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The Role of Social Media in Preserving and Promoting Pukhtoon Culture: A Case Study of Khyber Pakhtunkhwa

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communicating honestly

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Headings

Abstract: There are copious methods by which individual sentiments can be embodied. This research study in Khyber Pakhtunkhwa is to examine how social media affects Pashtun values. This research focused on the effects of Youth & adolescents using social media. There are 29 closed-ended questions in the said survey. The researcher communicated with 200 respondents for the survey. The survey's response rate was a monstrous 100%, which was reasonably extraordinary. Male respondents made up an average of 70% of the sample, while the female respondents' average participation rate was 30%. Many countries around the world assert their distinctiveness based on normative patterns. Social networking has facilitated cultural fusion across nations and created a global village. Social media has taken into account cross-national similarities and connected people through technology. Their same interests drew them together, and as a result, they could communicate and comprehend one another.

Introduction

Background of the Study

According to some, culture is a reflection of the values found in local traditions, beliefs, and social standards that set one country apart from another. Social media fosters connections between countries across the globe despite their diversity and location. Due to the intersection of new media and globalization, time and space are now considerably denser, making the world a much smaller interacting

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place. Worldwide, communication between people is improved, and communications may be sent and received quickly. Social networking has facilitated cultural fusion across nations and created a global village. People utilize social media during intercultural exchanges to learn about their host nations, establish or maintain associations, and discuss circumstances and happenings in their home countries. The importance of interaction and communication in social media affects how well people can adapt to different cultures (Manago & McKenzie, 2020).

Social media plays a significant part in our lives in today's culturally varied world since it encourages connections and interdependence. People may communicate and use information that is quickly available on the internet thanks to social media, which is used for social interactions. Today's society has a significant increase in social media users, making new social media more admired on a regular basis routines and patterns. The interaction that takes place on social media platforms promotes lively discussions that help people understand one another's points of view. The goal of new social media is to empower the general public to post and critique. People have the option to voice their ideas to the world through social media public and participate in discussions and exchanges using standard, essential media (Santaoja, 2021).

Social media affects our local lives in a similar way to how it affects people's lives globally. Speaking specifically about social media's effects on Khyber Pukhtoon Khawa residents, it should, to a certain extent, have impacted various facets of people's lives.

According to the findings of the poll, using social media has a negative impact on individuals' lives. The people now have a new, potentially powerful voice. From behind a virtual persona, people feel more at ease expressing their opinions about nearly everything. The public's political and social consciousness has significantly increased. It's enhanced the because of the global access that social media provides, to people's lifestyles (Deb, 2021).

The purpose of the study was to assess the effects of social media on the Khyber Pakhtunkhwa population, including how social media is influencing their political awareness, religious beliefs, educational learning, trend adoption, participation in sports, and other facets of social life. This study is necessary to use social media in the right way for Khyber Pakhtunkhwa and to raise awareness among people about how effective social media use can be in educating, informing, and molding people's mentalities. Social media specifically modernizes public lifestyles for the younger generation. It is also fostering receptivity to how social norms, society standards, and social ethics are being negatively impacted, as well as raising awareness of the use of social media among the Khyber Pakhtunkhwa population.

Literature Review

Saputra, *etal* (2020) emphasized that it is crucial to take into consideration the phases of intercultural variation when drawing parallels to the usage of social media. The four basic phases are honeymoon, crisis, adjustment, and biculturalism. In the honeymoon period, individuals first exercise their first joy at being

abroad in a foreign place. The second crisis stage is characterized by hostility and irritation at having to live in a foreign culture. Then there is gradual adaptation and revival, and in biculturalism, there is complete adaptation. During intercultural adaptation, all individuals suffer a pain known as Culture shock that might affect their communication and manners. Cultural fright is the "psychological stupefaction that usually people experience when they transfer for an extended time into a new culture from their own. In accordance with Yousaf, *et al.* (2021) social media refers to the usage of communication in a dialogic exchange periodicals, and online forums.

The many types of social media include online blogs, societal blogs, microblogging, wikis, broadcasts, photographs, videos, rankings, and social bookmarking. It is more than obvious that social media platforms like Facebook, Twitter, Orkut, Myspace, and Skype are at the center of a global social media uprising. These programs are often used for communication-related purposes. This kind of communication may be used in a group or with a single individual. The majority of individuals nowadays, especially young people, are quite devoted to using various social media platforms to stay in touch with their peers. The primary significant advantage of social media use is the online knowledge and information exchange amongst various social groupings. The use of social media tools has a flip side as well; sometimes, these technologies are misrepresented by others, resulting in an invasion of one's privacy. Instances like this might result in unethical problems while utilizing such social media.

The most powerful tool of the 21st century, according to Tajpour *et al.* (2021) research, is social media. It is a weapon that is just as lethal as a nuclear bomb. The globe has undergone a transformation thanks to social media, becoming a little global village. It has virtually eliminated geographic boundaries and removed barriers separating people based on their social, political, and cultural backgrounds, reducing the globe to that of a remote control. One thing is certain and determined: the waves of media cannot be turned around, but they may be changed in nature and melody. Social media's function in education, awareness, attitude development, and amusement is so diverse in its scope and domain Khadijah, *et al.* (2021) claimed that immigrants have experiences in such journals and there are some who successfully transition from one culture to another. Improved the diversity of the globe. Interaction between people from various cultural backgrounds is the focus of intercultural studies, and according to one study, adaptation is a "dynamic process by which persons, upon relocating to some alien cultural surroundings, set up or reinstate and maintain a relatively constant, mutual and practical relationship with the environment.

While SNSs have implemented an extensive variety of technological features, their backbone consists of discernible profiles that exhibit an uttered list of friends who are also using that system, and research from shows by Gabriel*, et al.* (2021) that unique social media does not only allow individuals to convene with strangers.

Globally thinking has become such a fundamental part of our lives in today's globalizing civilization as we have become

more unified and mutually dependent on cultures around the world, according to Radermacher, *et al.* (2021) who explained the social media and its procedure of flexibility and managing the interaction able changes efficiency and suitability are two important components.

Global communication aptitude, according to Akinola, (2018) is a crucial skill to develop to help us understand other people's cultures and communicate effectively. Proficiency involves cognitive, beneficial, and behavioral aspects in relation to the four proportions of global communication, which are: aptitude global mindset, recitation the identity, mapping the culture, and aptitude global behavior Mapping the culture involves comparing our culture to another and investigating the similarities and differences, which may cause incomprehension and annoyance when we become conscious of the differences, but after analyzing the different aspects we try to recognize their society and culture and their importance to engross ourselves into the other culture. The ultimate aim of effectively interacting and denoting cultural nimbleness is the capacity of interrelate ants to carry out communication behaviors to bring about desirable reactions in a global communication environment without flouting the standards, beliefs, and laws of their counterparts.

People use micro-blogging to "converse about their day-to-day activities and to enquire about or share information," as stated by Jadhav *et* al. (2018). Who also identified Twitter as one kind of social media that allows for this type of information communication. Twitter is a social networking platform created in 2006 to provide users with real-time information. The idea's creator, Tim Dorsey, encouraged the podium by introducing a social network concept that allowed employees of his former firm, Odeo, to keep track of one another. Twitter's name "is intended to convey a brief burst of inconsequential information" Arasli, *et al.* (2019). On this website, many individuals follow their friends, celebrities, and groups with whom they identify and who they believe provide insight into the attitudes and behaviors of others. Twitter has skewed intercultural discourse because so many users are unified in their attention to the private lives of others and their need for connection and information about events. When someone discloses something to another while without directly engaging in physical contact the information provided by this social media example has weakened long-distance connections.

Manago, *et al.* (2021) argued that technology for online communication has the ability to increase our comprehension of the behaviors of our contacts who specialize in social media. For instance, Twitter provides us with news updates. Social media nodes of the community provide a feeling of connection without direct interpersonal contact with people. We set up social media so that individuals may connect with their friends, family, and classmates to foster a feeling of community. The locus variety is increasingly connected through social media. It serves as a gateway to a variety of public areas for both business and leisure. Numerous additional apps exist, such as Facebook and Myspace. Social media has evolved into online gathering places where users' residents, gamers, or members may communicate and express themselves. Social media is the means through

which individuals may stay in touch with the communities to which they currently belong offline, such as social and professional organizations.

Through social media, those who would not often speak more than a few times or once a year may also keep in touch with their coworkers, friends, and family. Another social media platform that is oriented on sharing, favorite, and popular culture or music, similar to YouTube and Flicker, represents the round table for online discussion. Visitors to YouTube may view videos or photographs, like in the case of Flickr, express personal preferences, provide comments, and post original creative or innovative work. In the form of current affairs-related newscasts, TV series, movies, or music videos, YouTube also serves as a repository for popular culture. Social media contact is centered on shared interests and includes not only verbal observations but also feedback in the form of original or clever works based on respected works that social media was a means for them to promote their goods and culture. The leaders of company organizations often work to preserve a positive relationship with their esteemed clients. Every firm is using social media, which is increasingly recognized as a potential tool for exposure. Through its proximity, social media used as an intermediary of endorsement, helps to foster a positive and direct relationship between companies and their audience online. This proximity gives the general public the opportunity to interact with, convince, and maintain a stronger posture toward companies.

Using social media platforms to keep an eye on discussions regarding their market rivals and products. Social networking is being used by businesses to transmit information on what they should provide and how to contact them. The client in actuality, social media is pushing this kind of corporate communication. Numerous social technologies are inexpensive compared to other options. Traditional strategies like email, web marketing, blog postings, and tweets allow companies to advertise their goods and services to build communities and provide immediate feedback or support. The iPhone is said to have been introduced in 2021 by Nowak. The functionality of a mobile phone, MP3 player, and instant messaging are all combined in one device. The iPhone combines cutting-edge innovations like a touch screen and wireless internet. It includes a variety of apps, such as Twitter, YouTube, and Facebook. People may interact on social media without being face to face or even in front of a computer by using the iPhone to connect with people in an efficient and accessible way.

Hilary, (2020) states that social media is a foregone conclusion for the vast majority of enterprises overall. He claims that this obviousness does not guarantee success. According to him, a lot of businesses struggle with their social media campaigns because they don't base their offerings on the six essential principles that define social media and give it its particular worth. These six pillars are known as the social media alliance. Social media is defined as: An online community where users may communicate with one another about news, entertainment, and other topics of their choosing. Adolescents use social media at the greatest rate, according to Guha, (2021). Social media has had a wonderful impact on our culture, economy, and daily

lives. Consistent cultural promotion is developing. Social interaction and communication have been changed by social media. People have the opportunity to reconnect with old acquaintances via social media, make new connections, or trade ideas for sharing information and images. By using social media for communication and growth, users may keep in touch with one another or participate in campaigns and activities that suit their interests. The ability to easily raise your voice such that it is instantly audible at the other end of the planet's extreme. Social media has emerged as one of the hottest trends. Immigrants utilize social media, where they can communicate both with their constrained neighbors in the swarm nations and with their family and friends in the country where they now dwell. The mass social messaging and the racial social communication are crucial in an internet context element that might facilitate or prevent adaption.

Obermayer, (2020) Facebook is a social networking site that has grown to be so well-liked among people of the home culture that it is not entirely improbable to believe that social networking of this magnitude may have some negative consequences on young and their culture. Numerous researches have been done on Facebook's potential as a teaching tool. According to one study, "most students create Facebook accounts because the social media platform was integrated into university-level education. They create their own university, institute, and college group pages and share daily data on them, such as date sheets, timetables, books, documentary links, and many other things. Facebook is now very useful for youth. Facebook is also used by businessmen who create their own pages for their products buy and sales even girls make Facebook pages. Social media encourage intercultural discussion and communication by bringing people together and helping them to understand each other's languages. In today's globalized and blended world, where cultures interact on a daily basis through platforms like Facebook, YouTube, Twitter, and the iPhone, intercultural discussion is the most crucial one. People from all around the globe may communicate and share ideas on culture and lifestyle. Via social media, individuals might become more acquainted, affiliated, or quickly dispersed around the world. Social media offers a common method of bringing people together through information, actions, and attitudes. Social media, which is not constrained by the constraints of time and space, has made it possible for individuals to communicate or engage with others across the globe media, such significant means to link varied people, places, ideas, and cultures. Today's college students utilize a variety of technology in their everyday lives, including mobile phones, E-readers, tablets, desktop computers, and laptops. They also use social media for messaging, blogging, content sharing, and online learning. It has been a major concern for many universities, schools, and companies to check and use the site for publication of their schools, colleges, and universities, or can also perform other tasks through Facebook.

Facebook could be an immense tool to use to connect with friends and family to preserve relations. Facebook website more than half of users are daily active on their accounts accessible from a variety of mobile devices, including iPads and numerous computers. The benefits that social media, as outlined By

Mayfield, A. (2008). What is social media? Online forms and tools assist users in producing and sharing personal profiles and cultural trends. Facebook, Instagram, Link In, YouTube, and other sites are also used and have had huge growth in recent years, leading to their widespread usage by people to communicate information about culture, and norms, and relate to other known and unknown connections. Social media is a valuable instrument to broaden people's beliefs since it allows individuals of various generations to communicate information about their cultures, civilizations, and ideas. Annual growth is measured by the user frequency, which is 661 million.

Research Methodology

The study is conducted in the urban area of the KPK province of Pakistan. The questionnaire was distributed and collected from 200 respondents to evaluate the impact of social media on cultural promotion. The study used descriptive, correlation, and regression to transform the raw data into meaningful results.

Results and Discussions

After being assembled using various tools, the data was reviewed using SPSS employing illustrative estimations, such as repeat rate and chi-square, and was then presented in both an illegal and practical format.

Demographic Characteristics of the Respondents

The findings from several respondents, who varied in age, gender, employment, monthly income, level of education, and other criteria, are listed below:

Table 1

Frequency distribution of the respondents on the premise of gender

Gender	Number of Respondent	Percentage
Male	140	70%
Female	60	30%
Total	200	100

Source: field survey, 2016 Number in the table represents the frequency

Table No. 1 shows how gender plays a fundamental role in society. The basis of society is gender. Men's and women's personalities are explained by gender. Men and women play a fundamental part in constructing the world we live in today. Male respondents made up 70% of my data collection, while female respondents made up 30%.

Table 2

Frequency distribution of the respondents on the premise of age

Age	Number of respondents	Percentage
20-30	100	36%
31-40	45	28%
41-50	35	21%
Above	20	15%
Total	200	100

Source: field survey, 2016 Number in the table represents the frequency

Age is shown to be one of the key representations of development in Table No. 2. A total of 36% of respondents in the 20–30 range, 28% of respondents in the 31–40 range, 21% of respondents in the 41–50 range, and 15% of respondents in the group above were polled.

Table 3

Frequency distribution of the respondents on the premise of education

Education	Number of respondents	Percentage
Primary level	8	4.0%
Secondary level	6	3.0%
Higher secondary level	13	6.5%
Graduated level	18	9.0%
Masters level	155	77.5%
Total	200	100

Source: field survey, 2016 Number in the table represents the frequency

No. 3 in the Table indicated that education is the most significant factor in the globe. Social media use is more prevalent among educated people. These days, social media is also used for education and general information such as using social media to get information. The understudies are gathering information on different social media learning structures. Knowledge is created through education. Allow the populace to effectively express their thoughts concerning social media-related concerns. It is one of the tools used to assess how well individuals behave toward progress. Skype group chats for social networking, internet video calls, and attending lectures the results, are shown in Table No. (3), show that (4.0%) of respondents had only completed their primary education, (3.0% had completed their secondary education, (6.5%) had completed their higher secondary education, (9.0% had completed their graduate education), and (77.5% had completed their master's degree.

Table 4

Frequency distribution of the respondents on the premise of occupation

Occupation	Number of respondents	Percentage
Government employees	30	13.3%
Private employees	100	70%
Business	60	11%
Agriculture	10	5.7%
Total	200	100

Source: field survey, 2016 Number in the table represents the frequency

No. 4 in the Table demonstrated how a person might support themselves financially or otherwise by working for themselves. No (4) in the Table indicated that the respondents (13.3% of them) worked in the government sector. The proportion of private employee responders was 70%. The remaining respondents (11%) have their own businesses and use social media for work-related purposes. Respondents in the agricultural occupation made up 5.7%.

Table 5

Frequency distribution of the respondents on the premise of income

Monthly income	Number of respondents	Percentages
3500 to 26000	65	29%
30000 to 50000	80	44%
60000 to 80000	46	19%
90000 to 15000	9	8%
Total	200	100

Source: field survey, 2016 Number in the table represents the frequency

No information regarding the respondents' income was included in the Table (5). The majority of responders were businesspeople, university students, professionals, and employees. In contrast, there were fewer female responders. The income ranged from 3500 to 26000 for the (29%) respondents, from 30000 to 50000 for the (44%) respondents, from 60000 to 80000 for the (19%) respondents, and from 90000 to 15,000 for the (8%) respondents.

Table 6

Frequency distribution of the respondents on the premise of family size

Family size	Number of respondents	Percentages
1-3	52	26.0%
4-6	91	45.5%
7-9	45	22.5%
Above	12	6.0%

Family size	Number of respondents	Percentages
Total	200	100

Source: field survey, 2016 Number in the table represents the frequency

No. (6) The table said that while the family size notion is a framework, it is a passionate unit. The family is made up of pieces that are connected. Due to the number of dependents, the family structure has an inappropriate relationship with the financial health of the family. In the area under consideration, the 37

The Table displays family size, no (6). It is evident that 26.0% of respondents lived in a family of one to three people, 45.5% in a family of four to six people, 22.5% in a family of seven to nine people, and the remaining 6.0% in a family of ten or more (above).

Table 7

Frequency distribution of the respondents on the premise of family

Family type	Number of respondents	Percentages
Nuclear	66	33%
Joint	134	67%
Total	200	100

Source: field survey, 2016 Number in the table represents the frequency

The nuclear family is formed up of guardians and at least one live child, as stated in Table no. (7). There must be one parent and at least one child in an extended parent family. Indicates father, mother, daughters, children, grandparents, uncles, near relatives, cousins, nieces, and nephews. It also suggests joint families or remote families. Table No. 7 shows that (33%) respondents were members of nuclear families, (67%) respondents were joint families, and (7) respondents did not belong to extended families.

Table 8

Frequency distribution of family structure on the premise of the power distribution

Power distribution	Number of respondents	Percentage
Patriarchal	156	78%
Matriarchal	8	4%
Egalitarian	36	18%
Total	200	100%

*Source: Field survey, 2016. *The number in the table represents the frequencies*

No. 8 in Table examined if the family structure is based on how much power each household holds. The division of authority within the family has significant financial and symbolic

value. A family power analysis is appropriate for identifying the goals of any administrative arrangement. The percentage of respondents who identified as patriarchal was 78% in Table No. 8. The percentage of respondents who identified as matriarchal was 4%, whereas the percentage of respondents who identified as egalitarian was 18%.

Table 9

Frequency distribution of access over social media

Description	Number of respondents	Percentage
Yes	185	93%
No	15	7%
Total	200	100

*Source: Field survey, 2016.   *The number in the table represents frequencies*

There was no information about access to social media given in Table (4.9). It is very clear that (93%) of respondents answered "yes" because they had access to social media, and just 8% said "no" because they were too busy working on their own projects or had no interest in using social media.

Table 10

Frequency distribution of social media on the premise of plays a basic role in promoting Pukhtoon culture

Description	Number of respondents	Percentage
Yes	124	71%
No	58	29%
Total	200	100

*Source: Field survey, 2016.   *The number in the table represents the frequencies*

A significant majority of respondents indicated that social media plays an important role in improving Pakhtoon culture, including changing their wearing style, becoming more aware of a variety of issues, business management, traveling, and purchasing goods through social media. The usage of multiple programs for both entertainment and academic work. The table below reveals that (71%) of respondents agreed that social media plays a fundamental role in fostering Pakhtoon culture, while (29%) disagreed, maybe because they are unsure of how to use social media.

Table 11

How long do you spend while utilizing social media?

Number of hours	Number of respondents	Percentage
1 Hour	67	33.5%
2-3 Hour	13	56.5%
4-6 Hour	17	8%
More than 6 hours	3	2%
Total	200	100%

*Source: Field survey, 2016. *The number in the table represents the frequency*

According to Table No. 11, 33.5% of respondents used social media for an hour in any case. Another (56.5%) of the respondents utilized social media for two to three hours per day, another (9%), for four to six hours per day, and just (2%), for more than six hours per day.

Table 12

Favorite social media platform?

Family type	Respondents	Percentages
Skype	113	56.5%
Twitter	17	8%
Others	3	2%
Total	200	100%

*Source: Field survey, 2016. *The number in the table represents frequencies*

According to Table No. 12, which compares the types of social media utilized by various respondents. Facebook lovers made up 33.5% of the group, while Skype connections accounted for 56.5% of them. Skype is well-known among responders for its affordable video call rates and for making video calls to friends. Twitter was used less often; the percentage of Twitter enthusiasts was (8%), and the last group of responders was (2%).

Table 13

The extent of influence of social media on respondent's behavior and routine

Description	Number of respondents	Percentages
Strongly Agree	96	48%
Agree	47	23.5%
Neutral	23	115%
Disagree	34	17%
Total	200	100

*Source: Field survey, 2016. *The number in the table represents the frequencies*

Numerous respondents were noted in the table as having been impacted by social factors in both their behavior and day-to-day tasks, as shown by no 13. No. 13 in the Table makes it clear that a substantial percentage of respondents (48%) were significantly and (23.5%) were somewhat impacted by social media. The proportion of objective responders was (11.5%), while the remaining respondents (17%) disagreed.

Table 14

The extent of influence of social media on respondent's adolescents negatively or positively

Description	Number of respondents	Percentages
Yes	172	86%
No	28	14%
Total	200	100

*Source: Field survey, 2016.   *The number in the table represents the frequencies*

According to the study, social media has a bigger impact on individuals both adversely and favorably, as shown in Table No. 14. The percentage of respondents that agreed with this statement was (86%), while (14% of respondents) said they did not.

Table 15

Impact of social media on marriages patterns

Description	Number of respondents	Percentage
To a great extent	70	16%
To Some extent	80	60%
Neutral	35	18%
Not at all	15	6%
Total	200	100

*Source: Field survey, 2016.   *The number in the table represents the frequencies*

In the table, row number 15 demonstrates how the characteristics of both households and families are combined in the marriage pattern. Marriage therefore deals with sexuality and reproduction, morality, and the rearing of children. Marriage is similar in that it emphasizes collaboration, sharing of resources, as well as the creation, preparation, consumption, and distribution of goods. Men and women come together to form a family unit via the social institution of marriage, which may be sanctioned by law or by a particular religion. The phrase "marriage pattern" refers to the way that men and women unite via religious rites and build a home together. The social merging of men and women as a husband and a wife following socially prescribed rules is known as the marriage pattern. Children, love, and the finest record for satiating human wants are

undoubtedly among the factors influencing the marital pattern. Marriage patterns acknowledge the women's financial, emotional, and security associations with them. Women's position and independence rise as a result of marriage patterns. The beneficial changes that led to the Khyber Pakhtoon Khawa marriage pattern are the subject of my study, which focuses on the impacts of changes in marriage patterns. Since individuals are connecting via social media, the Table's row no. 15 demonstrated how this has an effect on marriage patterns in the general population. Socioeconomic media and

getting to know one another via it has a remarkable influence on the marital arrangements of those who marry from different societal groups, resulting in social disparities. People are learning a lot about their cultural marriage pattern and the many changes that are occurring in it thanks to social media. Men in Pakistan are allowing women the freedom to choose their own spouses. Because of social media, there are fewer crimes against women. A significant portion of respondents (16%), a significant portion (60%), other neutral respondents (18%), and none at all (6%), were polled on marital trends.

Table 16

Impact of social media on family structure

Description	Number of respondents	Percentage
To a great extent	85	45%
To Some extent	75	42%
Neutral	30	10%
Not at all	10	3%
Total	200	100

*Source: Field survey, 2016.   *The number in the table represents the frequencies*

Table, 16 shows that family structure is the bond of relationship that creates the structure of the family. There are three types of family structures. Nuclear family, joint family, and extended family. The nuclear family is based upon the material relationship. People are mostly referred to as the nuclear family. A nuclear family means that a married couple and their unmarried children living together is called a nuclear family. In Pakistani society, the nuclear family is very popular, especially in urban areas. In Western societies of the U.S.A. and Europe, this is the most common type of family structure. In Khyber Pakhtunkhwa,

there is no concept of n u c l e a r f a m i l y structure. A joint f a m i l y s t r u c t u r e i s founded upon blood relationships of many kinds. In Pakistani society, unmarried brothers and sisters live together with their parents. The uncle and aunts also l i v e with them in one house. In Pakistani society, this concept is very popular, such large families are found today in Khyber Pakhtunkhwa where the father is strongly dominant. Extended family is where parents and their married children are living together. This is mostly found in Pakistani p e o p l e , especially in Khyber Pukhtoon Khawa. Social media has impacted

the family structure by considerable measures showing that people are getting more self-observed. Back in time, people used to live in a joint family framework but now are very likely to live independently that is the reason the rate of family structure bad risen up to a great extent (45%), to some extent, (42%), other neutral respondents are (10%) and the last are none that is (3%).

Table 17

Impact of social media on languages and communication

Description	Number of respondents	Percentage
To a great extent	55	20%
To Some extent	95	50%
Neutral	20	18%
Not at all	30	12%
Total	200	100

*Source: Field survey, 2016.   *The number in the table represents the frequencies*

Language and communication are fundamental to society and to humans, as shown in table number (4.17). Language and communication are the means by which people convey their thoughts and ideas. People use various hand gestures, body language signals, and other behavioral cues when they communicate through language. Man can communicate his opinions about a situation by using language and communication. It makes it easier for people to share thoughts and experiences and create opinions about things or circumstances. Language is a vehicle for transmitting the attitudes, beliefs, and values of one generation to the next. The ability to communicate across cultural boundaries and use common languages can help people become more understanding of one another. Social media encourages the use of several languages and intercultural communication.

Table 18

Social media influences on dress pattern

Description	Number of respondents	Percentage
Strongly Agree	65	32.5%
Agree	88	44%
Neutral	33	16.5%
Disagree	14	7%
Total	200	100

*Source: Field survey, 2016.   *The number in the table represents the frequencies*

The Table, row number 18 demonstrates how social media use has affected how individuals dress in Khyber Pukhtoon Khawa and other Pakistani regions. People are using social

media as a forum to adopt various wearing patterns. On Facebook, people like a variety of brand pages, including Maria-B, SanaSafina's, and many others. The majority of people in Pakistan imitate the attire of other Pakistani provinces, such as Khyber Pakhtunkhwa, Sindhi, and Baluchistan clothing patterns. The Khyber Pukhtoon Khawa people have embraced a variety of fashion trends, such as design work on (chaddar), kameez, and salwar garments. People today create styles according to their own cultures in a way that people were not aware of the trending living and fashionable cultures.

Conclusion

Mardan region Facebook, Skype, Twitter, and other social media sites are referred to in the study instrument. There are 29 closed-ended questions in the survey. The researcher contacted 200 respondents for the survey. Every participant actively participated in this survey. The survey's response rate was a whopping 100%, which was quite impressive. Male respondents made up an average of 70% of the sample, which is higher than female respondents' average participation rate of 30%. The respondents' qualification levels vary from the interviewees' educational backgrounds ranging from matric to master's degrees, and the majority of them were alumni of Mardan's various educational institutions. The city of Mardan is well-known for its colleges and universities. The majority of responses were from rural areas. According to this survey, social media is heavily used by rural residents, whereas urban residents only use it for niche purposes. The group's average age ranges from 20 to 60 years old. The majority of the respondents, approximately 70%, were from

the various private employee groups. Only 11% of the respondents were businessmen. This demonstrates that the employee group and young people utilize social media extensively. This demonstrates that Mardan City's employee group, young people, and private employees use social media extensively.

Social media actively promotes Pukhtoon culture in general. According to the data collection findings, roughly 33.5 percent of people utilize Facebook. Skype is nearly 56.5 percent of users use Facebook as their primary and favorite social network. On the opposite 9 percent of people use Twitter. The remaining 2% of users utilize different social media platforms like Skype and YouTube. According to this study, social media is overly used in business, education, or by individuals for talking, comments, images, and video sharing. The average daily usage of social media is between one and four hours, but the actual usage results in a maximum of six hours per day. This demonstrates that people's main attention is on using the internet to communicate with their friends and family on social media networking sites. When utilizing social media, messaging, sharing video clips, links, and comments on various photographs, as well as sharing the population of this study that was sampled had a large number of linkages to Islam. A poll for other people. Social media users also deal with issues including spam messages, uninvited friend requests on Facebook, contentious political links and immoral imagery, irrelevant religious and anti-religious messages, and pointless information or links. Despite accepting the claims for how social media is influencing teenage culture. In Pakistan, social media is used everywhere, even in remote

places with access to the internet. Social media is replacing physical and athletic activity, which has been done on purpose. Positive social influences are produced by positive images, texts, videos, voice links, and voice messages. Social media connects us to different nations. The widespread use of social media for political concerns and university admission in different nations. People can learn about various cultural norms, values, customs, and languages on social media. Social and political organizations, ethnic communities, and racial and cultural entities are all becoming more divided as a result of the social media campaign. People of all ages use the media, but the youth in Pakistan, particularly in the Mardan region, is at the forefront of this usage. The traditional elites or clan groups, as well as the old perception of the political growth in Pakistani society, have all been drastically altered by the emergence of social media and online conferencing. Particularly in the Mardan region, social media has altered societal norms, morals, and fashion trends. Moving to the developing side causes people to alter their social mores, beliefs, and languages, among other things. The majority of the research's sampled population agreed with this claim. Positive improvements were brought about by social media in society and around the globe.

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