Effects of Social Media on Moral Values of Pakistani Community: An Analysis of Youth Perception in Lahore

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Abstract   *In this research article, the discussion will revolve around social media users and their impact on social media content making. Media produce what public demands, but that can cause an affect to moral values of society. Pakistan is an Islamic state where there is culture and traditions.But recently it seems that our social media contains numerous content that is being criticized by public viewers, this study is to identify the relation of social media users (Netizens) with social media content maker (influencers). This research article also study about trolls/memes cause and effect. Our young generation is known to be active on social media due to which reason social media content is becoming questionable and the increase in such contain do have cause and effects that will be study in this article and will be explained in depth analysis.*

Introduction

Social media has become a way of living and it is consider as a "mainstream communication source" that is facilitating about one third of the world's population. It is also define as "group of Internet-based applications that has been built on the two foundations; ideological and technological of Web 2.0, which allows the creation and altercation of User Generated Content" by (Kaplan & Haenlein, 2010). In 2017, around 2.46 billion social media users were estimated and it is further estimated that there will be around 2.09 billion SNSs users, world wild by the end of 2021 (Statista, n.d). The influences of media platform brought numerous benefits to its users which has put an effort of developing potential contrary consequences of extreme frequent social network activity, especially for mental and social well-being. Some researchers (Casale & Banchi, 2020) has argued against classifying Problematic Social Media Use (PSMU) as a psychiatric disorder, and such usage can develop such content or conflict on social network that has a distressing result over all to viewers and users. Every facility has pros and cons and there is always circular chain of (input output and effects).

Background of Study

Social media is evolving time to time, and it is consider to be a strong most effective and fast medium, Social media is engaging over all other social medium to which reason it should be monitored and analyzed as well. Past studies have shown that social media is containing massive ratio of trolls and entertainment contents.

To some aspect it can be consider as relaxation for some but on the other hand for some groups of individual it is becoming a mean of business, propaganda and revenge. There are so many case studies in which celebrity or media person is posting his/her matters or issues on social media to gain attention from massive as well as in democratic state what majority public hold opinion on becomes strongest. Due to which reason many individuals share their problems on social media to receive help, but recent study has shown that entertainment sector of social media is manipulating such information in a form of fun, joke or sarcasm due to which reason serious matters are not serious anymore, trolling bullying and shaming is getting common.

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Moreover, numerous individual release their stress out through social media due to which reason social media content is deconstruct to whole new level that spreads rapidly but the impact of it is toxic and harmful to many.

Every action has its reaction and if bad action gets massive reaction on social media it becomes a "trend", such trends are effecting moral values of society in Pakistan.

Problem Statement

No doubt social media is a great medium but due to negligence of humanity, people are becoming selfish and self-centered focusing on what please them, what makes them happy when they are exhausted from hectic routine of their life, moreover the problem is not only users it is a cause and effect situation in which ones' action triggers other reaction.

Problem is not social media, it is individual way of using it, social media can be a play area or can be a war zone, it is on individual what they prefer to choose, but the outcome will surely effect the massive because social media is associate with massive.

In this article the problem statement of this study is usage of social media by Netizens. In which many elements and objects are held accountable

Elements

Researcher needs to have a look on some elements of social media use and netizens' behavior to understand the significance of the topic.

Stress/ Frustration

The main reason of using social media is to find relieve from daily life stress and hectic routine, moreover human life consist of so many worries and hardship that public seek such platform that will ease their mind off and have some carefree time enjoying variety of entertainment content. But how public usage response to social media content varies the result.

Trolling

Now a days it is not a big deal to troll each other as public majority are okay to be slang with to each other, but where the problem stands when the troll went too far that it starts to effect someone's mindset, life style behaviors etc.

Criticism

Another element of this research study is criticism, it is okay to give your opinion to some extent, but if criticism comes along with troll it becomes targeting someone to bully. Most social or media person suffers from it causing damage to personal life or even leading to death. Social media provides such a platform that everyone and anyone can impose their thoughts upon others action, which is not always benefiting.

Netizens' Viewership

Social media runs on netizens' views the more views content get the more publicity and fame is received, in a greed to gain viewership social media content makers are doing un-usual things to gain fame, and they are receiving it as well eventually, why because this unusual content is joked about, trolled about, criticized about due to which reason it increase the curiosity to look up to content, in result netizens give views.

Silly vs. Logical content

Majority prefers silly, funny content. It is very difficult to make someone laugh from logical content the more it is slang the more it is sarcastic the more it is offending the more it makes the content spicy and interesting to viewers. Logical content can be seen on Television, but social media usage is more likely to be entertained through illogic content. For example; when news break about COVID-19 world wild panic has develop but on the

other side there are so many memes circulating about COVID-19, it is humorous and ease viewers from being panic, but if public becomes unusually easy we will end up having increased ratio of covid-19 cases. Unfortunately in Pakistan we are witnessing it as well. When public takes every kind of issue or matter for a joke the outcome might be damaging.

Significance of the Topic

This topic will verify the current happening and spread awareness to youth of Pakistan who are unaware of the outcome of their actions towards social media. Mostly individual are aware of the situation but not sure about leading it towards no change and might possibly worsen it. This study aims on netizens' mind set towards content of social media.

The fundamental of this study is to provide a guideline to a reader that how causes occurred and how further it can be treated or prevented? As many might be carrying a relative view but be unsure how they can deal to it. As this matter is tricky and act can be done unintentionally and often. So public should be aware of the limitation and precautions to prevent further damages.

Objectives

Objective to this study is following:

- To understand how social media operates and explain social media users' impact.
- To identify the root cause of increase in moral-effecting content.
- Finding out the prevention from content that effect society and youth mindset.
- Evaluating mindset of majority public.
- Finding out the alternates of following trends without harming anyone.
- Understanding the limitations and responsibility every social media user holds.

Literature Review

Social media has recently established several new foundations, through which consumers are playing a vital role to produce a content massively. Every individual around us is using social media, it can be families, friends or even businessmen etc. But simple and basic communication between individuals and communities has now been replaced with the wickedest kind of interactions and initially it is the culture of trolling dominance on all social media networking sites The content that is produced on social media is not 100% guaranteed to deliver positive result, people are developing mental disorders of complexity, anxiety, and other depressive symptoms and moreover body image dissatisfaction. Due to excessive usage causing such disorders spread globally. The main question is how and what consequences it lead towards to?

In a modern age of social media, the massive usage of social media people around the globe causing astonishing impact on media's content. Internet culture has been improved through different mediums of social network with the passage of time. Where social media users "Netizens" are playing a huge role in developing a big change on internet culture and the first one is "Troll", it is a certain typology that disrupt the online world. Insult troll is one of a part of trolling where netizens insult or provoke each other like wise persistent trolling is another category and there are many more like relative to trolling and hate speech is one of them. *"But from time immemorial there had been instances where common people have taken the onus on themselves to punish, demean, boycott or bully the culprit on their own, then taking a lawful route."* (Arjun & Rai, 2018). Social media now has been used for different mean to influence organization. The fact that users' criticism and trolls are providing a platform for such influencers who might never able to make their content viral are becoming viral. Extreme criticism regarding a specific post circulating around social networks will eventually increase the views, Hence that post became "Viral" which means a successful content that grabbed attentions of many. Which also cause a mean to circulate a content "that was not meant to be circulated" effecting basic morals. A country like Pakistan has traditions, believes and values, such content generated by youth impose a deep impact on moral values. Such related cases are; Qandeel Baloch, Nasir Khan Jan, Noman Khan and Tahir Shah. These are the most criticized influencers but still having a massive netizens' views. The fact that netizens are so active and keen to judge the content of social media influencers that they ignore the consequence of providing them a platform

through which such conflicted and un ethical content will be circulated across the society that will be accessible to all age viewers leading towards immorality with the society.

Now these influencer mentioned above are still receiving desirable views, and one of these had a horrible result, mentioning the case of Qandeel baloch was killed in the name of "honor killing" by his own brother. She was Pakistani model, actress, social media celebrity and activist. She received prominence due to her videos on social networks discussing her daily routine, her rights as a Pakistani woman, and various controversial issues. But she were trolled over social media, the first recognition she received was from the media in 2013 when she auditioned for Pakistan Idol and became "Internet celebrity", how?

Netizens trolled her over social media, that criticism gave her the idea to use that platform for her benefit. The roots of this misfortune can also be traced to the judgment and ridicule of her lifestyle in Pakistan claimed by journalist Sanam Maher who has monitored Qandeel's story for years. (BBC News, 2019). In June 2016, Qandeel publically alleged Mufti Qavi of inappropriate behavior with Qandeel Baloch during a meeting at a hotel. (BBC NEWS, 2019). That caused her to receive threats according to press conference, she also pleaded with the government for the protection from *"the cleric for what she claimed he truly was: a hypocrite who used Islam to further his interests".* (BBC News, 2019). But what made her to go to this extent is "publicity" she received through social media.

Many abusive users of social media appreciate the content she post online, that's how it works (More views, more publicity, more demand) media is a platform which produce the content relative to viewers demand, if the content gain desirable reviews the content maker starts to develop similar content as well. If the "immoral content" is getting desirable views why the content maker will step down? What so ever the cause of death was, Moreover people who deal with online public can understand how it is so important in considering patience or else it can lead towards a known term "Flaming" of career or one's reputation on fire and cause damage (Christopherfowler, 2012). Qandeel was keen to take such measures to keep her influencing role in social media "on a run". People send her death remarks and use inappropriate words for her on social media were posted, whereas; some mourn over her death. A man in Shah Sadar Din sympathizes for Qandeel baloch was not murdered in the name of honor, but murdered because of people of society's judgment. When her brother Waseem strangled her, he was actually trying to silence that judgment." (BBC News, 2019).

She inspired many young generation, particularly women, who admired this "simple girl's" transformation into one of the country's biggest celebrities. (boone, 2017). People using social media have their own purposes, some may want to earn, some may want to invest knowledge or awareness and some may want to relieve their stress/problems or finding a mean of escaping from reality. In Qandeel case the purpose might was to earn by however she can gain fame. A front man of Pakistani rock group Bumbu Sauce, Shehryar Mufti also gave his thought about Qandeel Baloch claiming, Qandeel didn't realize she was crossing the line, "it is one thing to challenge an abstract notion like society or patriarchy. It is another thing entirely to call a state-endorsed cleric out on being a complete sleaze." (Boone, 2017).

Qandeel baloch was of thought that *"To become popular* and *famous, you need to act strange."* (Boone, 2017). This phrase of her proved the whole debate of how social media content is produced. "Strange" that will grab the attention of the viewer, developing an impact on them that will release an outcome. The "liking" behavior of netizens is seem to be very effecting that should be observed and analyzed. If the content is not STRANGE viewers will randomly slide it down to next feed resulting less views no positive or desirable result. This sensations of producing the demand-based content can be daring for the society, as it urges the content maker to produce such content that will grab maximum viewers' attention whether in a formation of appreciation or criticism.

However, there are many other cases where Netizens enjoy another aspect of social media "MEMEs" a phrase that is use as a sarcasm or mockery regarding real life current events or pop culture and also the seriousness of the world. It's the most cherishing and trendy content in social media. Memes help us resonate and make us feel that we are linked to such scenario, and can serve as conversation starters or even help you smooth over a conflict/ make a point. While most memes contain some degree of surrealism, they commonly address reality of life in many different situations such as relationships problem, financial issues and many other social-personal life issues. Despite the cultural influence of people of any color based on meme culture, racist memes are still well-known. Many sexist and homophobic memes are spreading easily on social media (Veme,

2018). At some point memes can be used for harassment hate speech and propaganda about various social groups within the society. It can either damage the reputation of any media celebrity or provide them a platform to become famous.

Nasir khan Jan and Noman khan these two Facebook influencers earned popularity through a hype given by Netizens. They were totally unknown but even after Qandeel baloch case individuals adopted that specific idea to gain popularity because the content is Strange and controversial that will for sure grab the attention of public and through trends of making meme these individuals were trolled and went widespread to such extend that people gave these individual a fame, they desired. Now these are known influencers having many followers who actually enjoy the content but is it appropriate regarding morality within our society. Such content is widespread accessible to young generation *"there are some type of memes that are used to create an aggressive environment. They can have most probably a negative impact on region culture"* there are many other aspects of Memes but it is playing a large role in deciding *"What should be discussed".*

"What's actually seem to be good for capturing human attention is usually bad and harmful for humans" (Gorasia, 2018). It is not guaranteed that whatever viewers are looking at will only benefit them also their consumption of such content is boosting the courage of many individual to produce a content that is strange but captivating and good enough to troll about, another example is "Pakistan's most instant internet celebrity" Tahir Shah is known as a Pakistani singer and music producer, who got instant fame in 2013 with his debut song Eye to Eye. Despite of fame he received death threats that forced him to leave Pakistan, but through SNSs usage individuals trolled him, criticized him yet keep posting his content with a motive of spreading hate, but what was the outcome? He's made another song "Angel" that has been awaited by many fans and critics, in curiosity to what extend his song will be strange this time.

There are many media users that has gained popularity and became instant internet celebrity, since social media usage increased, gaining popularity is becoming a piece of cake but the morality of society is always questioned in such sensational content produced with no such intellectual motive but just for entertainment. What impact it has on young generation who prefer humor over rational mentality regarding current affairs or conflicts. And how viewers encouraging unethical/ unappropriated actions, there's another example of young kid Ahmed Shah, who got viral after a video of him getting angry in school and arguing with his teacher made waves on the internet. Several people claimed his actions as "cute angry pathan kid" in social media, until he was called over several morning shows, where host intentionally provoked him to get angry by taking away his snack or bag and laugh over his angry behavior, later people really got the idea of a problem in this whole situation. Claiming kid is ill-mannered, loud and showing aggressive tendencies. Public criticized that instead of discussing kid bossy-behavior to his parents the teacher preferred to make a video and post it online without his parents consult. Along with that, they are actually appreciating him by enacting them (Ashraf, 2018). Such several cases has proven the concept that media usage freely can lead towards toxicity within the society encouraging immorality.

Social media and the rise of netizens as the next generation of movers and shakers across the globe, Every medium is enhancing its capacity for better usage, but with the passage of time social media is holding a very powerful authority over all mediums and such usage by individuals will lead to destruction of society's moral, norms and also sense of humanity. People will feel for specific individual till its trendy in story, our actions and gestures are limited towards someone is till it's been highlighted in social media. Netizens are unaware how much their feedback hold the authority over all other mediums and how people have to take such measure to grab netizens attention.

Not only content makers are taking risk, they are endangering the mindset of viewers' point of view and it is vice versa, when viewer's give hype towards such content they automatically produce a content that is in demand/easy route to grab attention. Majority viewers' eye is accountable of what will produce in future which may cause a threat to any individual. Act of trolling, in recent times has taken on a humorous angle despite of grave situations it get turned into entertaining. Social media is primary-being of connectivity and information that is at public fingertips but it has also led to worsening of human ethics and ethical practices, as well as spoiling in the dark side of one's personality because it can become a trend and source of popularity instantly.

Theoretical Framework

According to mass communication theory, framing and producing of media content according to the amount of views netizens are giving relies on *"Uses and Gratification theory",* this theory discuss the effect of media on viewers, its explains how people use the media for their own need and to get satisfied when their needs are fulfilled. This theory emphasize that it adapts the functionalistiv approach to communication having the most important role to fulfill the needs and demands of viewers and meet to their satisfaction level (Mehrad & Tajer, 2016). It's a fact that people choose their preferred medium to get entertained or to be informed, but in this process the content maker select their market audience. In case of social media, majority ratio is looking for entertainment, less stressful, and keen to find something Unique. Meme is the best example of this theory, people prefer a content that is somewhat resonating to their real life and the way memes are constructed it makes people resonate to such content but in a lighter way. Moreover it explains the concept of producing such moral affecting content because majority public viewers are preferring that specific medium where they can find such content easily in a massive quantity and that is Social media.

This theory explains: what people do with media rather than what media does to people? This theory elaborate how we use our medium and what influence we are having over our media and public, as it's a basic rule of media "to produce what people want to see or hear" and how will it be identified? By evaluating preference of medium. Due to which reason the content maker becoming bond to produce a content that will be of demand to get desire views. The chain circulates between producing strange content to get more views on a preferred medium, depending upon the choice of public itself.

Research Study Relation with the Theory

Thus *Uses and gratification theory* explain the process of how content develops according to public desires, in new era of modernization public are more welcoming to unique content but also become critique on the other hand, the more hype created about a content will eventually grab more attention which lead to publicity, but hype might be of course by negative or positive critiques by public. But in this process the public decide what should be a trend and what can be ignored, the power of social media is solely netizens who decides what should be trend of the year. The impact that develop is so strong that some content is discussed of TV channels that's consider to be a big deal for gaining popularity. Some cases that have been discussed above have proven the impact of social media over TV channels. Media is somewhat bond to produce content according to public demand and public demand can be referred as "STRANGE" or "ODDLY-UNIQUE".

Research Questions

1. Is social media bonded to produce a content that according to preferred taste of netizens?
2. Does social media users have superior role in an operation of media?
3. What role young generation plays in production of moral-affecting content on social media?
4. Are Netizens aware of damages occur due to social media?
5. How can users prevent immoral content to reach massive views and become trend effecting society?

Methodology

A design to conduct research highlighting objectives to be fulfilled and get relative answers regarding research questions by going through some research methods that help in a process of evaluation of the problems and possibly suggest a solution or prevention regarding objective. Most effective research method is suggested to be Survey, in which various populations' opinion vary the result.

Research Design

The most effective method to gather authentic result regarding this article is Survey, through which social media usage and how the content effecting youth vice versa how youth is effecting social media? Through this design youth will easily and effectively fill up the answers to queries about the problem. The aim of this survey is to find a solution to these problems and aware social media's active users about the consequences of using such mass medium.

Survey type

Online survey is chosen to distribute the questionnaire among the population through social networks and application like WhatsApp, Instagram and E-mail.

Population

This research population surrounds the population of Lahore, Pakistan as Lahore considered of the largest population ratio where social media is used massively and effectively. By conducting survey within Lahore might give authentic and valid data. The target age of population is 15 to 40.

Sampling Technique

Simple random sampling technique is used for this research study to reach every possible part of the population in Lahore. As this technique is unbiased and every individual has equal probability of being chosen.

Sample Size

Planned research sample size was 100, from which 78 responses are recorded and analyzed, including age of 15 to 20, 21 to 30 and 31 to 40.

Research Tool

A questionnaire contains 15 questions in which 2 are open ended questions for procedure to data collection as a tool, under the study of objectives and research questions. Questionnaire is prepared with multiple choices questions in precise and brief format, to have an unbiased and valid response from the target population.

Statistical Analysis

https://docs.google.com Google forms is used to collect data and analyze the statistical result. Frequency and percentage of answers is obtained to clearly explain the exact results.

Survey Result

Online Survey has conducted on topic *"Effects of social media on moral values of Pakistan community: An analysis of Youth perception."* The survey consist of 15 precise questions containing 2 open ended questions relevant to topic, designed to gather data. This survey is to identify the perception of our target population, and to gather information of cause and effect regarding social media. And to find out answers to our topic question, what views public holds and how they perceive social media.

This Survey can provide unbiased facts and reasoning. Also aware Netizens about consequences of using social media, moreover survey questions are also self-reflecting through which public self-analyze their actions regards social media while answering the questions

Which automatically spread awareness/wakeup call to some or few individuals who were not aware about the consequences of trolling and spreading hate and criticism on social media, as this act consider to be done mostly un-intentionally in form of giving personal reviews on specific matter that sometimes produce issues as a result.

Statistical analysis of this survey is done by researcher for results. Presentation of results is in pie chart form and explained briefly in percentages of gathered answers.

Research questions analysis is also done and presented in a form of pie charts with brief explanations of questions related to research query. An overall discussion on result analysis is also made. The gathered data is presented and analyzed in a proper manner to make it easier understandable. Recommendations and conclusion will be helpful for readers to evaluate the whole article and to understand the issue and solutions properly.

Result Presentation
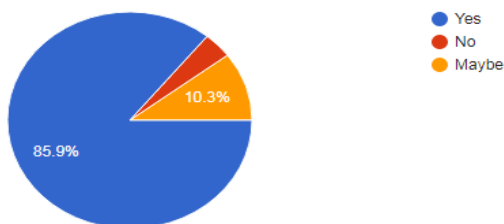
Please select your age:

78 responses
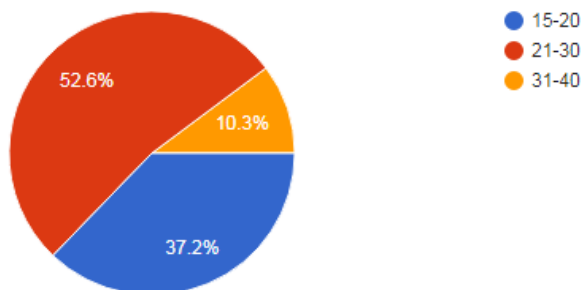
Graph 1

52% people responded the most to this survey as they are the most active users of social media, following them 37.2% people are young teenagers and rest 10.3% are late 30s.

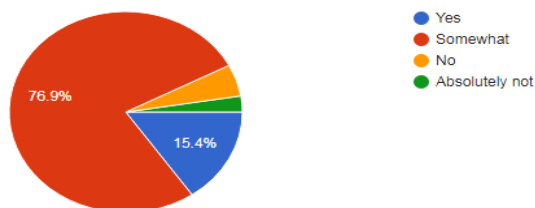1. Are you an active user on social media?

78 responses

Graph 2

85.9% are sure to consider themselves as an active user on social media76.9% of individuals seem to be somewhat agreeing about social media content known to be appropriate but not confident to answer yes.

2. Does content on social media seem appropriate to you?

78 responses

Graph 3

76.9% agreed to somewhat regarding content on social media seem appropriate to them. Whereas; 15.4% clearly agreed to it.

3. Do you see any immoral content on social media?

78 responses
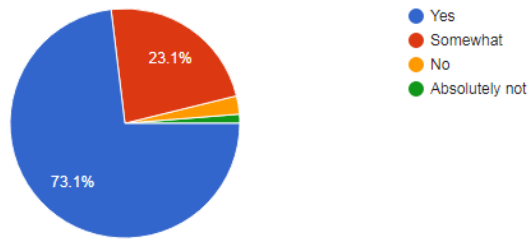
Graph 4

73.1% individuals agreed that immoral content on social media exist and 23.1% agreeing to some extent.

**4. If yes, Do you think we promote any immoral content unintentionally?**

78 responses
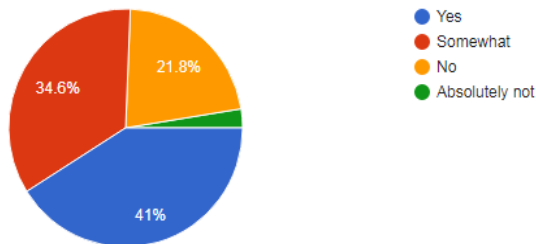
Graph 5

4th question has probability of 41% individuals agreeing that we as social media users promote immoral content un-intentionally, whereas; some individuals of 34% agree to it to some extent and rest 21% claiming to disagree with it.

5. Do you think trolling/ meme is a form of criticism ?
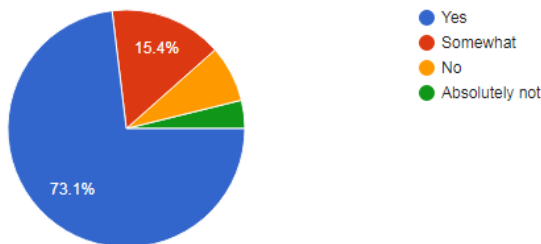
78 responses
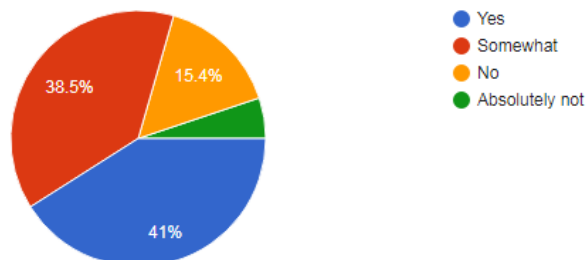
Graph 6

Again 41% agreed that trolling is a form of criticism, whereas; 38.5% individuals are somewhat agreed to this fact.

6. Do you think trolling helps with publicity to some extent?

78 responses

- ● Yes
- ● Somewhat
- ● No
- ● Absolutely not
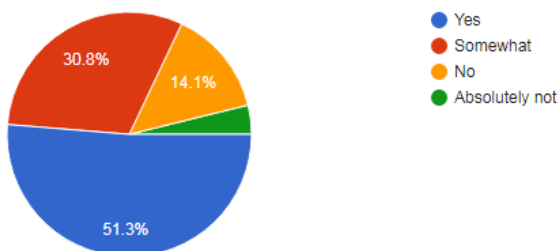
15.4%

73.1%

<p align="center">Graph 7</p>

Majority individuals around 73.1% agreed that we as a social media users think trolling helps with publicity whereas; few individuals around 15.4 % agreeing to it to some extent.

7. Do you think your criticism develop hype towards immoral content/individual/ issue?

78 responses

- ● Yes
- ● Somewhat
- ● No
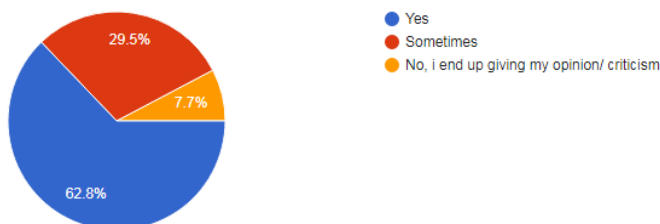- ● Absolutely not

30.8%

14.1%

51.3%

<p align="center">Graph 8</p>

51.3% agreed that criticism develop hype towards immoral content/ issues, whereas; 30.8% agreed to some extent and rest of disagreed completely.

8. Have you ever ignored trending content on social media that seems to be promoting immorality?

78 responses

- ● Yes
- ● Sometimes
- ● No, i end up giving my opinion/ criticism
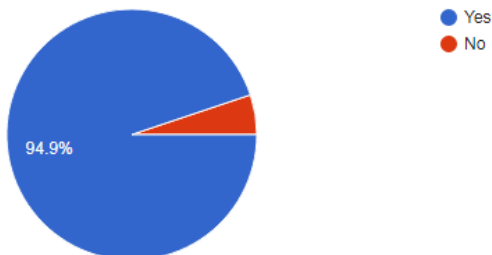
29.5%

7.7%

62.8%

<p align="center">Graph 9</p>

About 62.8% individuals agreed that they ignore trending content on social media that seem to be promoting immorality whereas; 29.5% sometimes and 7.7% end up giving their opinion. If we focus on these 2 group of individuals, they seem to have very strong impact on overall social media.

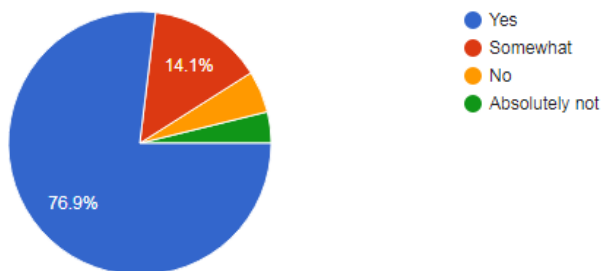### 9. Do you know about Qandeel Baloch?

78 responses

Graph 10

94.9% individuals are aware of who was Qandeel Baloch, even not in detail but majority knew who she was.

10. Do you think we gave her publicity through social media in form of critics/ Trolls?
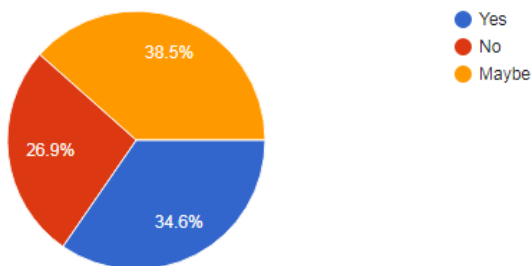
78 responses

Graph 11

76.9% agreed that she received publicity through individual's trolls and critics. Whereas; 14.1% agreed to some extent.

11. In your opinion are we somewhat to be blamed about Qandeel Baloch case?

78 responses

Graph 12

38.5% individuals are unsure whereas; 34.6% individuals agreed upon the matter of Qandeel Baloch case, that social media user held themselves guilty/blamed. Rest of the 26% individuals completely denied on it.

On 12th open ended question 20 individual responded to this question, which concludes in a way that She (Qandeel Baloch) did because individual gave her wanted and unwanted publicity, fueling her desire to gain more by using extreme limits against the society. Some claimed that she did to obtain attention as she was receiving it but mistook it as positive outcome, moreover participants also emphasized that public gave her view but later critisied her as well. Some participant also agreed that meme was a source of information as some of them get to know her from trolling and memes content.

Another comment about "attention" also given by an individual add justification to this report that highlights it as hypothesis regarding discussed issue.

Another of the comment had justified the argument of this issue, "I didn't know about her till some meme pages made memes about her". That proves how memes can play a role in publicizing such individual or content. Individual had lot to say about her matter and majority responses were justifying the discussed debate of this report. It seems like individuals do agree that they were a mean of her publicity through social media.

The case won't go worse if she didn't get desired views but since she was receiving desired views it encouraged her to make more content.

13. Do you think social media content makers are depending on our views?
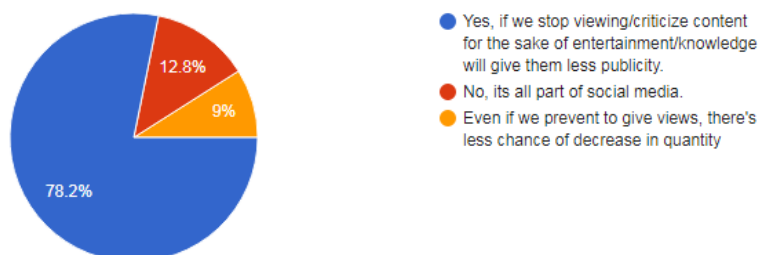
78 responses
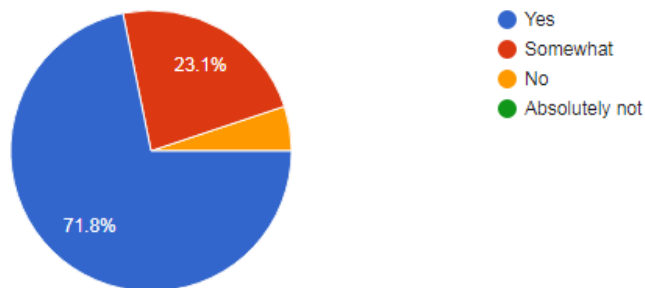
Graph 13

71.8% agreed that content maker do rely on individuals views, whereas; 23.1% individuals agrees on it as well to some extent.

14. Do you think if we stop giving views/opinion on moral-affecting content, can decrease the quantity of such content?

78 responses

Graph 14

Questionnaire concluded on majority ratio of 78.2% individuals, agreeing that "if we stop viewing/criticize content for the sake of entertainment/knowledge, will give them less publicity." Whereas; there is still 12.8%

ratio who thinks that giving views and opinion to such content is all part of social media. And the rest of the 9% claims that, "Even if we prevent to give views, there's less chance of decrease in quantity"

To analyze public judgment, an open ended question was asked from participants to write down those individual or content who seem to be spreading negative impact on society through social media.

For unbiased result individuals were asked which individuals, groups, social media pages etc. are part of production of immoral content on social media. In which view were mentioned repeatedly for example;

- Waqar Zaka
- Nasir Khan jan
- Noman khan
- Memes pages
- Pages that promotes celebrity affairs scandals
- Comment bars of controversial topics

There are many more mention that is displayed below:
As it can be observed that there is variety of content, pages, issues and individuals that are promoting immorality.

Result Analysis

According to the gathered data, it is clear that the debate of this matter is authentic and agreed by majority of individuals. Through this survey, identification of real issue has been found as majority of the individuals have agreed that netizens/ active users are playing somewhat role in publicizing immoral content.

The survey justified the debate about issue in which majority ratio of 70% to 80% clearly agreed that there are numerous content, influencers, issues and social media pages that are playing vital role in providing platform to such issues. Around 52.6 % are of age 21 to 30 that have filled majority of surveys concludes that this age of individuals are most likely to be active than teenagers or late 30s. Moreover this group of individuals are more aware of the immoral contents that spreads in numerous ways.

Around 85.9 % admits that they are an active user on social media, sums up that majority are self-aware how often and actively they are using social media whereas; 10.3 % are those who claims to be somewhat active.

Majority of ratio of 76.9% somewhat agreed that content on social media seem appropriate to them. Whereas; few individuals of 15.4% certainly agreed that the content seem appropriate on social media. The rest in denial are of 5.1% and 2.6%. But when 3rd question has been asked about any immoral content has seen on social media 73.1% of individual agreed to it saying yes and 23.1% agreed to some extent. That emphasizes that people are still confused about the content whether it's appropriate or not but further question made it clearer.

Individuals opinion were divided when they were asked if they promote any immoral content "un-intentionally" in which 41% agreed along with 34.6% agreed to some extent and rest of the individual denied. So here individuals are divided in 3 proportions having different views.

Same result came out to next question that was about trolling and memes in a form of criticism, where ratio decrease to 15.4% from 21.8% of denial from previous question about promoting immoral content unintentionally making it obvious that individual answering to question are starting to understand the matter better.

Report debate got stronger when individuals supports by answering yes to question that trolling helps with publicity to some extent. 73.1% whereas; 15.4% agreed to it some extent but ratio of denial is now decreasing as individual realizing the issue while answering questions. As every question supporting each other this is the reason answers will be consider to be linked in analyzing the mindset of individuals.

Question number 4th was if we promote content unintentionally majority didn't agree on it well but later after 5th and 6th questions answers were becoming positive in support of researcher's report debate. That highlights the fact the participants seem to evaluate their own perception as well.

As display of pie chart, the change in answers to linked questions are changing into supporting response. This concludes that public criticism do play a role in producing a platform for such content, and public views and their criticism do give hype to content/individual/ issues. 51.3% individual agreed to it and rest 30.8% agreed to

it somewhat. Moreover individuals are aware of issue but how much they play role in such matter is unsure to them, but further questions were asked and more answers were in support to debate.

Further individuals were asked about ignoring trendy contents on social media that seem to be promoting immorality to which 62.8% agreed to ignore such content and 29.5% chose sometimes whereas; 7.7% chose that they end up giving their opinion/ criticism. Now if that's the case it is very important to focus on that 7.7% individuals whose criticism led to publicity despite knowing the consequences.

Furthermore survey contained a case of Qandeel Baloch, to understand public perspective they were asked whether they aware about Qandeel Baloch to which 94.9% individuals were aware of her. Regarding the case survey contained open ended question in which participants were asked about their opinion regarding her case to which majority claimed that Netizens, Memes, trolling played a vital role in her case.

Majority were blaming public and social media that encouraged her whereas; few claim that society should not to be blamed, because all her actions were her own decision based. If she is giving other chance to troll on her then most of the individual will manipulate it. Whereas; few claims that they gave views while criticizing Qandeel baloch and led it to misunderstand those views as publicity.

71.8% agreed that content makers are relying on public views any content that receive most views will eventually come in demand list furthermore 23.1% individuals agreed to it for some extent. Moreover 78.2% agreed to question that if we stop giving view/opinion on moral-affecting content, can decrease the quantity of such content. Whereas; 12.8% individual claimed that it's all part of social media. Rest of 9% even if we prevent to give views, there's less chance of decrease in quantity. Moreover; majority participant named few individuals, influencers and issues that became cause of immorality in society.

Analysis of Research Questions

First two questions of report, Is social media bonded to produce a content that according to preferred taste of netizens? And does social media users have superior role in an operation of media? To these two question below figure justifies that social media is depending on public views. The content makers are bonded to produce content because public views do count.

Another research question, what role young generation plays in production of moral-affecting content on social media? Was explained by participant and agreed in majority, that social media users do play a vital part in increasing such moral-effecting content, Qandeel Baloch case was discussed in the survey where majority of participants agreed that public views and criticisms/Trolls did play a strong role in it, causing damage to society and Qandeel Baloch's life to an end.

13. Do you think social media content makers are depending on our views?

78 responses

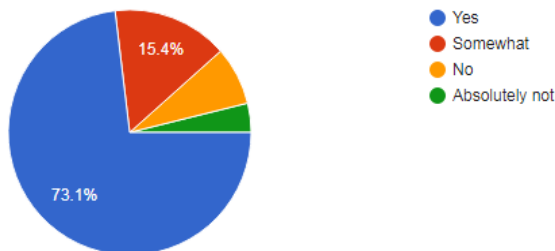

- Yes
- Somewhat
- No
- Absolutely not

23.1%

71.8%
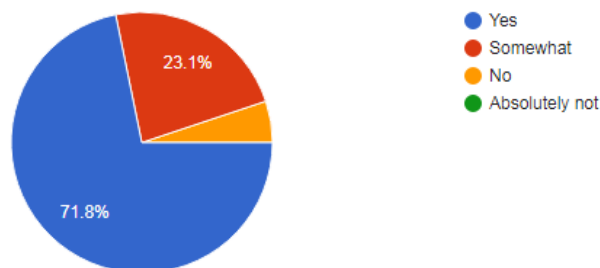
Graph 13

Answer to another research question, are Netizens aware of damages occur due to social media? Individuals are fully aware and admitting the cause and effect of trolling/criticizing on social media led towards drawbacks

6. Do you think trolling helps with publicity to some extent?

78 responses

Graph 7

Majority agreed that trolling helps with publicity through which immorality spread on social media rapidly. Last research question, How can users prevent immoral content to reach massive views and become trend effecting society? To which participants claimed that they try to avoid such content might probably it works but the problem is otherwise. Even if individuals do agree in ignoring the content to prevent publicity there are still minor ratio that thinks it's a part of social media and some of them might end up giving their opinion to such content, but the fact that minor ratio of individual that are not ignoring to prevent such content are playing bigger role than any one.

14. Do you think if we stop giving views/opinion on moral-affecting content, can decrease the quantity of such content?

78 responses
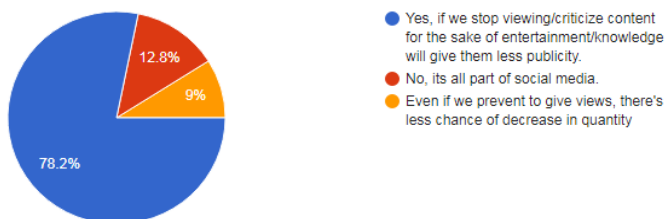
Graph 14

Discussion

Social media is just a medium, so whatever the outcome society has to face is due to how public operate it. According to analysis of this research report, users' behavior is a key element to all other aspects, moreover sometimes people are aware of their actions but they didn't perceive their action might bring a huge impact to massive, as such group of thought individual ratio combines together and create a chaos unintentionally.

People are unaware their small act can add up fuel to such matter that can grab so many attention whereas; that matter should be kept low-key. In modern era of technology and advancement, people are so liberated that there's no regret in voicing out their thoughts and emotions ignoring who or how it can cause damages.

This study also emphasizes that acceptance of our own fault is also very tricky, individuals are aware of their actions but they can confidently claim it and justify it by blaming other aspect but every action has effect and every effect will have reaction this chain will be endless, it up to individual of society to find out what should be prioritize and what should not. Spreading irrelevant content or information can spread misconception and harm to someone's life, career and mental health. Joke should to be done as far as it won't ruin someone in anyone.

According to this study participants do claim that preventing such immoral content can be able to decrease but it seem difficult to do so because even if the smallest ratio kept doing it, it will put up fuel to fire. People will argue with each other while the content will keep getting attention.

An example: If an accident occurred, when one party keep arguing to other one, people will start to gather around taking side of each party, but the weak party having less public support will have to obey with strong party having more support of public. Likewise this situation similar to social media the more attention a content receive will hold dominance over other and to receive that dominance, content maker start producing that will receive public attention and support, but sometimes bad content also gain benefit to it, even from little attention. Another fact from example should be highlighted that if more than 2 people will argue on public area they will eventually grab attention from surrounding, it is a common human psychology like was social media is social public medium where ever public content is assessable and everyone can enter and participate there.

Future Research

Sub-topics and points, which can be attained for future research on the related topics, might be useful to get efficient results and more understanding of the similar issue.

- Every social media user is responsible for their behavior and actions while using any social network
- Content disrupting moral values of state can be harmful for society and young generations' mindset.
- Difference between humor and bullying on social media should be identified.
- Not every social media content needs criticism as it can become fuel to fire.

Conclusion

After getting results and analyzing it, this research report concludes that Netizens are dominant body in social media who decides who social media will acknowledge, the war of gaining views is hopeless as it seems almost impossible to neutralize it.

As social media is a plat form of entertainment people are using it to such extreme extent that it is triggering the mindset of young and ruining the concept of respect and care of someone's' personal matter/issue as well the cheap/silly content will no doubt will grab attention of many, as it human psychology that unusual thing do grab the attention but it is on individual to educate themselves that taking part in such unusual content will only disrupt the matter more rather than improve it.

Public opinion is only helpful only when it is asked otherwise it will only poison the matter as much as it can. This study justified that public are aware of the cause and effect but not accepting that they can also be cause of such effect, if we start reflecting on our behavior whether it's social media or personal life, we can identify when the joke is going too far before it can cause any damage.

Recommendations/Suggestions

Few suggestions that might prevent content effecting moral values of society of Pakistan:

- Unusual content will only disrupt the matter more rather than improve it.
- Public opinion is only helpful only when it is asked otherwise it will only poison the matter.
- Self-reflecting behavior will keep the social media content less harmful.
- Be aware where you criticize about because some time your criticism can be a meal for others.
- Trolling/ memes are okay until it effecting any group or individual.
- Even social media is another platform but is does not give public an excuse to behave recklessly.
- Prevent content publicity by ignoring or less sharing it that will eventually fail to grab attention of many.
- Every human being contains toxic traits, but controlling over it is a big challenge every individual should be aware that he/she can also act in toxic way but can also prevent from it as well.
- Educate your friends and family personally instead of social networking, as messages are not that successful mean of communication when it comes to deal with human psychology.
- Individual shouldn't play the blame game for too long as it will only manipulate the original matter.
- Identify when the joke is going too far before it can cause any damage.
- Every Unusual content shouldn't be shared.

Prevent from giving publicity to such content maker who is harming reputation moral of any groups.

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