

Political Influences of Social Media on Public in Punjab, Pakistan

SYED MUHAMMAD FAROOQ SHAH GILLANI

PhD scholar, Department of Media Studies
The Islamia University of Bahawalpur, Pakistan
Email: farooq296@iub.edu.pk

Dr. ABDUL WAJID KHAN

Professor, Department of Media Studies
The Islamia University of Bahawalpur, Pakistan.
Email: dr.abdulwajid@yahoo.com

Abstract

World is erratically switching into new type of media, that is social media, in this technical age of the world and advancement in technology every field of life is becoming digital, social media is cheap and easy access system of media that is having the different attributes and features to apprehensible its users, in this modern world different organizations used it to acquire their aims like as trade, business, products advertisement, culture promotion, educational, medical and health awareness so on. Research objectives were to identify the social media is most powerful tool to change political behavior among all media forms and political parties got fame due to social media, social media change the political behavior of political parties and social media is a tool to raise their voice beside their supportive political party, Study Emphasize the effects of social media on political affiliation in Punjab Pakistan, survey based study was carried, population of study area was all districts of Punjab and none-random sampling techniques was used, 927 participants was selected without gender discrimination from Punjab, five point likert scale tool used to data collection and Descriptive Analyses was used to interpretation and analysis of collected data. The findings of the study indicates that social media became the essential tool for political parties to attract the public, public also appreciable switched to use this new media in politics, political parties efficiently delivered their manifesto, projects and attractive planning to serve the public.

Keywords: Social Media, Political Parties, Public Affiliation, DAM, China Pakistan Economic Corridor.

Introduction

This study observed that how social media became essential for political parties and all parties awfully utilized it to achieved their aim, public switched from print and electronic media into digital and social media, Social media have different features like audio, video communicate, texting, post the information in images, audio, video in a packet form. Social media network site is an online location where public can communicate each other's about news, information, knowledge, entertainment that depended on their own selection and preference.

Andres and HaenLein (2010) defines social media is a large application on internet based and build on the philosophical and technology base foundation that allows the design and argument of user created literature. American life project define social media has diverse the impact in different aspects on USA life style, this project covers many areas of life that areas are here officially by government, demographics, online polls, government policies, health and education system, news, views and events, online assessment. Shresthalucky (2013) social media connect the people where they post, share, and information deliver create ideas in effective groups and networks. US Psychologist Alison Doyle she defines Social media is technology depend on internet and equipment that provides facility to communicate the public and practice

of social media to share news, information, images, audio and video. Bradley and McDonald (2011) elaborate that Social media is a predictable for the number of people of different field of life. His prediction is not guarantee of achievement, several groups fail in social-media efforts because they do not carry their goods that set Social Media separately and carry about its exclusive worth.

Significance of the Study

This study is beneficial for all political parties in Pakistan to enhance interest of their voter and also guide to utilize social media campaign is better way and support to enhance voters behavior tend to caste the vote, study is also significant for political parties and public about right practice of social media and ethically promote the social media groups, study also suggest some measure, merits for effective usage of social media in politics , study also create awareness about public and politicians that how social media used as a tool to inherent and how political parties attract the voter, public connect on social media and support them in limits follow the social standards, study also explore the deficiencies of political groups and social media usage among public and politicians study also create merits and demerits of social media for public and political parties, study also support democratic system in Pakistan.

Objective of the Study

Objectives of the study were:

1. To evaluate that social media is cheapest form for political campaigns.
2. To analyze that the effects of social media on public and political behavior.
3. To evaluate that public is more interested in political issue due to utilizing of social media.
4. To analyze the effects of social media on voter's existing behavior about political parties.

Literature Review

Types of Social Media which were utilized for Politics in Pakistan

MySpace

Social media was started in US by social media work site MySpace, MySpace launched in august 2003 by Thomas Anderson and Chris Dewolfe after two years later News Corporation purchased in July 2005 from Tom Aderson and his partner. It was first entertainment network site that delivered music for public and promote pop culture, MySpace played crucial role in election campaign in US, It was 2008 fiscal year when Facebook over take MySpace in the Alexa rankings,

Facebook

Facebook is popular form of social media in Pakistan, Eldon, and Eric (2008) social networking service Facebook , Carlson, Nicholas (2010) they state that Mark Zuckerberg was found Facebook in February 2004 by with Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughesat Harvard University, His profile mentioned that Mark was a PC programmer and internet businessperson. His fame is co-founders of the Facebook, Due to sympathetic feedback from pupils at colleges and universities it was decided that on the basic age social media users to registration minimum age must 13 years or above.

YouTube

YouTube founded by two companions Chad Hurley and Steve Chen in February 2005 Chad Hurley was co-founder and Chief Executive Officer of the YouTube. Steven Shih Chen poplar name (Steve Chen), He is

general co-founder and earlier Chief Technology Officer of the YouTube. In November 2006 YouTube was purchased by Google, it is basically entertainment channel for music. But also using for politicians.

Twitter

Evan Williams, Biz Stone and Jack Dorsey are founder of Twitter, Twitter is an influential communications network, Stone and Williams decided new company with Twitter as the flagship product, Jack Dorsey linked the team and initiated to develop new methods for operators.

Mark Johnson (2011) twitter is easy to use to spread the words, Twitter is best popular social network. 21st March in 2006 Jack sent the first tweet “just setting up my twit” public all over the world and many different fields and occupations are saying u can say in 140 characters today. There are 200 million users on twitter. 140 million tweets sent per day , in 2008 there were only eight employees of twitter.

WhatsApp

Whatsapp is an application that installed in android or smart phone as a messenger, it was formed in 2009 by two employees Jan Koum and Brian Acton. Karen Church and Rodrigo Spanish research scholar states in their study that cell phone texting application traditional SMS is in danger of losing its reign as an essential part of cell phone functions, Whatsapp facilitate to its users send real-time messages to individuals or group free of cost. Whatsapp is a application to facilitate communication in form of text, group chatting, pictures, audio and videos calling, Whatsapp location to trace each other’s and also Whatsapp status to send activity of the day via internet facility to use, Whatsapp in smart phone just internet facility is necessary ,the free of cost facility to its users Whatsapp got fame and Whatsapp is becoming addictive app to its users now a days due to Whatsapp status that show the activity of the day to their contacts, due to downloading application of Whatsapp, its users are on the peak of social media applications such as twitter ,Facebook 340 million users are on Whatsapp still now.

Influences of Social Media on Political Affiliations

Bernard Enjolras , Kari Steen-Johnsen, Dag Wollebaek (2013) this study examine that the utilized of social media influence input in offline expression, social media symbolize another organization along mainstream media, social media rally precise socio demographic sector, they elaborate that individuals are up to date and reinforced, Social media characterize different erection along typical media and reputable political and mutual society, history on Internet use and governmental contribution highlights that the Internet may have a varied effect on the adult and the young peoples, Digital technology accepted that social media are cell phone, sectional, flexible and regionalized. Other reason of political contribution founded a standardization influence rather than a enlistment effects may be for the reason that they were not capable to capture the time and exact nature of political participation.

Yosh Halberstam ,Brian Knight (2014) their study finds out that the people should have access to very excellence information from a various set of sources, Their explore strong evidence of inbreeding homophily within group relations that are unequal to group size. They also finds that members of superior cluster have more associations on a per-capita basis, that social network in common, and social media in particular may be a strength for growing dissimilarity in contact to information between mainstream and alternative groups and may also increase exposure to like-minded information for all groups.

Saifuddin Ahmed , KokiJaidka , Jaeho Cho (2016) study explore that twitter is a dominated tool for political communication among social media its role is economically cheap and effective to campaign for political politicians, study investigate about twitter’s use in political campaign during 2014 general election India, it was main tryout of consuming social media in political campaign, it was analyzed on computer manual on twitters sent by political parties during sixty days before election date, findings of study suggested that new and fresh parties to utilization of twitter for their raise and media endorsement but

recognized parties used it as a addition their detached policy, this study find out that it is observed that mostly the political parties are the electoral victory, all parties and politicians were attached with usage of twitter they catch the voters and attract the voters to their parties. Megan Fountain (2017) Social media effects turn to every field of life, social media usage in government has not had an effect but this research find out after their local elections result that social media really influence on politics, social media improved political participation it founded that numbers of republicans used social media in election, he said that social media has provide great possibilities for them in political participation. Study also describe that social media is organizer and useful specially for young generation in all aspect of society specially related to political issues but these effects are both sides can be positive and also negative impacts to its users these influences turnout the voting behavior but create awareness regarding caste the vote. Social media the reason that political campaigns have become more adapted by individuals, study experimental that there is nearly no modification among membership and social media and also education or revenue influenced by using social media, only the political party is important factor in voting behavior. Social media affects movements and how movements use social media by political parties. Study find out that social media will involve the future of political affairs as more public of all ages use social media and new technologies.

Research Procedure

Survey based study was conducted, population of study area was all districts of Punjab and none-random sampling techniques was used, 1000 peoples was selected without gender discrimination form all districts of Punjab, rate of return was 927 respondents response on fill up the questionnaire , Likert scale tool was apply after pilot testing data was collected, and SPSS was used to interpretation and analysis of collected data, Data analysis, summary, findings, conclusion, suggestion presented at the end of the study.

Results

As the study was survey based and data were collected from Punjab Pakistan. The researcher explained demographic characteristics of selected respondents including status, designation, qualification, gender, residence, and age. Furthermore, collected data were interpreted using Statistical Package for Social Sciences (SPSS).

Table 1 Demographics of Respondents

Variables	Frequency	Percentage
Status		
Employee	257	27.7
Non-Employee	670	72.3
Qualification		
Matric	68	7.3
F.A/F.Sc	248	26.8
B.A/B.Sc	280	30.2
M.A/M.Sc	185	20.0
MS/ M.Phil	115	12.4
PhD	31	3.3
Gender		
Male	565	60.9
Female	362	39.1
Residence		
Urban	581	62.7
Rural	346	37.3
Age		
15-25 Years	758	81.8
26-35 years	136	14.7
36-45 years	28	3.0
Above 45 years	5	.5

Above Table 1 shows the demographics of respondents. Demographics of respondents include Punjab Province to whom they belong as data was collected from 36 districts of Punjab Pakistan and 927 respondents response to data collection out of 1000 were sampled. Respondent's background rural or urban, gender male or female, qualification from Matric, Intermediate, Graduation, Master, M.Phil and PhD and residential area was rural and urban, age of the response 15-25 years to above 45 years.

Table 2 You are interested in political affairs in Pakistan

Option	Frequency	Percent
Yes	608	65.6
No	319	34.4
Total	927	100.0

The respondents of Social media users answered about interest in political affairs the majority show their interest and also graphically described their interest about politics that shows the majority users of social media 600 plus out of 927 users of social media taking interest about political issues and politics this is significance for social media effects on politics in Punjab Pakistan.

Table 3 Social Media was useful tool for General Election campaign in Pakistan

Option	Frequency	Percent
2008	76	8.2
2013	152	16.4
2018	699	75.4
Total	927	100.0

Social media was useful tool for general election campaign in Pakistan the majority respondents answered that in general Election 2018 was top of the priority to utilized for election campaign 75 percent respondents agreed that in election campaign 2018 social media was more effective rather than previous election in Pakistan.

Table 4 Your favorite political party

Option	Frequency	Percent
PPP	57	6.1
PTI	460	49.6
PML-N	224	24.2
PMLQ	32	3.5
Jamat-e- Islami	24	2.6
JUI	20	2.2
Any other political party	110	11.9
Total	927	100.0

Respondents show their favorite political party as a Pakistan Tehrik e Insaf 460 respondents and second one was Pakistan Muslim League Noon were 224 respondents showed their favorite political party in Punjab this finding show the public affiliation is with Pakistan Tehrik e Insaf; graphically description is below the graph in percentage.

Table 5 Which Political party attracts the voters on political slogans by using Social Media.

Option	Frequency	Percent
PPP	117	12.6
PTI	633	68.3
PML-N	134	14.5
PMLQ	20	2.2
Jamat E Islami	23	2.5
Total	927	100.0

Political parties attract the voters in election campaign on social media by utilizing political slogan in this matter Pakistan Tehrik e Insaf created slogan that was much liked and attract the people on social media at second one attractive political slogan was Pakistan Muslim League Noon and third one was Pakistan People’s Party slogan was famous among peoples at Punjab. Graphically description given below.

Table 6 Your favorite form of Social Media for political awareness

Option	Frequency	Percent
Facebook	387	41.7
WhatsApp	183	19.7
Twitter	195	21.0
YouTube	110	11.9
My Space	9	1.0
Any other form of Social Media	43	4.6
Total	927	100.0

Respondent’s Favorite form of social media was Facebook which show 42 percent response and second form was selected as a favorite that was twitter 21 percent and third one was WhatsApp 20 percent social media select it as a favorite number four was YouTube , 7 percent users were others form of social media in Punjab but only one percent users were select MySpace as favorite social media form that shows MySpace was not utilized by public and political parties as a political campaign tool. Furthermore graphically description is given below.

Table 7 Which contents of Social Media is important for you?

Option	Frequency	Percent
Political Images	79	8.5
Political news	357	38.5
Politicians mimic	56	6.0
Political criticism	111	12.0
Facts and figures related to government plans	299	32.3
Other Please Mention	25	2.7
Total	927	100.0

Respondent’s response about important contents of social media they selected political news, facts and figures related government plans for public as important contents of social media, criticism on politics was also important for public and political parties. Graphically description also given below.

Table 8 You are using Social Media to discuss political matters through

Option	Frequency	Percent
Political Discussion	178	19.2
Commenting on post	236	25.5
Video clips	157	16.9
Political Facts and Figures	202	21.8
Political leader's speech/tweets	154	16.6
Total	927	100.0

Respondent's response about political matters discussion in different form but mostly share political facts and figures and share their knowledge on commenting political post, discuss political issues on social media and updates each other's about political matters , graphically description also mentioned below this.

Table 9 You mostly annoyed by items on social media

Option	Frequency	Percent
Fake Political news	244	26.3
Fake facts and figures	279	30.1
Defamation of politician	84	9.1
Unethical links	164	17.7
Irrelevant criticism on democracy	125	13.5
Fakes political groups	31	3.3
Total	927	100.0

Respondent's response mostly annoyed items on social media they faced were fake political news and fake facts and figures about political parties but some respondents also said that unethical links and irrelevant criticism on politics also remain activities on social media that's create hatred among public and political affiliation graphically description furthermore given below this.

Table 10 Respondents about effectiveness of social media in political affiliation

Item No.	Statement	Option	SA	A	UND	DA	SDA	M	SD
1	Social media creates unrest situation among political parties.	<i>f</i>	241	429	156	74	27	3.84	.993
		%	26.0	46.3	16.8	8.0	2.9		
2	Social media promotes unethical pictures, videos clips and fake news regarding political parties.	<i>f</i>	312	343	163	72	37	3.89	1.082
		%	33.7	37.0	17.6	7.8	4.0		
3	Fake and anti-political post and links on social media create hatred among peoples of different parties.	<i>f</i>	299	439	105	57	27	4.00	.972
		%	32.3	47.4	11.3	6.1	2.9		
4	Social media change the pre-existing political views of peoples.	<i>f</i>	213	443	161	79	31	3.79	1.000
		%	23.0	47.8	17.4	8.5	3.3		
5	Social media is playing key role to create political awareness among people.	<i>f</i>	246	432	141	76	32	3.85	1.017
		%	26.5	46.6	15.2	8.2	3.5		

Respondents about Effectiveness of Social Media in Political attachment, social media was unusual tool utilized by political parties social media changed the existing situation in Pakistan, the role of social media was crucial in election 2018 , social media change preexisting political views regarding politics, social

media bring the change in Pakistan political situation old and popular parties push back them due to social media by PTI, Pakistan Tehrik e Insaf got fame and create unrest situations for others parties in this situation also some others factors was involved like as fake anti-political post, fake facts and figures hatred speech on social media, unethical post shared by public and parties against their opponents there are many factors are involved, social media is a great facilitator for political parties to spread information and propaganda against their opponents, social media became essential part of politics now a day's social media create its significance by their features and advanced application that facilitate the communication, social media replacing the electronic media, one main reason is censorship of media content and media ethics that are not applicable on social media but others all form of media follows the media,

Table 11 Respondents about DAM Formulation and Water Scarcity

Item No.	Statement	Option	SA	A	UND	DA	SDA	M	SD
6	Social media played essential role to create awareness about formulation DAM in Pakistan.	<i>f</i>	270	404	146	62	45	3.85	1.065
		%	29.1	43.6	15.7	6.7	4.9		
7	Social media is useful tool to raise the funding for formulation of DAM in Pakistan.	<i>f</i>	230	428	154	83	32	3.80	1.022
		%	24.8	46.2	16.6	9.0	3.5		
8	DAM funding campaign raised through social media by government.	<i>f</i>	271	389	163	65	39	3.85	1.052
		%	29.2	42.0	17.6	7.0	4.2		
9	Government highlights the importance of Dam development in Pakistan through social media.	<i>f</i>	267	381	176	72	31	3.84	1.032
		%	28.8	41.1	19.0	7.8	3.3		

Respondents about DAM Formulation and Water Scarcity, the statements find out positive response from social media users about DAM formulation and water scarcity in Pakistan, the social media users response positively and agreed that social media played essential role to create awareness about dam formulation and waters scarcity situation in Pakistan, Pakistan Tehrik e Insaf utilized effectively social media need of DAM and water scarcity situation in Pakistan PTI utilized most effective social media for DAM funding campaign and create awareness, at initial stage Pakistan Tehrik e Insaf Objuration to the government of Pakistan, they entirely focused on need of DAM formulation and water scarcity in Pakistan, public positively response and funded the construction of DAM in Pakistan, different organization funded well that's show the patriotism in Pakistani nation over all Pakistan Tehrik e Insaf government started effectively use of social media about DAM formulation and create water scarcity in Pakistan.

Table 12 Respondents about China-Pakistan Economic Corridor

Item No.	Statement	Option	SA	A	UND	DA	SDA	M	SD
13	Social media draw the attention of world into China Pakistan economic corridor for promoting international trade and marketing value.	<i>f</i>	234	409	166	177	41	3.77	1.055
		%	25.2	44.1	17.9	8.3	4.4		
14	Social media creates awareness about China Pakistan economic Corridor Project.	<i>f</i>	256	411	171	63	26	3.87	.985
		%	27.6	44.3	18.4	6.8	2.8		

Respondents about China-Pakistan Economic Corridor, the statements about CPEC, social media played essential role to draw the attention of world to CPEC promotion and reimbursement regarding international trade and marketing for Pakistan and China, social media played important role to spread the benefits,

government project the social media about CPEC is beneficial for Pakistan and overall the world, and also clear the misinformation and negative propaganda about CPEC and agreements between china and Pakistan on CPEC.

Discussion

Social media is set of internet base application and utilizing in Pakistan with increasing rate, with the passage of time there are many form of social media introducing like as MySpace, Facebook, Twitter, YouTube, Whatsapp social media utilizing in politics of Pakistan, The Effectiveness of Social Media in Political attachment, social media was unique tool which utilized by political campaign, social media played essential role in election 2018 Pakistan, Social Media change preexisting political views about political parties, social media bring the change in Pakistan political situation, old and popular parties pushed back due to social media by PTI, Pakistan Tehrik e Insaf got fame and create unrest situations for others parties in this situation also some others factors was involved like as fake anti-political post, fake facts and figures, hatred speech on social media, unethical post shared by public and parties against their opponents, there are many factors involve, social media is a great facilitator for political parties to disseminate information and propagated against their opponents, social media became essential part of politics, social media create its significance by their features and advanced application that is supportive for communication, social media replacing the electronic media one major reason is censorship of media contents and media ethics which is not applicable on social media, all form of media follows the media ethics, PTI take advantage of censorship and utilize social media against their opponents other parties were not aware about the influences of social media that's why PTI fully supported by social media and achieved their aims by utilizing social media, survey based this study find out that most active and effective party was PTI on social media and got popularity through social media, behind this all findings there were many factor was involve, Fake and anti-political post and links on social media create hatred among people of different parties, response was 4 by 4 means score which cleared that social media was using negatively by its users and creating hatred among all political parties, the factor also was involve that Social media promotes unethical pictures, videos clips and fake news regarding political parties, this statement got 3.89 mean score that's showing social media using negatively, Social media is efficient tool to its users and political parties, social media still effective in politics.

DAM Formulation and Water Scarcity, response remain positive from public, social media played essential role to create awareness about need of DAM and waters scarcity in Pakistan, PTI government utilized it for DAM funding campaign, Pakistan Tehrik e Insaf objection to the government of Pakistan they entirely focused on DAM formulation and water scarcity in Pakistan, public positively response and funded well for the construction of DAM in Pakistan, Pakistan Tehrik e Insaf government started effectively use of social media about awareness of DAM formulation and water scarcity in Pakistan. China-Pakistan Economic Corridor, Social Media played essential role to draw the attention of world to CPEC project's reimbursement regarding international trade and world marketing for Pakistan and China, Social Media play significant role to elaborate the benefits for Pakistan, social media defended and clarify to world about the real projection and objectives of CPEC, social media clear the misinformation and negative propaganda about agreement on CPEC between China and Pakistan.

Conclusion

Finally it is concluded that social media is effective and essential for public and political parties in Pakistan, social media is compelling supportive tool to project the government plans and services for public, social media also a great facilitator to criticize on government projects and highlights deficiencies of government projects and planning, its works as a mediator form both side public and government just like a bridging the gap, social media is need of time in this modern era and technical age of the world.

References

- Ahmed, S., Jaidka, K., & Cho, J. (2016). The 2014 Indian elections on Twitter: A comparison of campaign strategies of political parties. *Telematics and Informatics*, 33(4), 1071-1087.
- Alexa, S. (2008). *Facebook overtakes myspace*. USA. Retrieved from <https://techcrunch.com/2008/06/12/facebook-no-longer-the-second-largest-social-network/>.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59-68.
- Baumgartner, J. C., & Morris, J. S. (2010). MyFaceTube politics: Social networking web sites and political engagement of young adults. *Social Science Computer Review*, 28(1), 24-44.
- Baxter, G., & Marcella, R. (2012). Does Scotland 'like' this? Social media use by political parties and candidates in Scotland during the 2010 UK general election campaign. *Libri*, 62(2), 109-124.
- Bradley, A. J., & McDonald, M. P. (2011). *The social organization: How to use social media to tap the collective genius of your customers and employees*. New York: Harvard Business Press.
- Chmielewski, D. C., & Sarno, D. (2009). How MySpace fell off the pace. *Los Angeles Times*, 17.
- Corporation, N. (2011). *NewsCorp.com*. USA. Retrieved from <https://newsCorp.com/2012/06/28/news-corporation-announces-intent-to-pursue-separation-of-businesses-to-enhance-strategic-alignment-and-increase-operational-flexibility/>.
- Emily, S. (2011). MySpace owners Timberlake, specific media shrink redesign party. *The Wall Street Journal*, 4(1), 201-215.
- Emma B, (2010). *Did AOL squander its chances with Bebo*. London: The Daily Telegraph.
- Fountain, M. (2017). *Social media and its effects in politics: the factors that influence social media use for political news and social media use influencing political participation* (Doctoral dissertation). The Ohio State University.
- Hampton, K. N., Sessions, L. F., & Her, E. J. (2011). Core networks, social isolation, and new media: How Internet and mobile phone use is related to network size and diversity. *Information, Communication & Society*, 14(1), 130-155.
- Khan, A. W., Adnan, M., Gilani, M. F., & Tariq, M. (2015). Social media and youth a study of uses and impacts. *International Journal in IT & Engineering*, 3(1), 58-82.
- Kushin, M. J., & Yamamoto, M. (2013). Did social media really matter? College students' use of online media and political decision making in the 2008 election. In *New Media, Campaigning and the 2008 Facebook Election* (pp. 63-86). New York: Routledge Publications.
- Lacter, M. (2006). My Space is not their space anymore. Retrieved 10 May, 2016 from http://www.laobserved.com/biz/2006/08/my_space_is_not_thei.php.
- Merriam Encyclopedia. (2001). *Definition of youth*. UK: Britannica Company. Retrieved from <http://www.merriam-webster.com/dictionary/youth>.
- Probert, D., & Graham, A., (2008). *Advance media studies*. UK: Philip Allan.
- Seattlepi, R. (2006). *Suit over sale of MySpace dismissed*. California. Retrieved from <https://www.cbsnews.com/news/30m-lawsuit-against-myspace-is-dismissed/#:~:text=The%202430%20million%20lawsuit%20accused,not%20yet%20gone%20to%20trial>.
- Shabir, G., Hameed, Y. M. Y., Safdar, G., & Gilani, S. M. F. S. (2014). The impact of social media on youth: A case study of Bahawalpur City. *Asian Journal of Social Sciences & Humanities*, 3(4), 132-151.
- Shresthalucky, R. (2013). *Role of social media to build youth capacity*. USA: Social Media Youth.
- Steel, E. (2011). MySpace owners Timberlake, specific media shrink redesign party. *The Wall Street Journal*, 4, 190-200.
- Sutter, D. J. (2010). *Praise for MySpace's new look – but that logo?* UK: CNN. Retrieved from <http://edition.cnn.com/2010/TECH/web/10/27/myspace.revamp/index.html>.
- Tufekci, Z., & Wilson, C. (2012). Social media and the decision to participate in political protest: Observations from Tahrir Square. *Journal of Communication*, 62(2), 363-379.

- Vitak, J., Zube, P., Smock, A., Carr, C. T., Ellison, N., & Lampe, C. (2011). It's complicated: Facebook users' political participation in the 2008 election. *Cyber Psychology, Behavior, and Social Networking*, 14(3), 107-114.
- Young Academic. (2011). *The death of myspace*. USA. Retrieved from <https://www.theatlantic.com/technology/archive/2011/01/the-rise-and-fall-of-myspace/69444/>.
- Zhang, W., Johnson, T. J., Seltzer, T., & Bichard, S. L. (2010). The revolution will be networked: The influence of social networking sites on political attitudes and behavior. *Social Science Computer Review*, 28(1), 75-92.

