHODOLOGY

When speaking of the process of performing a research study, the word "methodology" is used to refer to the complete procedure, from the very beginning to the very end. It discusses everything involved in carrying out a research study, from conceiving of the project to presenting the findings, and everything in between. It refers to the strategy that a researcher uses in order to successfully complete the study. In order for the researcher to do effective study, it is necessary for them to adhere to the framework that is provided. The current study is a quantitative study so it would use a survey method for the results of the objectives.

4.1 Research Design

As this is a quantitative study, this research report involves use of a descriptive survey which is the research design that is used for the research. Multiple variables are investigated during the study carried out using a descriptive survey design. Surveys, observations, and case studies are the only methods of research that may be used to do descriptive research.

4.2 Data Collection Method

For this purpose, a survey method is used to collect the survey data for "Youth Political Activism online" among young adults living in the city of Sargodha. A method for collecting data from the target audience is known as a survey. It is an efficient method for gathering the necessary information in a simple and quick manner. A number of questions were posed to the participants in this survey as part of the overall process.

4.3 Instrument

The instrument used is questionnaire tool. It is a process of doing series of questions that are presented to respondents in order to collect information of a relevant kind from those individuals.

4.4 Population

For this research, the young students (age ranging from 18-30 years) of University of Sargodha, are considered as population.

4.5 Sample

A sample is a small group of individuals that represents the whole group. Students from various departments from the University of Sargodha will be picked and sent questionnaires.

4.6 Sampling Collection Method

In this study, I am using both probability and non-probability sampling. In probability sampling, population has equal chance to become part of sample. In non-probability, population don't have equal chance to become part of sample.

4.7 Sampling Technique

For first phase, I will use Cluster Probability sampling. By using this, I will specify 5 departments of Sargodha University.

For second phase, I will use convince non probability sampling. By doing so, I will Collect my secondary data to analyze my result.

4.8 Sample Size

For the current research, the sample size is large, so the questionnaire is would be distributed in 200(approx.) young students of University of Sargodha.

4.9 Data Collection

Survey questionnaires is used to collect the data. When the questionnaire is developed, the questionnaires retain their standard format. Each type was determined based on the objectives of the research.

4.10 Data Analysis

The collected data entered in SPSS 27 software (Statistical Packages for Social Sciences) and analyzed.

Summary

The chapter 4 is for the Methodology. In this chapter I describe what kind of methods are going to be use in the research. First, I say that this is a quantitative study. After that I explain the research design that is used i.e., descriptive method. Thirdly, I explain what kind of data collection method is going to be used i.e., is survey method. After that I explain the instrument used, population, sample, sample collecting method, and describe the sample size. Then the data collection would be start by giving questionnaires to the samples. At last, all the collected data would be entered in SPSS software and the data would be analyzed.

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CHAPTER 5: ANALYSIS AND INTERPRETATION OF DATA

TABLE 5.1: Age of respondents

	N	%
18-20	55	24.7%
21-25	160	71.7%
26-30	8	3.6%

TABLE 5.1 suggests that the majority of the population falls within the 21-25 age group, comprising 71.7% of the total. The 18-20 age group represents about a quarter of the population, at 24.7%. The smallest group is the 26-30 age range, making up only 3.6% of the total population. This distribution indicates that the sample is predominantly young adults aged 21-25, with fewer individuals in the slightly younger 18-20 range and very few in the older 26-30 range.

TABLE 5.2: GENDER

	N	%
male	139	62.3%
female	84	37.7%

TABLE 5.2 shows that the majority of the population is male, comprising 62.3% of the total. Females represent 37.7% of the total population. This distribution indicates a gender imbalance in the sample, with significantly more males than females.

TABLE 5.3: **education**

	N	%
high school	7	3.1%
undergraduate	198	88.8%
postgraduate	18	8.1%

TABLE 5.3 shows that the vast majority of the population has an undergraduate level of education, making up 88.8% of the total. A small percentage, 8.1%, have achieved a postgraduate level of education. Only 3.1% of the population has a high school level of education.

TABLE 5. 4: **How often do you use social media platforms for political purposes?**

	N	%
rarely	32	14.3%
daily	127	57.0%
weekly	51	22.9%
monthly	13	5.8%

TABLE 5.4 shows that the majority of individuals (57.0%) use social media platforms for political purposes daily.   22.9% of the population uses social media for political purposes on a weekly basis. A smaller portion, 14.3%, uses it rarely for political purposes. Only 5.8% of the population uses social media for political purposes monthly.

TABLE 5.5: **Which social media platform do you primarily use for political engagement?**

	N	%
other	2	0.9%
instagram	28	12.6%
twitter	58	26.0%
facebook	127	57.0%
reddit	6	2.7%
other	2	0.9%

 TABLE 5.5 shows that he majority of individuals (57.0%) primarily use Facebook for political engagement. Twitter is the second most popular platform for political engagement, used by 26.0% of the individuals.   Instagram is used by 12.6% of the population for political engagement. Reddit is used by 2.7% of the population for political engagement. A very small portion of individuals (0.9%) use other unspecified platforms for political engagement.

TABLE 5.6: **-Have you ever participated in a political campaign or movement on social media?**

	N	%
yes	178	79.8%
no	31	13.9%
may be	14	6.3%

TABLE 5.6 shows that the vast majority of individuals (79.8%) have participated in a political campaign or movement on social media. 13.9% of the population has not participated in any political campaign or movement on social media. A small portion, 6.3%, is uncertain about their participation.

TABLE 5.7: **What motivates you to engage in political activism on social media?**

	N	%
social justice	84	37.7%
environmental issues	63	28.3%
human rights	58	26.0%
political representation	14	6.3%
others	4	1.8%

Social Justice (84 respondents, 37.7%):

TABLE 5.7 shows that the most common motivation for engaging in political activism on social media is social justice. This includes issues like equality, anti-discrimination efforts, and economic fairness. **Environmental Issues (63 respondents, 28.3%)** A significant portion of respondents are driven by environmental concerns. This includes activism related to climate change, pollution, and conservation. **Human Rights (58 respondents, 26.0%)** Many respondents are motivated by human rights issues. This encompasses a wide range of topics such as freedom of speech, the right to privacy, and opposition to human trafficking. **Political Representation (14 respondents, 6.3%)** A smaller group is motivated by the desire for better political representation. This involves efforts to ensure that government bodies accurately reflect the demographics and will of the population. **Others (4 respondents,**

1.8%) A few respondents cited other, unspecified reasons for their political activism on social media.

TABLE 5.8: **Do you believe social media has the power to influence political change?**

	N	%
strongly agree	133	59.6%
agree	37	16.6%
neutral	32	14.3%
disagree	13	5.8%
strongly disagree	8	3.6%

TABLE 5.8 shows that a substantial majority of individuals (76.2% combining strongly agree and agree) believe that social media has the power to influence political change. A smaller portion of the population (14.3%) is neutral on this issue. A minority (9.4% combining disagree and strongly disagree) does not believe that social media can influence political change.

TABLE 5.9: **Have you ever shared political content on social media to raise awareness?**

	N	%
yes	169	75.8%
no	32	14.3%
may be	22	9.9%

TABLE 5.9 shows that the majority of respondents, about 75.8%, have shared political content on social media to raise awareness. This indicates a significant portion of people actively engage in spreading political information online. The remaining respondents either have not shared such content (14.3%) or are unsure (9.9%). This data suggests a notable presence of political discourse and activism on social media platforms.

TABLE 5.10: **Have you verified the accuracy of political information shared on social media?**

	N	%
fact checking websites	86	38.6%
cross referencing with multiple sources	80	35.9%
trusting reputable news sources	46	20.6%
relying on personal Judgment	7	3.1%
others	4	1.8%

TABLE 5.10 shows that the 38.6% use fact-checking websites, indicating a reliance on dedicated platforms for verifying information. 35.9% cross-reference with multiple sources, suggesting a cautious approach by comparing information from different sources. 20.6% trust reputable news sources, highlighting a preference for established and credible media outlets. 3.1% rely on personal judgment, indicating a smaller proportion who trust their own assessment of information. 1.8% use other methods not specified in the options.

TABLE 5.11: **Have you ever participated in an online petition or campaign through social media?**

	N	%
yes	153	68.6%
no	43	19.3%
may be	27	12.1%

TABLE 5.11 shows that the majority of respondents, around 68.6%, have participated in an online petition or campaign through social media. This suggests a significant level of engagement in digital activism and advocacy among the surveyed individuals. On the other hand, 19.3% of respondents have not participated in such activities, while 12.1% are uncertain or may have participated to some extent. Overall, this data highlights the role of social media platforms in facilitating and promoting online activism and civic engagement.

TABLE 5.12: Do you think social media platforms adequately regulate political content?

	N	%
yes	165	74.0%
no	41	18.4%
unsure	17	7.6%

TABLE 5.12 shows that a majority of respondents, approximately 74.0%, believe that social media platforms adequately regulate political content. This suggests a level of confidence among these individuals in the platforms' ability to manage and control political information shared on their platforms. However, 18.4% of respondents do not think that social media platforms regulate political content adequately, indicating some concerns or criticisms regarding the current state of regulation. Additionally, 7.6% of respondents are unsure about whether these platforms effectively regulate political content. Overall, these responses reflect a range of opinions regarding the regulation of political content on social media platforms.

TABLE 5.13: **How do you think social media has impacted youth engagement in politics?**

	N	%
increased engagments	88	39.5%
facilitated dialouge	60	26.9%
amplified voices	51	22.9%
polarized opinions	22	9.9%
other	2	0.9%

TABLE 5.13 shows that 39.5% believe that social media has increased youth engagement in politics, indicating a positive effect on participation and interest among young people. 26.9% think that social media has facilitated dialogue, suggesting that these platforms have provided spaces for discussions and conversations about political issues. 22.9% believe that social media has amplified voices, likely referring to the ability of these platforms to give visibility to diverse perspectives and opinions. 9.9% believe that social media has polarized opinions, possibly indicating concerns about echo chambers and the reinforcement of extreme viewpoints. 0.9% mentioned other impacts not specified in the options.

TABLE 5.14: **Do you believe social media activism translate into real-world political action?**

	N	%
yes	177	79.4%
no	27	12.1%
sometimes	19	8.5%

TABLE 5.14 shows that approximately 79.4%, believe that social media activism does translate into real-world political action. This indicates a strong belief among these individuals that online activism can have tangible effects and influence real-world political outcomes. On the other hand, 12.1% of respondents do not believe that social media activism leads to real-world action, suggesting skepticism about the efficacy of digital activism. Additionally, 8.5% of respondents mentioned that social media activism sometimes translates into real-world political action, indicating a nuanced perspective that acknowledges varying degrees of impact. Overall, these responses reflect diverse opinions about the relationship between social media activism and real-world political change.

TABLE 5.15: **Have you ever engaged in discussion or debates with others on social media regarding political issues?**

	N	%
frequently	128	57.4%
occasionally	56	25.1%
rarely	32	14.3%
never	7	3.1%

TABLE 5.15 shows that a majority of respondents, around 57.4%, frequently engage in discussions or debates with others on social media regarding political issues. This indicates a high level of involvement in political discourse and debate among these individuals. Additionally, 25.1% of respondents engage in such discussions occasionally, while 14.3% do so rarely. Only a small percentage, 3.1%, never engage in political discussions or debates on social media. Overall, these responses reflect varying levels of participation in political conversations on social media platforms.

TABLE 5.16: **-How do you think social media can be better utilized for political activism?**

	N	%
encouraging civil discourse	78	35.0%
providing accurate information	54	24.2%
mobilizing communities	69	30.9%
holding leaders accountable	19	8.5%
other	3	1.3%

 TABLE 5.16 shows that 35.0% believe that encouraging civil discourse is crucial, indicating a focus on promoting respectful and constructive discussions on political issues. 24.2% emphasize the importance of providing accurate information, highlighting the need for reliable and fact-based content to inform political activism. 30.9% see value in mobilizing communities through social media, suggesting that these platforms can be effective tools for organizing and rallying people around common causes. 8.5% mention holding leaders accountable as a key aspect, indicating a desire to use social media to monitor and challenge political leadership. 1.3% mentioned other strategies not specified in the options.

TABLE 5.17: **Have you ever been targeted or harassed on social media for your political views?**

	N	%
yes	192	86.1%
no	31	13.9%

TABLE 5.17 shows that a significant majority of respondents, approximately 86.1%, have been targeted or harassed on social media for their political views. This suggests that a large portion of individuals have experienced negative interactions or attacks related to their political beliefs while using social media platforms. On the other hand, 13.9% of respondents have not encountered such targeting or harassment based on their political views. Overall, these responses highlight the prevalence of online harassment and hostility directed at individuals due to their political opinions.

TABLE 5.18: **Do you think social media has the potential to democratize political participation?**

	N	%
yes	159	71.3%
no	47	21.1%
may be	17	7.6%

TABLE 5.18 shows that a majority of respondents, approximately 71.3%, believe that social media has the potential to democratize political participation. This indicates a widespread perception among these individuals that social media platforms can play a role in increasing access to political engagement and representation. However, 21.1% of respondents do not think that social media has this potential, suggesting skepticism or concerns about the effectiveness of digital platforms in democratizing political participation. Additionally, 7.6% of respondents are unsure or believe that social media's democratizing potential may vary depending on other factors. Overall, these responses reflect diverse opinions about the impact of social media on political democracy.

TABLE 5.19: **How do you think social media can be used to address misinformation in political discussions?**

	N	%
promoting media literacy	89	39.9%
flagging false information	42	18.8%
encouraging critical thinking	84	37.7%
collaborating with fact-checkers	7	3.1%
other	1	0.4%

 TABLE 5.19 shows that 39.9% believe that promoting media literacy is important, indicating a focus on educating users to critically evaluate information and sources. 18.8% suggest flagging false information as a strategy, highlighting the need for platforms to identify and label inaccurate content. 37.7% emphasize the importance of encouraging critical thinking, suggesting that users should be empowered to question and analyse information independently. 3.1% mention collaborating with fact-checkers as a potential solution, indicating a role for partnerships with organizations dedicated to verifying information. 0.4% mentioned other strategies not specified in the options.

TABLE 5.20: **Have you ever attended a political event or protest organized through social media?**

	N	%
yes	165	74.0%
no	44	19.7%
may be	14	6.3%

TABLE 5.20 shows that a majority of respondents, approximately 74.0%, have attended a political event or protest organized through social media. This suggests that social media platforms play a significant role in mobilizing people for political activism and engagement in real-world events. On the other hand, 19.7% of respondents have not attended such events organized through social media, while 6.3% are unsure or may have attended to some extent. Overall, these responses highlight the influence of social media in facilitating and promoting participation in political events and protests.

TABLE 5.21: **In your opinion, what role does social media play in shaping political opinions among the youth?**

	N	%
influential	93	41.7%
informative	64	28.7%
divisive	45	20.2%
empowering	17	7.6%
other	4	1.8%

 TABLE 5.21 shows that 41.7% of respondents believe that social media is influential in shaping political opinions suggesting that these platforms have a significant impact on how young people form their views on political issues. 28.7% view social media as informative, indicating that these platforms serve as sources of information that contribute to shaping political opinions among youth.20.2% perceive social media as divisive, possibly referring to its role in amplifying polarized viewpoints and contributing to political divisions among young people. 7.6% see social media as empowering, suggesting that these platforms provide opportunities for youth to engage in political discourse and activism, thus influencing their opinions. 1.8% mentioned other roles not specified in the options.

TABLE 5.22: **How do you think policymakers can better engage with youth on social media to address their concerns?**

	N	%
hosting virtual townhalls	53	23.8%
responding to direct messages	24	10.8%
creating youth focused content	92	41.3%
collaborating on policy decisions	54	24.2%

TABLE 5.22 shows that 23.8% of respondents believe that hosting virtual town halls is a valuable approach, indicating a desire for interactive platforms where policymakers can directly engage with young people and address their concerns. 10.8% suggest responding to direct

messages as a means of communication, highlighting the importance of direct and personalized interactions between policymakers and youth on social media. 41.3% emphasize the creation of youth-focused content, suggesting that tailored content addressing the specific concerns and interests of young people can enhance engagement and communication. 24.2% mention collaborating on policy decisions as a way to involve youth in the policymaking process, indicating a desire for active participation and input from young individuals.

HYPOTHESIS TESTS:

H1: Social Media contributes to a rise in political participation among youth

TABLE 5.23: REGRESSION ANALYSIS

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	How often do you use social media platforms for political purposes?[b]	.	Enter
a. Dependent Variable: -Have you ever participated in a political campaign or movement on social media?			
b. All requested variables entered.			

The above table shows that the analysis involves one independent variable, which is the frequency of using social media platforms for political purposes. This variable was entered into the model to predict the dependent variable, which is whether the respondent has ever participated in a political campaign or movement on social media. The method used for entering the variable into the model was the "Enter" method, and no variables were removed during the analysis.

TABLE 5.23.1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.010[a]	.000	-.004	.56833

a. Predictors: (Constant), How often do you use social media platforms for political purposes?

The above table suggests that the relationship between the frequency of using social media for political purposes and participation in a political campaign or movement on social media is very weak (R = .010). The R Square value of .000 means that the independent variable does not explain any of the variance in the dependent variable. The negative Adjusted R Square (-.004) further suggests that the model is not a good fit for the data. The standard error of the estimate (.56833) provides a measure of the accuracy of the predictions, with a higher value indicating less precise predictions.

TABLE 5.23.2

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.007	1	.007	.020	.887[b]
	Residual	71.384	221	.323		
	Total	71.390	222			

a. Dependent Variable: -Have you ever participated in a political campaign or movement on social media?

b. Predictors: (Constant), How often do you use social media platforms for political purposes?

The above table suggests that the regression sum of squares (0.007) is very small compared to the residual sum of squares (71.384), indicating that the model explains very little of the total variation in the dependent variable. The F-value (0.020) is very low, and the associated p-value (0.887) is much greater than the common significance level of 0.05. This means that the regression model is not statistically significant, and the independent variable does not provide a significant explanation of the variation in the dependent variable. In conclusion, the analysis indicates that the frequency of using social media for political purposes does not significantly predict participation in political campaigns or movements on social media.

TABLE 5.23.3

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.280	.118		10.867	.000
	How often do you use social media platforms for political purposes?	-.007	.051	-.010	-.142	.887

a. Dependent Variable: -Have you ever participated in a political campaign or movement on social media?

The above table suggests that the constant (intercept) is 1.280, indicating the predicted value of the dependent variable when the independent variable is zero. The unstandardized coefficient for the independent variable is -0.007, suggesting a very small and negative relationship between the frequency of using social media for political purposes and participation in political campaigns or movements on social media. The standardized coefficient (Beta) of -0.010 also indicates a very weak negative relationship. The t-value of -0.142 and the p-value of 0.887 indicate that this relationship is not statistically significant. Overall, the analysis suggests that the frequency of using social media for political purposes does not significantly predict participation in political campaigns or movements on social media. The independent variable's effect is negligible and not statistically significant.

H2: There is discussion of social media as a strong agent of civic engagement

TABLE 5.24: PEARSON CORRELATION

Correlations

		How often do you use social media platforms for political purposes?	Which social media platform do you primarily use for political engagement?	Have you ever shared political content on social media to raise awareness?	Have you ever participated in an online petition or campaign through social media?
How often do you use social media platforms for political purposes?	Pearson Correlation	1	-.094	.024	-.022
	Sig. (2-tailed)		.162	.716	.744
	N	223	223	223	223
Which social media platform do you primarily use for political engagement?	Pearson Correlation	-.094	1	.072	.038
	Sig. (2-tailed)	.162		.284	.570
	N	223	223	223	223
Have you ever shared political content on social media to raise awareness?	Pearson Correlation	.024	.072	1	.207**
	Sig. (2-tailed)	.716	.284		.002
	N	223	223	223	223
Have you ever participated in an online petition or campaign through social media?	Pearson Correlation	-.022	.038	.207**	1
	Sig. (2-tailed)	.744	.570	.002	
	N	223	223	223	223

**. Correlation is significant at the 0.01 level (2-tailed).

 The above table suggests that the analysis shows that among the variables studied, only the act of sharing political content and participating in online petitions or campaigns have a statistically significant relationship. Other variables do not exhibit significant correlations with each other. The only significant correlation is between sharing political content to raise awareness and participating in online petitions or campaigns through social media, with a Pearson correlation of 0.207 (p = 0.002). This suggests a relationship where those who engage in one political activity on social media are likely to engage in another.

H3: Individuals are increasingly expressing their opinions about politics and social issues on social media

TABLE 5.25: T-TEST

Group Statistics

	age	N	Mean	Std. Deviation	Std. Error Mean
Have you ever shared political content on social media to raise awareness?	18-20	55	1.3636	.61955	.08354
	21-25	160	1.3125	.65577	.05184
Have you ever engaged in discussion or debates with others on social media regarding political issues?	18-20	55	1.4909	.81360	.10971
	21-25	160	1.6625	.83844	.06628

The above table suggests that both age groups (18-20 and 21-25) have similar mean scores and variability, suggesting that the frequency of sharing political content on social media to raise awareness is similar across these age groups. The 21-25 age group reports slightly higher engagement in political discussions or debates on social media compared to the 18-20 age group, although the difference is not very large. Both groups exhibit similar variability in their responses.

TABLE 5.25.1

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Have you ever shared political content on social media to raise awareness?	Equal variances assumed	.096	.758	.506	213	.614	.05114	.10110	-.14814	.25041
	Equal variances not assumed			.520	98.634	.604	.05114	.09832	-.14396	.24623
Have you ever engaged in discussion or debates with others on social media regarding political issues?	Equal variances assumed	1.053	.306	-1.319	213	.189	-.17159	.13008	-.42800	.08482
	Equal variances not assumed			-1.339	96.266	.184	-.17159	.12818	-.42601	.08283

The above table suggests that there is no statistically significant difference between the 18-20 and 21-25 age groups in terms of sharing political content on social media to raise awareness. This is evidenced by the non-significant p-values (0.614 and 0.604). Similarly, there is no statistically significant difference between the 18-20 and 21-25 age groups in terms of engaging in discussions or debates on social media regarding political issues. This is evidenced by the non-significant p-values (0.189 and 0.184).

TABLE 5.25.2

Independent Samples Effect Sizes

		Standardizer[a]	Point Estimate	95% Confidence Interval	
				Lower	Upper
Have you ever shared	Cohen's d	.64678	.079	-.227	.385
political content on social	Hedges' correction	.64907	.079	-.227	.384
media to raise awareness?	Glass's delta	.65577	.078	-.229	.384
Have you ever engaged in	Cohen's d	.83222	-.206	-.513	.101
discussion or debates with	Hedges' correction	.83516	-.205	-.511	.101
others on social media	Glass's delta	.83844	-.205	-.512	.103
regarding political issues?					

a. The denominator used in estimating the effect sizes.

Cohen's d uses the pooled standard deviation.

Hedges' correction uses the pooled standard deviation, plus a correction factor.

Glass's delta uses the sample standard deviation of the control group.

The above table suggests that all three measures of effect size (Cohen's d, Hedges' correction, and Glass's delta) indicate a very small and non-significant difference between the age groups (18-20 and 21-25). The confidence intervals for these effect sizes all include zero, reinforcing that the difference is not statistically significant. Similarly, all three measures of effect size indicate a small to negligible and non-significant difference between the age groups. The confidence intervals for these effect sizes also include zero, suggesting that the observed difference is not statistically significant.

CHAPTER 6: SUMMARY, FINDINGS, CONCLUSION, AND RECOMMENDATIONS

SUMMARY:

As of 2018, most of the youth of Pakistan was actively engaging in politics via different social media platforms. This study was conducted to analyse the activism of youth on different social media platforms.

Major objectives of the study were: 1) how social media successfully grab youth towards political engagement. 2) how their perceptions got change also which social media app frequently used by youth for this purpose. 3)My secondary objective is to know about the factors which were involved to grab the youth towards social media political engagement. 4) How people fulfill or gratify by political content on social media.

My main research questions were 1) To what extent youth voters were involved in social media political activism? 2) Which social media platforms are used?

An exclusive method that included an online survey was used in order to collect data for the investigation into the level of civic engagement exhibited by young adults who live in the city of Sargodha. The instrument used is questionnaire tool. It is a process of doing series of questions that are presented to respondents in order to collect information of a relevant kind from those individuals.

The collected data entered in SPSS 27 software (Statistical Packages for Social Sciences) and analysed.

FINDINGS:

 After analysis and interpretation of data following findings have been drawn:

1. It was found that the majority of individuals (57.0%) use social media platforms for political purposes daily.   22.9% of the population uses social media for political purposes on a weekly basis. A smaller portion, 14.3%, uses it rarely for political purposes. Only 5.8% of the population uses social media for political purposes monthly.

2. It was found that the vast majority of individuals (79.8%) have participated in a political campaign or movement on social media. 13.9% of the population has not participated in any political campaign or movement on social media. A small portion, 6.3%, is uncertain about their participation.

3. It was found that substantial majority of individuals (76.2% combining strongly agree and agree) believe that social media has the power to influence political change. A smaller portion of the population (14.3%) is neutral on this issue. A minority (9.4% combining disagree and strongly disagree) does not believe that social media can influence political change.

4. It was found that the majority of respondents, around 68.6%, have participated in an online petition or campaign through social media. This suggests a significant level of engagement in digital activism and advocacy among the surveyed individuals. On the other hand, 19.3% of respondents have not participated in such activities, while 12.1% are uncertain or may have participated to some extent. Overall, this data highlights the role of social media platforms in facilitating and promoting online activism and civic engagement.

5. It was found that 39.5% believe that social media has increased youth engagement in politics, indicating a positive effect on participation and interest among young people. 26.9% think that social media has facilitated dialogue, suggesting that these platforms have provided

spaces for discussions and conversations about political issues. 22.9% believe that social media has amplified voices, likely referring to the ability of these platforms to give visibility to diverse perspectives and opinions. 9.9% believe that social media has polarized opinions, possibly indicating concerns about echo chambers and the reinforcement of extreme viewpoints. 0.9% mentioned other impacts not specified in the options.

6. Regression analysis suggests that the regression sum of squares (0.007) is very small compared to the residual sum of squares (71.384), indicating that the model explains very little of the total variation in the dependent variable. The F-value (0.020) is very low, and the associated p-value (0.887) is much greater than the common significance level of 0.05. This means that the regression model is not statistically significant, and the independent variable does not provide a significant explanation of the variation in the dependent variable.

7. Pearson correlation suggests that the analysis shows that among the variables studied, only the act of sharing political content and participating in online petitions or campaigns have a statistically significant relationship. Other variables do not exhibit significant correlations with each other. The only significant correlation is between sharing political content to raise awareness and participating in online petitions or campaigns through social media, with a Pearson correlation of 0.207 (p = 0.002). This suggests a relationship where those who engage in one political activity on social media are likely to engage in another.

8. T-TEST shows that both age groups (18-20 and 21-25) have similar mean scores and variability, suggesting that the frequency of sharing political content on social media to raise awareness is similar across these age groups. The 21-25 age group reports slightly higher engagement in political discussions or debates on social media compared to the 18-20 age group, although the difference is not very large. Both groups exhibit similar variability in their responses.

CONCLUSION:

It was found that the majority of individuals use social media platforms for political purposes daily. Some of the population uses social media for political purposes on a weekly basis. A smaller portion, some, uses it rarely for political purposes. Only little to no of the population uses social media for political purposes monthly.

It was found that the vast majority of individuals have participated in a political campaign or movement on social media. Some of the population has not participated in any political campaign or movement on social media. A small portion, is uncertain about their participation.

It was found that substantial majority of individuals believe that social media has the power to influence political change. A smaller portion of the population is neutral on this issue. A minority does not believe that social media can influence political change.

It was found that the majority of respondents have participated in an online petition or campaign through social media. This suggests a significant level of engagement in digital activism and advocacy among the surveyed individuals. On the other hand, some of respondents have not participated in such activities, while some are uncertain or may have participated to some extent. Overall, this data highlights the role of social media platforms in facilitating and promoting online activism and civic engagement.

It was found that some believe that social media has increased youth engagement in politics, indicating a positive effect on participation and interest among young people while some think that social media has facilitated dialogue, suggesting that these platforms have provided spaces for discussions and conversations about political issues. Some believe that social media has amplified voices, likely referring to the ability of these platforms to give visibility to diverse perspectives and opinions. Minority believe that social media has polarized opinions, possibly indicating concerns about echo chambers and the reinforcement of extreme viewpoints. Little to no mentioned other impacts not specified in the options.

What I observed from this research is that, most of our youth is actively engaged in political activities. The political dynamics have been changed from physical to digital means to some extent. No doubt physical interaction is the most effective way of communication, but along with that, online engagement for politicians is also very important.

RECOMMENDATIONS:

1. Encourage academic establishments and policymakers to combine digital literacy packages into school curriculum. These packages must attention on vital thinking, media literacy, and responsible online conduct.

2. Collaborate with Influencers and Youth Leaders: Foster partnerships between teens activists, social media influencers, and installed political leaders.

3. Develop on-line platforms or boards specifically dedicated to civil discourse and political discussions.

4. Advocate for transparency in social media algorithms. Platforms ought to reveal how content material is prioritized, recommended, and amplified.

5. Encourage young activists to advocate coverage adjustments related to social media and political participation. These tasks may want to cope with issues which include privateness, misinformation, and digital rights.