Effects of Social Media in Pakistan: A Case Study of Gujranwala and Gujrat

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Abstract: *Social media provide a platform for discussion on various issues that often gets ignored in our day-to-day life. In order to keep ourselves connected with the entire world and remain updated about what all is taking place or happening around us, youth is mostly inclined towards using social media for information. It has been seen utilization of social media is becoming more and more effective to mold opinion and in changing their mind-set of the youth. The usage of social media among youth in Punjab, Pakistan offers ample opportunity for evaluation. To investigate the impact of social media usage on educational learning, social behavior, and political awareness among the youth in Punjab, a research study was carried out. The study employed a survey research design, and data was collected through the use of questionnaires.*

Introduction

The term social media presently is very much known to all around the globe. This is obvious from the example of the people from rural and urban areas are using Facebook and twitter on regular basis at their ease. Past examples are different from the way it is now. Social media has been became an integral part of everyone's life, to be intact others is necessarily important and fore most choice all around the globe. The definition of social media can be determined from the start of their history. Prior communication through letters was an example of that recently it has become faster as the slogans show think don! In a click one example of any medium is not enough.

Social media now has become a trend to discuss as catcher of attraction of mass media uses for its fast spread over the millennium. It has strongly influenced every field of life from top toe, i.e., marketing, social and general behaviors and above all journalism. The sensational promotion of social media in field of education has become a cause of consideration the immense increase in its use of educational environment. Points of view go from accepting advanced education ought to profit by innovations and maybe electronic gadgets that understudies are as of now utilizing for individual motivations to attempting to perceive how to successfully coordinate an innovation whose naturalistic utilize has been so intensely casual and client crashed into a set-ting

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known for its more formal and organized encounters.

Statement of the Problem

This research study designed in such a way to examine effects of social media on Punjab's youth that how much social media is involved influencing youth in educational learning, behavioral social change and politically awareness in youth.

Rationale of Study

Social media now days have a much importance parallel to main stream media, so the inclination of people towards it increased day by day despite of age difference. Social media also main source of information for daily life routines, so it cannot be ignored and there should be studied to determine the immense impact of social networking media in our society so that we can find how much it effects , whether these effects are positive or negative. In this study "Social Media effects on youth in Punjab" probe the effects of social networking media on Punjab's youth in educational activities, social behavior and political awareness.

Education is much important field in any society for their bright future and prosperity of the nation. As the social media is source of information so it also effects the norms, values and culture of the society, it's very important to investigate the effects of social media on our social behavior.

This political society called the self-administering society. Political mindfulness is the most urgent discourse now-a-days in the entire world. Is it good? Is it terrible? Is it have advantages for society or is there any drawbacks?

Along these lines, Politics being the most essential mainstay of a state is the most touchy region to be influenced by socialization and the nation like Pakistan where the political structure is as of now frail and till now the nation has not honed any type of genuine popular government in any of the period, it is urgent to contemplate the effect of political mindfulness (attitudinal and conduct level) by social media political awareness.

Significance of the Study

This research provided an opportunity to study

the chronological usage of Social media and its impact among youths in the global scenario. Since the study was concentrated within Punjab of Pakistan, it highlighted the impact of social media usage among the youths in their development and molding opinion. Moreover, the study provided a scope for documenting the influence of social media and compiling its effect on youth in Punjab

This investigation is likely convenient to apply web-based social networking right way for youth and make discernment among youth that legitimate utilization of online networking turn into a strong apparatus to instruct, illuminate the mindset level of youth.

Aims & Objectives of the Proposed Study

1. This study aims to be analyzed the role of social networking media on educational learning.
2. To evaluate social behavior in Punjab's youth utilizing the social media.
3. To find effects of social media in political awareness of youth.

Research Questions

1. How far social media involves participation of youth in today's context?
2. What are the aspects of social media usage among student youths of Punjab and how is it informative in academics and knowledge building?
3. How much roles of social media influencing youths in political awareness?

Hypothesis

H1: Social media is source of information for youth in educational learning.

H2: Use of social media negatively effect on social behavior of youth.

H3: Social media is best information platform for political awareness.

Literature Review

(Andreas M. Kaplan*, 2010)Wrote in the study that social media is a cyberspace consisting on set of internet-based application that builds on the technological & ideological basics; allows the

structure and the interchange of user generated content among users.

Social media is the best source of information and interactions between surfers and scholars around the world. There should be open access of social media in the universities and at home. (Anil Kumar, 2013)

Social media has picked up span throughout the years as a confided in web cage of data and stage where bindings can interface along gatherings of people. Its advantageous method for connecting with specialists on different topics. Institutes and scholars speak with understudies by means of YouTube and Facebook. It helps in Research process and Enhanced Learning administration frameworks. (Dlamini, 2018)

UNESCO Defines Youth as **"**The World Youth is best comprehended as a time of change from the reliance of adolescence to adulthood's autonomy and attention to our association as individuals from a group. World's Youth is a more core class than a settled age-gathering."

Youth in the world has much important role than other age groups, if look into this age group, it's shown that age is the least demanding approach to characterize this group, especially in connection to training and business. Consequently "youth" demonstrated regularly as a person among the age where they may leave obligatory education, and the age group at which they discovers their first business.

For exercises at global or at provincial stages, for e.g., the Youth of African Forum, The organization of UNESCO used the United Nations' general emphasize explanation or definition. (UNESCO, 2017)

In Pakistan, Youth is defined as by The Ministry of Youth Affairs, Pakistan the part of population in the group of 15 years of age to 29 years of age. The time of life which youth speaks to is most profitable and valuable by prudence of the early energies they are enriched with by nature. The youngsters yearn for full investment in the life of a general public. (Ministry of Youth, n.d.)

In spite of the fact that it is harder to comprehend what the eventual fate of online networking holds, plainly it will proceed. People are social animals and the larger mock and talent to communicate one on one the stage that every person choose best, the more per meant web-based social networking will prosper to higher level. Along with fresh supplying motive force and energizing advancements practically all around the trend, this webcasted social networking will excite to breakthrough forthcoming decennium. (Keith, 2005)

Collaborative assignments allow for the joint and simultaneous creation of content by multiple users, making them the most democratic form of user-generated content. These assignments can be classified into two types: wikis, which enable users to add, delete, and modify text, and social media bookmarking software, which allows for the aggregation of group-based data and the rating of internet links or media. Some notable examples of these applications include Wikipedia, an encyclopedia that is available in over 230 different languages, and Delicious, a social media bookmarking web service that allows for the storage and sharing of web-based bookmarks.

The idea behind joint work shows that individually a better result to achieve for an actor in the financial perspective projection. Consumers source of information is becoming a trend as accomplished together. Actual Wikipedia is not the only trustworthy source of getting valid information but fulfilling the need of users on a broader view. So the crises are product of regards. (Andreas M. Kaplan)

Blogging is typically categorized into two types. The first type involves dissatisfied or frustrated consumers who may choose to express their grievances through virtual platforms in the form of protest blogs or websites. These blogs provide a space for individuals to voice their concerns about a producer's offerings, often highlighting their dissatisfaction or perceived helplessness. (Ward & Ostrom, 2006), Blog websites may have potentially dangerous and misleading information available, which is a result of the first type of blogging. The second type involves companies encouraging their employees to be active on websites and blogs, which can lead to negative consequences if the employees write negatively about the company or institution. For example, Microsoft's "technical evangelist" Robert Scoble frequently criticized the company's services and products before ultimately deciding to resign in 2006. (Ward, 2006)

As per Wikipedia, the largest social networking sites include Facebook, which was founded by Mark Zuckerberg to keep in touch

with his fellow students from Harvard University and is based in the U.S. MySpace, which has over 250 million registered users and employs 1,500 people, is also among the largest social

networking sites.

Social networking sites, particularly among young internet users, have become increasingly popular, bringing both opportunities and challenges to the forefront of social media. With over 63 million users, Facebook has even coined the term "Facebook fanatic or addict" which has been added to the Urban Dictionary. Many individuals use Facebook as a platform to promote their products through group tasks and by using slang language. (Albert M. Muniz, 1 March 2001)-And for promotional research study in the contextual reach in promotion of netnography (Kozinets, 2002).

On the time of promotion of their Christmas comedy film Fred Claus"(Brothers, 2007)," Warner Brothers created a Facebook profile to promote their brand by allowing visitors to access promotional trailers, download photos, and play video games. The Adidas custom soccer group on MySpace is another example of how brands can engage with users by providing product reviews, information on professional soccer players, and details about elite soccer cleats manufactured by the German sports apparel company. Some companies, like U.S.-based florist 1-800-Flowers.com, have even used Facebook as a distribution channel. Through a tab widget on Facebook called "Gimme Love," consumers can send virtual bouquets to their loved ones or click to transfer directly to the company's social media website to send flowers like roses and others. In the last decade, one of the biggest changes has been the increased involvement of the BBC media brand on third-party social media platforms. Many scenarios involve the addition of content from social media websites like Flickr, Twitter, and YouTube to the BBC's website.

With the emergence of a micro blogging website Twitter, as a source for latest news has raised new challenges around authenticity and presentation of news. The use of twitter in breaking the news headlines has also creating a challenge in authenticity. BBC was criticized for the news, they have announced twitter regarding Mumbai Attacks in 2008. They accepted this in a way of apology as lesson was learned. (Newman)

Above mentioned issue was manipulated to trigger the inquiry of the relation in business transformation and social media. (Chrysanthos Dellarocas, 2013).

This study has examined the relationship of consumers and social media efforts for them in higher frequency. It also contains user's characteristics on the medium between social media and the intensity of relationship according the role played by both. Through this survey we have compiled quantified the use of social media or the bond between consumers and producers in form of data transaction.

The participation from both sides is gathering higher that has been observed through the usage and production levels to spread it more and make it available for cheap rates. (Ramkumar Janakiraman, 2012).

In these previously past years have witnessed the fast widespread adoption of a new class of information technologies and proliferation, mainly renowned as social media. Many of research scholars rely on social network analysis (SNA) trying to estimate these technologies, frequently without considering how the novel capacities of online networking stages may influence the fundamental speculations of SNA, which were produced basically through investigations of disconnected informal communities. This article traces a few key contrasts between conventional disconnected informal communities and online internet based life arranges by comparing a built up typology of interpersonal organization look into with a very much respected meaning of web-based social networking stages that expresses four key highlights. The outcomes demonstrate that at four noteworthy purposes of convergence, web based life has significant hypothetical ramifications for SNA. In investigating these purposes of crossing point, this examination plots a progression of hypothetically unmistakable research inquiries for SNA in web based life settings. These purposes of crossing point offer significant open doors for specialists to examine the hypothetical ramifications presented by web based life and lay the basis for a powerful web based life plan conceivably traversing different orders. (Giuseppe (Joe) Labianca, 2013)

The impacts of social media on youth. Results that online networking assumes essential part in

learning and openings for work. Young people generally utilize web-based social networking for correspondence with loved ones. Results additionally portray that web-based social networking cause medical issues and influence our societies. While utilizing web-based social networking, clients need to recollect the social qualities, social standards, and Islamic qualities. (Ali, 2016)

In a video on youtube.com by (You Think You Know, 2016) said that if there are some advantages of social media for youth there are also some disadvantages of social media for youth in their behavior change and social awareness.

For many young people, social media has become a significant part of their lives. Despite this, a considerable number of individuals engage with social media without considering the potential impacts on their daily social lives, whether they are positive or negative. As a society, are we more concerned with our Facebook "friends" than with genuine, face-to-face interactions in our daily lives? Furthermore, what are the long-term effects of our current use of social media? While there are numerous positive aspects, there are also an equal number of risks associated with using platforms like Facebook, Twitter, LinkedIn, Pinterest, Google+, Tumblr, Instagram, gaming websites, and blogs. To make informed decisions, we must delve deeper and thoroughly examine this topic. (Creed, 2014)

As per (Waters, 2010), there are top ten things everybody should think about social media and one of these is that social media and social systems are not synonymous terms. Social media is the umbrella term for a scope of online substance that incorporates web journals, wikis, photograph sharing administrations, bookmarking destinations, and social systems, for example, Facebook and MySpace. Social media is at the crossing point of networks and devices. It enables individuals to interface with each different over the planet, free from the oppression of topography. It gives individuals a chance to impart by means of the composed and talked word, yet additionally gives them the chances to run past that with that. Social media is giving each individual in present day society the devices to impart and frame networks in ways never observed.

Individuals utilize social networks to socialize. It's anything but difficult to overlook

that social networks, at their center, are about individuals hanging out with each other. Facebook was established in 2006; this is the biggest social networking administration on the planet today with all the more about 550 million individuals (Waters, 2010).

Facebook was founded in the month of February 2014 in Harvard University and only acting as the University OSN website before opened the website to the public around the world in 2006 (Mark A. Urista, 2008).

Social media networking websites have generated a spectacle on internet has emerged over the last 10 years. Persons of different age groups use social media websites likewise facebook, Twitter, Instagram and MySpace to socialize & create new bondings with other people. (Ellison, 2007).

A few people's regular experience is that innovation changes too quick from their solace. The innovation that quick moving and quick changing the same as time with its unending worth, advising us that every single new development is neither great nor terrible on how we view and take a gander at it towards its need. Everything manual for social media is creative book regarding how the writer Waters elucidate his standards on how social media functions, its use and impact to the clients. It can assist the per user with enlivening the numerous predicaments towards the new media in our beat spatial world. There are diverse approach and epitome the creator expounded (Greene, 2010).

In contemporary Philippine advancement the utilization of social media in contemporary issue plays crucial comments since innovation utilized by Filipinos and it fills in as a medium and instrument for building up one's attention to the externalizing rule of the real world. Social media and online political correspondence is a relational mindfulness. This examination recommends how Filipino particularly the youthful age citizens utilize social media in political investment, from conventional to contemporary mindset political premium. Mindfulness commitment advancement of one's reasoning towards the developing change to societal-political point of view (Corpuz).

Social media provides a platform for improving social learning. If educators can leverage the potential of social media, social learning factors may improve, and as a result,

teachers can positively impact student achievement using modern educational technologies. Teachers should embrace this shift in mindset, preparing students to play a role in the significant "learning exchange" on the world's digital network. (DEATON, 2015).

Uses and Gratification Theory

Uses and gratification theory is much best communications theories that supporting the researchers and students to elaborate human's interactions with social media (mass media). The important concept is that consumers use the media in such a way to oblige them in completing their necessary deeds that is uses to be filled by just chat to others. There are different levels of needs completed by social media: social integrative, cognitive, affective, personal integrative, and tension-free needs (JonKane, 2015).

Anita identified ten different purposes and gratifications that people derive from using social media. These include social connection, information seeking, leisure time activities, entertainment, relaxation, communication convenience, convenience of use, expression of opinions, sharing of information, and observation/learning about others. (Anita Whiting, 2013).

Social Learning Theory

Social learning hypothesis emerged in the 1960s as another option to the behaviorist worldview that directed brain science hovers at the time. While behaviorists trusted that people figured out how to act through immediate, prizes and-disciplines based framework, social learning scholars recommended that people could learn in a roundabout way, just by watching others.

American therapist Albert Bandura is to a great extent credited with the advancement of social learning hypothesis as we probably am aware it today. Through the span of his profession, Bandura embraced incalculable examinations demonstrating that when kids watch others, they learn numerous types of conduct, for example, sharing, hostility, participation, social communication, and deferred satisfaction (Briggs, 2015).

Research Methodology

The objectives were achieved by survey method. The primary tool for collection of data was included selecting of different institutions in cities of Punjab. Questionnaires was distributed among youth of (college, university, working places and factories etc..) to accumulate their opinions.

The population of the study contains youth (aged 16 to 26 year) of Punjab province. Above mentioned population of Punjab sample of 200 youths were selected by researcher and here simple random sampling of population method was adopted from whole population among youth including female and male in Punjab province of Pakistan. The study was conducted in youth in working places, universities and colleges among the students using social media. Also, youth working in different places like factories, offices and entrepreneur etc. included in this study. The data collected for study was survey based.

Limitations of the Study

As the word social media itself covers the entire globe and with the help of social media we are connected throughout the world. In order to make a wide study in this area it will consume large amount of time and require high amount of cost. So, making a field research in this area was not be feasible within limited amount of time. This study was concentrated within two cities (Gujranwala and Gujrat) of Punjab in Pakistan

Data Analysis and Results

In survey Questionnaire following three things asked on top of the study. Age, Residence (Rural or Urban) and Qualification (under matric to Higher level).

The following table shows the frequency.

Table 1.

Respondents of Questionnaire

		Age	Residence	Qualification
N	Valid	200	193	183
	Missing	0	7	17

In this above Table (1) 200 participants has participated and filled the questionnaire 7 respondents has not filled the residence detail and 17 missing the qualification.

Table 2

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16.00	4	2.0	2.0	2.0
	17.00	6	3.0	3.0	5.0
	18.00	26	13.0	13.0	18.0
	19.00	17	8.5	8.5	26.5
	20.00	34	17.0	17.0	43.5
	21.00	21	10.5	10.5	54.0
	22.00	35	17.5	17.5	71.5
	23.00	20	10.0	10.0	81.5
	24.00	12	6.0	6.0	87.5
	25.00	18	9.0	9.0	96.5
	26.00	7	3.5	3.5	100.0
	Total	200	100.0	100.0	

Table 2 showed the frequency of respondents participated in this survey. The limit of Age 16 years to 26 years.

Table 3

Residence

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rural	51	25.5	26.4	26.4
	Urban	142	71.0	73.6	100.0
	Total	193	96.5	100.0	
Missing	System	7	3.5		
Total		200	100.0		

Table 3 described the details of respondents in our study were belonged to 26.4% of Rural area and 73.6% were belonged to Urban, while 7 respondents missed the details of their residence area.

Table 3A

Qualification

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Undermatric	9	4.5	4.9	4.9
	Matric	21	10.5	11.5	16.4
	Intermediate	59	29.5	32.2	48.6
	Graduation	64	32.0	35.0	83.6
	Masters	23	11.5	12.6	96.2
	Above Masters	7	3.5	3.8	100.0
	Total	183	91.5	100.0	
Missing	System	17	8.5		
Total		200	100.0		

Table 3A was consisted on Qualification, the respondents in study were literate and having better level education, by seeing (table 3) 35.0% was graduated and 32.2 % were intermediate.

Table 4

Usage Duration

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-3 hours	102	51.0	51.0	51.0
	3-5 hours	54	27.0	27.0	78.0
	5-7 hours	27	13.5	13.5	91.5
	more than 7 hours	17	8.5	8.5	100.0
	Total	200	100.0	100.0	

In the above Table 4 showed that 51.0 % respondent's usage of social media duration was 1-3 hours daily. 27.0 % respondent's usage of social media duration was 3-5 hours daily. 13.5% respondent's usage of social media duration was 5-7 hours daily. While 8.5% respondent's usage of social media duration was more than 7 hours daily.

Table 5

Kinds of Social Media Usage

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	facebook	62	31.0	31.0	31.0
	Youtube	55	27.5	27.5	58.5
	Twitter	5	2.5	2.5	61.0
	Whatsapp	62	31.0	31.0	92.0
	Blogs	1	.5	.5	92.5
	Others	15	7.5	7.5	100.0
	Total	200	100.0	100.0	

In Table 5, facebook and whatsapp were the social media kinds love to use by respondents and their percentage was 31.0% respectively. Then 27.5% respondents were love to use youtube. This table showed that 2.5% respondents use twitter in social media and the users of blog websites were only 0.5%. 7.5% respondents were using other than these social media.

Table 6

Preference to Social Media Kind for Educational Activities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	facebook	32	16.0	16.0	16.0
	Youtube	91	45.5	45.5	61.5
	Twitter	10	5.0	5.0	66.5
	Whatsapp	21	10.5	10.5	77.0
	Blogs	9	4.5	4.5	81.5
	Others	37	18.5	18.5	100.0
	Total	200	100.0	100.0	

When respondents were asked about preference to use which social media kind for education activities their responses were according to Table 6. 45.5% respondents preferred to use Youtube as educational need. 16.0% respondents prefer to use facebook. 18.5% respondents prefer other social media for their educational activities.

Table 7

Political Information

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	facebook	63	31.5	31.5	31.5
	Youtube	44	22.0	22.0	53.5
	Twitter	34	17.0	17.0	70.5
	Whatsapp	16	8.0	8.0	78.5
	Blogs	11	5.5	5.5	84.0
	Others	31	15.5	15.5	99.5
	Total	200	100.0	100.0	

Table 7 showed the statistics of respondents that there was 31.5% usage of facebook for political information. Respondent's used 22.0% YouTube, 17.0% Whatsapp and 15.5% other than these social media kinds for their political information.

Table 8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SDA	3	1.5	1.5	1.5
	DA	6	3.0	3.0	4.5
	N	15	7.5	7.6	12.1
	A	58	29.0	29.3	41.4
	SA	116	58.0	58.6	100.0
	Total	198	99.0	100.0	
Missing	System	2	1.0		
Total		200	100.0		

SA = Strongly Agree A = Agree   N = Neutral   DA = Disagree   SDA = Strongly Disagree

In Table 8 respondents asked about Social media helps to be updated about what's going in surroundings. 58.6% respondents responded Strongly Agree, 29.3% responded Agree and only 1.5% strongly disagree with this statement.

Table 9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SDA	6	3.0	3.0	3.0
	DA	33	16.5	16.8	19.8
	N	65	32.5	33.0	52.8
	A	66	33.0	33.5	86.3
	SA	27	13.5	13.7	100.0
	Total	197	98.5	100.0	
Missing	System	3	1.5		
Total		200	100.0		

SA = Strongly Agree A = Agree   N = Neutral   DA = Disagree   SDA = Strongly Disagree

In Table 9, following statement were asked to respond. All educational needs are fulfilled by social media? 33.5% Respondents responded Agree, but 33.0% were Neutral.

Table 10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	DA	6	3.0	3.1	3.1
	N	11	5.5	5.7	8.8

		Frequency	Percent	Valid Percent	Cumulative Percent
	A	99	49.5	51.0	59.8
	SA	78	39.0	40.2	100.0
	Total	194	97.0	100.0	
Missing	System	6	3.0		
Total		200	100.0		

SA = Strongly Agree A = Agree   N = Neutral   DA = Disagree   SDA = Strongly Disagree

In Table 10. Following question asked Social media helps for information sharing with colleagues or fellows. 51.0% respondents were Agree and 40.2% were Strongly Agree.

Table 11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SDA	5	2.5	2.6	2.6
	DA	12	6.0	6.2	8.8
	N	42	21.0	21.8	30.6
	A	84	42.0	43.5	74.1
	SA	50	25.0	25.9	100.0
	Total	193	96.5	100.0	
Missing	System	7	3.5		
Total		200	100.0		

SA = Strongly Agree A = Agree   N = Neutral   DA = Disagree   SDA = Strongly Disagree

In Table 11 , Respondents were asked about Using social media helps you in positive way in your studies. 43.5% agreed, 25.9% were strongly agree, while 21.8% were neutral.

Table 12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SDA	6	3.0	3.2	3.2
	DA	20	10.0	10.5	13.7
	N	42	21.0	22.1	35.8
	A	64	32.0	33.7	69.5
	SA	58	29.0	30.5	100.0
	Total	190	95.0	100.0	
Missing	System	10	5.0		
Total		200	100.0		

SA = Strongly Agree A = Agree   N = Neutral   DA = Disagree   SDA = Strongly Disagree

In Table 12, Respondents were asked about Social media is useful for socialization and making new friends.33.7% of respondents were Agree, 30.5% were strongly Agree and 22.1 % were neutral.

Table 13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SDA	69	34.5	34.8	34.8
	DA	46	23.0	23.2	58.1
	N	51	25.5	25.8	83.8
	A	27	13.5	13.6	97.5
	SA	5	2.5	2.5	100.0
	Total	198	99.0	100.0	
Missing	System	2	1.0		
Total		200	100.0		

SA = Strongly Agree A = Agree   N = Neutral   DA = Disagree   SDA = Strongly Disagree

In Table 13, Respondents were asked about Do you think the friends made through social media are trustworthy? 34.8% of respondents responded Strongly Disagree, 25.8 % were neutral and 23.2% were Disagree.

Table 14

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SDA	6	3.0	3.1	3.1
	DA	16	8.0	8.2	11.3
	N	64	32.0	32.8	44.1
	A	93	46.5	47.7	91.8
	SA	16	8.0	8.2	100.0
	Total	195	97.5	100.0	
Missing	System	5	2.5		
Total		200	100.0		

SA = Strongly Agree A = Agree   N = Neutral   DA = Disagree   SDA = Strongly Disagree

In Table 14, following statement was asked Use of social media has any positive effects on your life? 47.7% of respondents respond in positive and 32.8% were neutral.

Table 15

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SDA	7	3.5	3.6	3.6
	DA	20	10.0	10.4	14.0
	N	63	31.5	32.6	46.6
	A	77	38.5	39.9	86.5
	SA	26	13.0	13.5	100.0
	Total	193	96.5	100.0	
Missing	System	7	3.5		
Total		200	100.0		

SA = Strongly Agree A = Agree   N = Neutral   DA = Disagree   SDA = Strongly Disagree

In Table 15, Respondents were asked about Do you think use of social networks effect your life negatively? 39.9% of respondents were Agree and 32.6% were neutral.

Table 16

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SDA	12	6.0	6.1	6.1
	DA	11	5.5	5.6	11.6
	N	20	10.0	10.1	21.7
	A	81	40.5	40.9	62.6
	SA	74	37.0	37.4	100.0
	Total	198	99.0	100.0	
Missing	System	2	1.0		
Total		200	100.0		

SA = Strongly Agree A = Agree   N = Neutral   DA = Disagree   SDA = Strongly Disagree

In Table 16, Respondents were questioned Use of social media during family gatherings destroys relative's affection. 40.9 % of respondents were Agree and 37.4% were Strongly Agree with this.

Table 17

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SDA	1	.5	.5	.5
	DA	17	8.5	8.8	9.3
	N	20	10.0	10.4	19.7
	A	90	45.0	46.6	66.3
	SA	65	32.5	33.7	100.0
	Total	193	96.5	100.0	
Missing	System	7	3.5		
Total		200	100.0		

SA = Strongly Agree A = Agree   N = Neutral   DA = Disagree   SDA = Strongly Disagree

In Table 17, Respondents were asked Social media decreases face to face communication. 46.6% of respondents were Agree and 33.7% were Strongly Agree.

Table 18

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SDA	9	4.5	4.6	4.6
	DA	22	11.0	11.3	16.0
	N	79	39.5	40.7	56.7
	A	43	21.5	22.2	78.9
	SA	41	20.5	21.1	100.0
	Total	194	97.0	100.0	
Missing	System	6	3.0		
Total		200	100.0		

SA = Strongly Agree A = Agree   N = Neutral   DA = Disagree   SDA = Strongly Disagree

In Table 18, Respondents replied for Social media is just a time pass.40.7% of respondents were Neutral, 22.2% were Agree and 21.1 % were Strongly Agree.

Table 19

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SDA	9	4.5	4.7	4.7
	DA	39	19.5	20.4	25.1
	N	71	35.5	37.2	62.3
	A	47	23.5	24.6	86.9
	SA	25	12.5	13.1	100.0
	Total	191	95.5	100.0	
Missing	System	9	4.5		
Total		200	100.0		

SA = Strongly Agree A = Agree   N = Neutral   DA = Disagree   SDA = Strongly Disagree

In above table 19 , respondents were asked about Use of social media is waste of time. 27.2% of respondents were Neutral, 24.6% were Agree and 20.4 were Disagree.

Table 20

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SDA	23	11.5	11.9	11.9
	DA	32	16.0	16.5	28.4
	N	62	31.0	32.0	60.3

	A	56	28.0	28.9	89.2
	SA	21	10.5	10.8	100.0
	Total	194	97.0	100.0	
Missing	System	6	3.0		
Total		200	100.0		

SA = Strongly Agree A = Agree   N = Neutral   DA = Disagree   SDA = Strongly Disagree

In Table 20 , respondents were asked about Use of social media provides you privacy. 32.0% of respondents were Neutral, 28.9% were Agree, 16.5% were Disagree and 11.9% were Strongly Disagree.

Table 21

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SDA	4	2.0	2.0	2.0
	DA	13	6.5	6.6	8.7
	N	24	12.0	12.2	20.9
	A	82	41.0	41.8	62.8
	SA	73	36.5	37.2	100.0
	Total	196	98.0	100.0	
Missing	System	4	2.0		
Total		200	100.0		

SA = Strongly Agree A = Agree   N = Neutral   DA = Disagree   SDA = Strongly Disagree

In Table 21, Question was asked about Do you use Social media to be connected with family members and friends? 41.8% of respondents were Agree and 37.2% were Strongly Agree.

Table 22

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SDA	4	2.0	2.0	2.0
	DA	5	2.5	2.6	4.6
	N	27	13.5	13.8	18.4
	A	48	24.0	24.5	42.9
	SA	112	56.0	57.1	100.0
	Total	196	98.0	100.0	
Missing	System	4	2.0		
Total		200	100.0		

SA = Strongly Agree A = Agree   N = Neutral   DA = Disagree   SDA = Strongly Disagree

In Table 22, Respondents were asked about Use of social media causes lesser physical activity.57.1% of respondents were Strongly Agree , 24.5% were Agree and 13.8% were Neutral.

Table 23

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SDA	5	2.5	2.5	2.5
	DA	3	1.5	1.5	4.1
	N	22	11.0	11.2	15.2
	A	124	62.0	62.9	78.2

		Frequency	Percent	Valid Percent	Cumulative Percent
	SA	43	21.5	21.8	100.0
	Total	197	98.5	100.0	
Missing	System	3	1.5		
Total		200	100.0		

SA = Strongly Agree A = Agree   N = Neutral   DA = Disagree   SDA = Strongly Disagree

In Table 23, Respondents Do you think using some kind of social networking is essential for today's life? 62.9% of respondents were Agree , 21.8% were Strongly Agree and 11.2% were Neutral.

Table 24

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SDA	9	4.5	4.6	4.6
	DA	22	11.0	11.3	16.0
	N	37	18.5	19.1	35.1
	A	84	42.0	43.3	78.4
	SA	42	21.0	21.6	100.0
	Total	194	97.0	100.0	
Missing	System	6	3.0		
Total		200	100.0		

SA = Strongly Agree A = Agree   N = Neutral   DA = Disagree   SDA = Strongly Disagree

In Table 24, Respondents were asked Do you use social media for political information? 43.3% of respondents responded Agree, 21.6% were Strongly Agree and 19.1% were Neutral.

Table 25

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SDA	20	10.0	10.5	10.5
	DA	30	15.0	15.8	26.3
	N	53	26.5	27.9	54.2
	A	64	32.0	33.7	87.9
	SA	23	11.5	12.1	100.0
	Total	190	95.0	100.0	
Missing	System	10	5.0		
Total		200	100.0		

SA = Strongly Agree A = Agree   N = Neutral   DA = Disagree   SDA = Strongly Disagree

In Table 25, Question was asked about Do you like to discuss political issues with others? 33.7% of respondents were Agree, 27.9% were Neutral and 15.8% were Disagree.

Table 26

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SDA	15	7.5	7.6	7.6
	DA	26	13.0	13.2	20.8
	N	84	42.0	42.6	63.5
	A	52	26.0	26.4	89.8
	SA	20	10.0	10.2	100.0
	Total	197	98.5	100.0	
Missing	System	3	1.5		
Total		200	100.0		

SA = Strongly Agree A = Agree   N = Neutral   DA = Disagree   SDA = Strongly Disagree

In Table 26, Respondents were asked about Do you think your medium for political information is satisfying your needs? 42.6% of respondents were Neutral, 26.4% were Agree and 13.2% were Disagree.

Table 27

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SDA	14	7.0	7.1	7.1
	DA	21	10.5	10.7	17.8
	N	71	35.5	36.0	53.8
	A	63	31.5	32.0	85.8
	SA	28	14.0	14.2	100.0
	Total	197	98.5	100.0	
Missing	System	3	1.5		
Total		200	100.0		

SA = Strongly Agree A = Agree   N = Neutral   DA = Disagree   SDA = Strongly Disagree

In Table 27, Question was asked about Is social media promoting democratic culture? 36.0% of respondents were Neutral, 32.0% were Agree and 14.2% were Strongly Agree.

Discussion and Analysis

In this study, bend of mind of youth of rural and urban has been analyzed. How it affects youth rather conventional media. Here we examined the direct effects on their educational activities, social behaviors and political awareness.

This study was based on effects of social media on youth in Punjab, Pakistan which included respondents were between age group of 16 to 26 youth. Social media, now a days has empowered the youth in every way as compared to the stereo type typical routine remote media.

With the evolution of information technology social media has come easily accessible in rural and urban areas. Punjab is the largest populated province having many resources it is selected as the area of study. In this recent census, it is seen that most of the population consists of youth. Due to increase in literacy rate and easy access to social media youth is trending to use social media.

As the aim of the study was to analyze the role of social media on educational learning and to find out how it involves participation of youth, it has been observed that preference to use which social media kind for educational activities. YouTube according is mostly used by them for educational purpose rather than other social media including Facebook. Only 33.5% respondents agreed that usage of social media helps fulfilled their educational needs. Moreover 25.9% strongly agree about usage of social media to be helpful in positive way. So according to youths Youtube is the most trusted which is used and agreed in positively by youth. According to the graph most of the youth examined was aged 22 Years. Which showed that population of Punjab consist on youth having much resources to avail and access to social media. The above result showed that people of urban areas were more participatory in social media or they may have quick access to this facility. Youth between intermediate and graduation period was seen more involved and attracted to this magnetic power. Duration of Social media usage was 1-3 hours commonly observed but 3-5 is also not ignorable. It clearly indicated that inclination of users on social media is higher. Youths have therefore positively responded about social media being useful for educational activities and also about keeping themselves updated about what is going around the world. Very negligible percent of the respondents have expressed the strong disagreement towards the effect and usefulness of social media.

On the other hand, for youth social media is helpful for information sharing with colleagues or fellows. Moreover it creates a large friend circle both in virtual world make friendship in real world active. Although it has become a huge platform of socializing, there exists doubt regarding friends in social media to be genuine. Almost half of the respondents have claimed the

use of social media to have a positive impact on life rather than the respondent less than half in the study has mentioned about social media to have affected in generating negativity in their life. Interesting it is also noticed that most of the respondents have agreed to the fact that usage of social media during social gathering destroys the affection among relatives. This study has also found that according to youths, usage of social media has led the declined face to face communication. On one hand when social has made brought everything nearer in convenience to time and distance. Similarly, this has generated gap among people and faded the real zeal of relations which were more in the bygone days. Youths to some extend also consider social media to be a way of passing time. A belief of disrupting privacy also exists among youths using social media. It is also highlighted that social media usage has lessen the physical activity among youths. But it is commonly agreed among youths that usage of social media is essential in today's world. In terms of political information, they use of social media for political information. Large numbers of respondents agree that they like to discuss political issues with other over social media This study aimed to examine the extent of social media usage in Punjab and its impact on educational learning, social behavior, and political awareness among young people. A survey-based approach was used, and data was collected through questionnaires. The findings of this study suggest that young people in Punjab are highly inclined towards social media, and it has a significant influence on their educational activities, social behavior, and political engagement. However, it has also widened the gap in relationships by enabling easy access to connectivity and networking across the globe.

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