Usage of Social Media by Leading Political Parties in General Election 2018 of Pakistan

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Headings

Abstract   *Social Networking sites are highly used for political proposes. In this study, the research tried to search the usage of social media by political parties during elections campaigns 2018 in Pakistan. The researcher applied the agenda-setting theory to link the social media posts of these political parties' pages and content analysis research technique for analyzing the variables. It was concluded from the that these social media are highly used for mobilizing voters where the users of these mediums not only see these posts but also like, comment and share for responding about what is uploaded on these social media pages by the representatives of political parties. It is concluded that from three trending political parties, PTI emerged as the most dominant party by using these social media tools, by uploading a maximum number of posts, by mobilizing voters to vote for a specific political party.*

Key Words: Political Parties, Facebook, Tweeter, YouTube, Instagram, Social Networking Sites.

Introduction

Social media considered as the most significant revolutionary media which is not only limited to information, education and entertainment. But with technological advancements and extreme usage by the communities, this media has become an innovative tool, especially for the political parties and their followers across the globe. It was the first time in Pakistan in 2013 that the dominant political parties used social media at an elevated point. To motivate their electorate, to persuade them and participate them in political rallies across Pakistan's towns. History demonstrates that, with extraordinary electoral participation and social media campaigns on Facebook, Twitter, YouTube and Instagram, a democratic change effectively seen. There was a time when political parties delivered their message, activities and policies through print media and electronic media. At that time, the public was dependent on print media, radio and TV channels to get information and news about different issues while the communication spectrum was very slow. The development of social networking sites has altered the new framework in the political arena and become an infinite source of political communication to update their public (McKenzie, 2013).

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GLOBAL Political REVIEW

Pakistan Tehreek -e- Insaaf (PTI) turns to Facebook and Twitter to support and connect people before and during elections, while popular political parties, including the Pakistan Muslim League–N (PMLN), Pakistan People Party (PPP) and Muttahida Qaumi Movement (MQM)also switched toward new media technologies. The General Election 2013 of Pakistan represented the primer of social media, included Facebook and Twitter used for the political campaign and with the purpose to create awareness and motivation regarding political parties (Masood, 2013). The implication of social media marketing has played a magnetic role owing to the fact of brutal assaults on political protests which encourage the social media approach of political parties (Ahmed, 2014).

If we look at the history of the internet as well as social media. The Web was initially the result of the Advanced Research Agency Department program, designed to serve as a communication network among organizations (Tedesco, 2004). The dissemination of data among individuals has risen since the creation of the web, as mail substituted the quick link of e-mail and internet-based applications (Vonderschmitt, 2012). Development of digital communication channels brought numerous changes in traditional communication method, which originated and administered by particular actors, such as politicians, firms, and reporters (Chadwick, 2006). Which has a significant impact on the political indicator. Political campaign managers have started to build more open and interactive campaigns. Now a day's people can share information all over the world in real-time through social networking sites such as Facebook, Twitter, and YouTube etc. because social media provides an opportunity for everyone who wants to use it. SNS is a crucial dominant player in political communication, especially in democratic societies, to exercise political opinion. Social Media provided a platform which pushed the public opinion and issues to the forefront of their Governments. E-politics was seen as a new media notion that explores the ability of new media to enhance government interactivity with the political domain (Lilleker,2006). The digital activities of politics facilitated the public to voice their opinions and meet political leaders through live programs. The impact on political participation of social networking sites based on the constant circulation of political information from political parties. Facebook and Twitter consider as the most prevalent political channels which enable politicians to create civic engagement, mobilization and motivation across communities.

In the 1990s, researchers focused on the interactive potential of the Internet in this field (Bimber,1998; Gibson & Ward, 1998). The Internet has been hailed as an opportunity for the realization of the ideal of direct democracy (Slaton, 1992; White, 1997). The Internet has also been acclaimed as an opportunity to build political participation in different forms (Wright 2004), as an instrument for better connecting citizens and political institutions and finally as a new space for political discussion (Fearon 1998; Price & Cappella 2002).

All of these new conditions have been considered useful by enhancing political participation to strengthen democracies. Summarizing this discussion can be divided into two counterpoint rows: some researchers claim that the Internet is building a fresh area of politics, which are crucial to the consolidation of democracies, while others say that the Internet is the place where ' politics as always ' can be practised (Margolis & Resnick, 2000).

There have been many middle ground conclusions between the two opposing arguments. Today, we can conclude that the use of electronic technology to practice politics has not revolutionized democracy as predicted by cyber-optimists. Nor has there been any radical reorganization of political organizations or significant internet inclusion of individuals. The emergence of social media has further revolutionized digital sites ' ability to link individuals, enable them to communicate and collaborate steadily and broadcast their stories to a vast audience. Therefore, addressing social media is useful to understand how political communities use the internet to establish their communication channels and contribute to political knowledge development.

The 2008 U.S. presidential campaigns were the first to use the social media by Obama and McCain presidential candidates. During the latest American presidential campaigns, Social media has been used

most prominently (Kreiss, 2016). Web 2.0 offers space to digital platforms which best realizes the concept of collective intelligence proposed by Lévy (1997). It has been feasible to receive and disseminate data about political affairs and politicians since the emergence of the Internet. However, diffusing information through social media makes control over this process even more difficult than it is with traditional media (Benkler, 2006). Case: 2018 General Election of Pakistan.

Pakistan is a democratic federal parliamentary nation in which, at a domestic level, individuals over the age of 18 are elected to a bicameral legislature, a parliament of Pakistan composed by straight elected national assemblies (Lower House of Parliament) and Senates (High House of Parliament). Since its independence, Pakistan has seen epic socio-economic changes, but the politics of the country have been distinguished by the dominance of ancient political parties that continue to participate in dynastic family politics. The politics of Pakistan have dominated by the political parties over the years, with the support of secondary organizations such as Muttahida Quami Movement (MQM), Awami National Party (ANP) and Jamiat UlemaIslam (JUI), Bhuttos and Zardari from Pakistan's People's Party (PPP), and Pakistan's Muslim League Nawaz (PMLN). While General Election 2018 of Pakistan depicts the scenario of power transition from two feudal political parties to the former cricketer Imran Khan. PTI's campaign focused on the strength of Pakistani youth indicated a view of translucent governance in the Islamic Republic of Pakistan.

PTI also requested a genuine democracy involving people's active participation in elections — a call to voters, as outlined in their policies. Pakistan's 2013 elections were another "socio-media." initiative. PTI turned to social networks to encourage and communicate, both before and during the elections. PTI also moved to the PMLN, PPP, and MQM, to Facebook and Twitter. As usage internet-based applications are rising in Pakistan with 87.98% of Facebook users and 4.41% of Twitter users, the very first time the party organizations went to live through social media for election campaigns (Statcounter, 2019).

The primary goal was not to link wider audiences to optimize visibility but also to stop the violence. In the 2018 general election, the political parties and voters, but mostly young (prospective) voters, presented their views of the unprecedented use of social media applications. This study exposed how Facebook and Twitter act as a soft political weapon to achieve success in the ballot box.

The statement of the problem is that

To what extent political parties used Facebook and Twitter to influence electorates in 2018 General Election of Pakistan.

Objectives

To analyze the significance of the election campaign on Facebook and Twitter during 2018 of Pakistan.
To investigate the depiction of political parties and their policies on Facebook and Twitter.
To evaluate the representation of the leadership of mainstream Political Parties during election campaign 2018 in Pakistan.

Research Questions

RQ.1 How Facebook and Twitter pages of leading political parties are politically used during elections campaign 2018 in Pakistan.
RQ.2 What is the significance of the usage of Facebook and Twitter during the election campaign 2018 in Pakistan?
RQ.3 Which type of depiction of selected political parties and their policies was set on Facebook and Twitter during elections campaign 2018 in Pakistan?

Hypotheses

H1: Facebook and Twitter will be used for the political purpose at a high level by the mainstream political parties during elections campaign 2018 in Pakistan.

H2: Facebook and Twitter pages of these political parties will reflect a significant impact during elections campaigns 2018 in Pakistan.

H3: The depiction of political parties and their policies will be highlighted on Facebook and Twitter pages of these political parties during elections 2018 in Pakistan.

Literature Review

The literature review is an explicit and reproducible system to identify, assess and synthesize the current research generated by scientists, academics and professionals (Fink, 2005).

Baxter (2011) stated that after the advent of internet scholars has started to integrate the implementation of the internet in the political sphere. This study has started in politics, communication and sociology. To investigate the use of this site for electors and the role of the internet as a means of political communication, the vision of democracy and the role of new media during electoral campaigns.

Stieglitz (2012) said a clear picture of the effect of the Internet in politics was presented in his literature. On the one side, the internet's interactive potential is seen as transformative, according to the thesis on democratization. On the other hand, supporters of the thesis on standardization and the thesis on institutional adaptation have researched that the Internet has not changed the fundamental political system.

Kreiss (2014) looks at the aptitude to reply much more in the actual period to comments on governmental discussion during Obama's election in 2012, which probably helped him win. The research on Paletz (2015) also analyzes the fact that the 2008 presidential elections were held on social media platforms like Facebook, Twitter and YouTube in the past. The use of social media was also continued and intensified during the 2012 presidential campaign when Obama and Romney spent a significant sum in this field. The social media war between two camps was discussed by prospective electors who participated widely in these social media sites through the posting, commenting and sharing of videos and the mainstream media.

Karamat (2016) considered that media have put forward the concept of a digital circle, making the limits of local, national and global groups more complex and mixed. People can move, give, deliver, and take into account political content whenever they want. Taking into consideration systems search, the matter in other new media has emerged in a new age of representation. For instance, the tale of Malala Yousafzai efficiently captured social media customers ' attention and caused other connected problems in the media, including blogs, YouTube, Facebook, televisions, etc. They also said that social media promotes the ability of people to conquer time and space, the belief system and personality. Persons can have participated in political problems by means of new media which lead to the development and coordination of political exercises in a borderless globe. Online network customers have begun their requests and fighting for different reasons. In requests and social media groups, the problem of blasphemy, the case of Dr Aafia Siddiqi, etc., has been raised.

Hussain (2018) the study examined political, youth and media nexuses, taking Pakistan as an example in the 2013 General Elections. For the majority of the population, young people are responsible, and their role is very important if the country is to bring about political, social or economic change. The youth role in political change was used by Pakistan's political parties. During the campaigns for the 2013 general elections, a significant number of young advertisements with different types of material were released by Urdu Dailies. The primary factors behind the attention of the young were their strong influences on their family, the role and the energy of demonstrations, strikes and demonstrations and their significance in increasing party finances during the doors to doors, their active involvement in polls, the potential and future role they could play in prosperous groups.

Masiha (2018) stated that the use of Facebook supports political participation by sharing their views and posting comments on Facebook policy issues. The exchange of views and information shows the understanding of political issues and the youth's tendency to political participation. The study thus explored

the significant correlation between sharing Facebook political views and their role in encouraging young people to participate politically in Pakistani society. They also argued that an information technology organization, such as IT institutions and IT Ministry, needs to create a social media platform such as Facebook for free expression of social and, especially, political problems in society.

Liberini (2018) described social media provides politicians with fresh and advanced means of reaching and targeting their messages in a multitude of audiences. The use of techniques such as micro filtering (i.e., tracks of vibrant behavioural patterns, interests and networks) that exploit a great amount of user-generated information may result, on web platforms such as Google and Facebook, in much more accurate targeting than on conventional media outlets. Facebook, for instance, started in 2016 classifying US consumers for the reasons that certain applicants, problems, or projects aiming at helping distinct audiences were conservatively, liberally and moderately oriented. Thus, political campaigns are increasingly dependent on social media. The 0objective, however, is not to introduce a fresh idea, for instance, political campaigns on television aim at prospective voters by advertising shows attracting viewers who are inclined to some kind of political ideology or demography.

Research Methodology

A subset of the selected population is termed as sampling. In this study, no sampling technique is used as objective to analyze the nature of social media usage during the election campaign. In the current study all the posts and videos which are uploaded from 24th June 2018 to 24th July 2018 on Facebook and Twitter have been taken as sample range.

Population

Three leading Political parties Pakistan People Party – PPP, Pakistan Muslim League Nawaz (PMLN) and Pakistan Tehreek-e-Insaf – PTI is the population of the study.

Coding

To code, the content into the relevant field is called coding. For this research, the researcher hired two coders for analyzing the posts which were uploaded on the social media pages of these political parties.

Interceding Reliability

For evaluating the reliability, the researcher analyzed 20 stories for measuring the intercoder reliability. The evaluation was the same as evaluated by the coders.

Data Analysis

This work highly concentrates on the social media pages of the trending political festivities of this country. The posts which are uploaded on these parties' pages are evaluated by content analysis approach. This procedure is applied for evaluating the manifest statements which are already discussed and available as the archives. To analyze the posts in a qualitative way helps scholars; keenly approaching the empirical facts (Wimmer and Dominick, 2006). For analyzing these natures of contents content analysis approach is employed for evaluating the manifest contents of social media.

This works utilizes both the quantitative and deductive techniques for analyzing the contents of Twitter and Facebook. This work analyzes the Election Campaign, Policies of political Party, Leadership of Political Party, Public Issues, and International Issues as variables in two most visited asocial media sites Facebook and Twitter. To measure these variables, each Facebook and Twitter post during the selected time period by mentioned political parties were the contextual unit. Collected data from official Facebook and Tweeter accounts of mentioned political parties from June 24, 2018, to July 24, 2018, is analyzed through SPSS.

Variables of the Study

Independent and dependent variables were used in this study. Independent Variable is constant, which are not affected by other variables and remains unchanged. This variable stands in the category of cause where the effects are measured by practically manipulating the independent variables.

Facebook and Twitter are highly used politically by politicians and their parties for getting prominence in public and for setting specific pictures across the communities, especially during elections for exploiting voters to vote for specific parties. However, it influenced the number of electorates attended political events, political participation, and public motivation or that he or she actually did vote. In this study, the independent variable explores the practice of Twitter and Facebook by politicians and their parties which cause dissemination of political content during election campaigns. Through dependent variable researcher measures the influence on public motivation, mobilization and political participation regarding voting behaviour. Following are these variables;

Election Campaign

All posts and videos of political leader's activities comprised of election slogans speeches and illustration are fallen in this categorized.

Policies of Political Party

In this category, all posts and videos based on the political manifesto of political parties and speeches regarding policies of political parties.

Leadership of Political Party

In this category all videos and posts regarding key political leaders and their social activities covered.

Public Issues

All post and videos of Facebook and Twitter on public issues like corruption, poverty and unemployment.

In this phase, the following steps followed to analyze the findings.

- Number of Election sloping post on Twitter and Facebook
- Policies of political Party leaning contents on Social Media
- Leadership of Party Tilting Posts on Twitter and Facebook

Theoretical Framework

The theory helps a study by supporting and linking the already existed approaches on a specific content which is observed by scholars. By linking the main variables of this study, this research endorses the agenda-setting conjecture for supporting and evaluating the questions which were generated through literature by defining the dividing line or by discovering gaps on this topic.

The age where we are living is hegemonies and controlled by digital technologies where social media play numerous functions to change the cultural, social, political and economic spheres of societies. Our lives completely rely on these new technologies for getting new information, any type of entertainment or knowledge-seeking works. Now, these social media technologies are extremely placing in politics where leaders prefer to use these social tools of getting prominence in public. Every issue of society is linked to these technological tools which are influential and helpful in generating trends and resolving problems of different social groups in a society.

Agenda Setting Theory

Agendas are the pictures which are set by media to force people to think according to what media set. The main aim of setting agendas is not what people suppose, but this concentrates on what people have to suppose. Historically in 1922, the Lippmann shared his thought about the media that this has the capacity to set pictures in society. After this, the Shaw and McCombs analyzed the campaigns of US elections from 1968 to 1976 onward by concentrating on two main approaches which were information and understandings. They analyzed about the real issues of a society which people take at street level and what media highlight. Through that, the politicians used media to set specific images for influence on the voters. This theory is considered one of the most influential conjectures which describe that the media set agendas according to their importance and their interests and when these pictures are shared in front of society, this becomes social agendas. Through this, the minds of a society or a specific social group are changed by showing specific material. Generally, three types of agendas are prominent in a social system which are media, policy and public agendas. The first approach is designed by the media handlers by concentrating on the contents like print, social media or electronic media.

This work applies both inductive and deductive approaches by evaluating the contents of Twitter and Facebook to understand the usage of these social media tools by politicians and the parties by their official social media pages for setting pictures on these forums by inculcating the explicit images in public especially during the elections campaign in Pakistan.

Data Presentation and Analysis

Table 1. Data Analysis of Videos of Facebook and Twitter

| | Cases | | | | | |
| | Included | | Excluded | | Total | |
	N	Percent	N	Percent	N	Percent
Pakistan Tehrik e Insaaf * Election Campaign	246	77.4%	72	22.6%	318	100.0%
Pakistan Muslim League (N) * Election Campaign	246	77.4%	72	22.6%	318	100.0%
Pakistan People's Party * Election Campaign	246	77.4%	72	22.6%	318	100.0%
Pakistan Tehrik e Insaaf * Policies of political Party	130	40.9%	188	59.1%	318	100.0%
Pakistan Muslim League (N) * Policies of political Party	130	40.9%	188	59.1%	318	100.0%
Pakistan People's Party * Policies of political Party	130	40.9%	188	59.1%	318	100.0%
Pakistan Tehrik e Insaaf * Leadership of Political Party	130	40.9%	188	59.1%	318	100.0%
Pakistan Muslim League (N) * Leadership of Political Party	130	40.9%	188	59.1%	318	100.0%
Pakistan People's Party * Leadership of Political Party	130	40.9%	188	59.1%	318	100.0%
Pakistan Tehrik e Insaf * Public Issue	121	38.1%	197	61.9%	318	100.0%
Pakistan Muslim League (N) * Public Issue	121	38.1%	197	61.9%	318	100.0%
Pakistan People's Party * Public Issue	121	38.1%	197	61.9%	318	100.0%
Pakistan Tehrik e Insaf * International Issues	144	45.3%	174	54.7%	318	100.0%
Pakistan Muslim League (N) * International Issues	144	45.3%	174	54.7%	318	100.0%
Pakistan People's Party * International Issues	144	45.3%	174	54.7%	318	100.0%

Above table presents the findings of data-based all stances of political parties regarding Facebook and Twitter. There were 771 posts-based categories of Election campaign 246, Policies of political party 130, Leadership of political party 130, Public Issue 121 and International Issue 144. These categories stand as; election campaign 77.4, policies of political party 40.9, Leadership of political party 40.9, Public Issue 38.1 and International Issue 45.3. Findings clearly depict the stance of all categories in table 1. It also describes the hypothesis of the study.

RQ.1 How Facebook and Twitter pages of the mainstream political parties are politically used during elections campaign 2018 in Pakistan?

H1: Facebook and Twitter will be used for the political purpose at a high level by the mainstream political parties during elections campaign 2018 in Pakistan.

The total no of Videos was 771 posts of Facebook 358 and Twiter413 during the study period, as shown in table 9. These findings approved study H1: "Most political parties have implementation stalwartly on strategies of social media usage." in Fig. 1 by descriptive statistics. It has clearly indicated the impact of the election campaign on Twitter and Facebook and its sway on voting manners of voters.

Election Campaign Oriented Videos on Twitter and Facebook

Table2. Pakistan People Party, Pakistan Muslim League Nawaz and Tahreek-e-Insaf in Election Campaign

Election Campaign		Pakistan Tehrik e Insaf	Pakistan Muslim League (N)	Pakistan People Party
Facebook	Mean	1.1938	1.2171	1.2326
	N	129	129	129
	Std. Deviation	.39681	.41385	.42411
	Std. Error of Mean	.03494	.03644	.03734
	Variance	.157	.171	.180
	Sum	154.00	157.00	159.00
Twitter	Mean	1.7607	1.2821	2.0000
	N	117	117	117
	Std. Deviation	.42850	.45193	.00000
	Std. Error of Mean	.03961	.04178	.00000
	Variance	.184	.204	.000
	Sum	206.00	150.00	234.00
Total	Mean	1.4634	1.2480	1.5976
	N	246	246	246
	Std. Deviation	.49968	.43271	.49139
	Std. Error of Mean	.03186	.02759	.03133
	Variance	.250	.187	.241
	Sum	360.00	307.00	393.00

Above table presents the findings of data-based all stances of political parties regarding Facebook and Twitter the total no of Videos was 771 posts of Facebook 358 and Twitter 413 during the study period as shown in table 02. Findings clearly depict the stance of Election Campaign in table 02. It also describes the research questions and hypothesis of the study.

RQ.2 what is the significance of the usage of Facebook and Twitter during election campaign 2018 in Pakistan?

H2: Facebook and Twitter pages of these political parties will reflect a significant impact during elections campaigns 2018 in Pakistan.

The second research question was explored to find out "RQ2. What the significance of election campaigns through Facebook and Twitter?" in table 02, under the title of Election Oriented videos on Facebook and Twitter. It presents the findings of the data-based stance of political parties regarding Facebook and Twitter on the election campaign. There were 246 videos out of 771 videos-based categories of Election campaign. These findings approved study H2: "Facebook and Twitter pages of these political parties will reflect a significant impact during elections campaigns 2018 in Pakistan." in Fig. 2 by descriptive statistics. It has clearly indicated the impact of the election campaign on Twitter and Facebook and its pressure on the voting performance of voters.

Data Analysis of Policies of political Party Videos on Facebook and Twitter

Below table presents the findings of data-based all stances of political parties regarding Facebook and Twitter. The total no of videos was 771 videos of Facebook 358 and Twitter 413 during the study period, as shown in table 3. Findings clearly depict the stance of Policies of political Party in table 3.

Table 3. Pakistan People Party, Pakistan Muslim League Nawaz and Tahreek-e-Insaaf Policies of political Party

Policies of Political Party		Pakistan Tehreek e Insaaf	Pakistan Muslim League (N)	Pakistan People's Party
Facebook	Mean	1.1154	1.0000	1.1154
	N	52	52	52
	Std. Deviation	.32260	.00000	.32260
	Std. Error of Mean	.04474	.00000	.04474
	Variance	.104	.000	.104
	Sum	58.00	52.00	58.00
Twitter	Mean	1.2564	1.3718	1.3205
	N	78	78	78
	Std. Deviation	.43948	.48641	.46969
	Std. Error of Mean	.04976	.05508	.05318
	Variance	.193	.237	.221
	Sum	98.00	107.00	103.00
Total	Mean	1.2000	1.2231	1.2385
	N	130	130	130
	Std. Deviation	.40155	.41792	.42779
	Std. Error of Mean	.03522	.03665	.03752
	Variance	.161	.175	.183
	Sum	156.00	159.00	161.00

It also describes the research questions and hypothesis of the study.

RQ.3 Which type of depiction of mainstream political parties and their policies is set on Facebook and Twitter during elections campaign 2018 in Pakistan?

H3: The depiction of political parties and their policies will be highlighted on the Facebook and Twitter pages of these political parties during elections 2018 in Pakistan.

The third question was explored to dig out "RQ3. Which type of depiction of mainstream political parties and their policies is set on Facebook and Twitter during elections campaign 2018 in Pakistan?" in table 3, under the title of Policies of political Party Oriented videos on Facebook and Twitter. It presents the findings of the data-based stance of policies of political parties regarding the election campaign on Facebook and Twitter. There were 130 videos out of 771 videos-based categories of policies of political parties. These findings approved study H3: "The depiction of political parties and their policies will be highlighted on the Facebook and Twitter pages of these political parties during elections 2018 in Pakistan." in Fig. 3 by descriptive statistics. It has clearly indicated the impact of the election campaign on social media and its influence on the voting behaviour of voters.

Conclusion

Social Networking sites are highly used by Pakistan user across the country. But with the increasing trending about information, entertainment and education, these sites are highly used for the political proposes. Political parties, their leaders and voters highly use these social media for exploiting the minds of SNS users by motivating, engaging and convincing them to vote for a specific political party. In this study, the research tried to search the usage of social media by political parties during elections campaigns 2018 in Pakistan. The researcher applied the agenda-setting theory to link the social media posts of these political parties' pages. These social media posts were highly equipped with different agendas for promoting the policies and manifestos of their parties whose core focus was to mobilize the voters as well as the social media users to vote for a specific political party. The researcher applied content analysis research technique for analyzing the variables. It was concluded from the analysis that these social media are highly used for the political purpose for mobilizing voters where the users of these mediums not only see these posts but also like, comment and share for responding about what is uploaded on these social media pages by the representatives of these political parties. This study highly focused on the significance of political campaigns on Twitter and Facebook, the depiction of the policies of political parties, the depiction of the leadership of these political parties and the public issues which were highlighted by these political parties. It is concluded that from these three trending political parties, PTI emerged as the most dominant party by using these social media tools, by uploading a maximum number of posts, by mobilizing voters to vote for a specific political party and to represent the good reputation of their leaders among SNS user. However, the PMLN and the PPP stood at second and at the third respectively. Overall, this study concludes that these social media are extremely worn by these leading parties and representatives of these festivities for mobilizing the social media users towards them for making their minds to vote for a specific political party. This study is a great contribution to the existed literature on this topic because these trends are considered new in Pakistan.

Recommendations

This study is limited to the usage of social media by political parties. However, further studies can be done on the usages of Social media and its effects on voter turnouts.

The current study based on the content analysis; however, further studies can be designed to scrutinize the output of SNS in making minds of voters to vote for their parties by applying Survey method.

This research was limited to Facebook and Twittered only however the new studies can focus on all social medium especially the Instagram and YouTube which are highly used by politicians during election campaigns.

There can be designed an experimental study to analyze the social media user behavior while seeing these posts This dissertation is restricted to Pakistan and Political campaigns on social media in Pakistan. Further work can be done by comparing the country-to-country political campaigns applying the big data analysis.

This work highly focus on social media however future work can b done on print and electronic media by applying different research methods; by getting views from the society as well as by analyzing the manifest contents.

A comparative analysis approach can be designed to compare all print, electronic and social media networks by getting more detailed analysis and understandings.

An exploratory study can be manufactured for introducing new techniques and approaches by launching new election campaign techniques which can be more influential and useful. This can be a great contribution in this area of study.

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