Role of Social Media in Democratization in Pakistan: An Analysis of Political Awareness, Efficacy and Participation in Youth

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Abstract

The emergence of social media has changed the way of political communication. Now it has become very common to participate in online political activities through liking, uploading, commenting and sharing political content as well as following politicians on facebook and twitter. This study aimed to analyze the role of social media in democratization in Pakistan .The primary objective of the study was to explore the consumption patterns of social media in youth for strengthening democratization and to analyze the role of social media in creating political awareness in youth .Moreover, this study observed the role of social media for constructing political efficacy and political participation working under uses and gratification, Media richness and social engagement theories. In order to answer the underlying questions, data of the study was collected through Quantitative (Survey) method. The study concluded that the usage of social media is creating political awareness, builds political efficacy and increasing political participation in youth. In addition, Facebook and twitter are providing information regarding voting and electoral procedures to youth and they are actively participating on social media for sharing political content with their friends and social circle. Furthermore, research findings evidently supported that social media use by youth is strengthening democratization in Pakistan.

Keywords: *Social Media, Democratization, Political Awareness, Political Efficacy, Political Participation, Youth.*

Introduction

Mass media provide a lot of information, entertainment and education to a society and perform its responsibilities as a fourth pillar of society. It is always considered as an important and powerful tool to influence public and it works as a significant mean of communication (Ahmed, 2010). There is, no doubt, all the forms of mass media i.e. Radio, Newspapers, Magazines, and Television have a great and commanding effects which gain the attention of people (Riaz, 2010). Today most of the people are using new media, watching TV and read different happenings of the world through newspaper (Ahmed, 2010). In the age of technology mass media also utilize the modern innovations. Internet has become a biggest tool of

communication in 20th century and it was used by the large number of world population. Several digital technologies and its features assist and enhance the democratization process (Spinner, 2012). Social Media also provide an outlet to increase support for democracy and engage people for politics (Placek, 2016).Moreover, now Social Media is providing new ways for the dissemination of information from all around the world (Stieglitz, Brockmann, & Xuan, 2012).

Digital media is considered as the crucial and necessary element for political communication (Jungherr, Schoen & Jürgens, 2015). It has been seen that after the emergence of social media, political awareness among the people is spreading vastly. Facebook and Twitter are the most famous social media apps among the people especially for youth. The Young generation get political awareness from their Facebook and Twitter accounts. Social Media have created new ways for political participation (Abdulrauf, 2016; Abdu, Mohamad, & Muda, 2017; Bimber & Copeland, 2011).

Social Media and Democratization

Democratization is a process of political ongoing system in which representatives of country work for the betterment of its citizens. It is the process in which government is selected by the people (Beetham, 2004). Democratic system is based on political arrangement, institutions, law, political parties and electoral process, to fulfill the requirement of general public (Dahlgren, 2000).

After the 20th century world political system moved towards the democratization and they realize the true value of democratic states. The internet technology has a wider effect on authoritarian regimes and worldwide democratization (Michaelsen, 2011). Social media sites not only empower the general citizen but also Politicians. Nowadays, social media is providing a new dimension for political leaders to communicate with their citizens. It is crucial to examine the relationship between social media and democracy because democracy is a trending system of the world (Jha & Kodila-Tedika, 2019).

Facebook, Twitter and Democratization

Today Modern communication technology has also changes the way of socializing and seeking information. Social media arrangement provides unrestricted access to information and proper chances for participation (Loader & Mercea 2011; Shirky 2008, p.20-21). Facebook is the second most accessible social networking site on internet its total users are 43.3 % percent from all around the world (Fuchs, 2012). Many Studies reported that twitter works as a tool to promote democratization in the democratic states of the world. Case studies of Norway (Enli & Skogerbø, 2013), Australia (Grant ,Moon & Grant, 2010) & United States (Golbeck et al., 2010) observed that social media platform especially Twitter has been used as for democratic ongoing process as well as Politicians used it for sharing political information among their voters.

Social Media and Political Awareness

Currently it is very important to get aware about all the happenings of the world. Moreover, it is necessary to get informed about all the political issues. Political awareness means, an individual observes politics and gets all the updates of the political system (Zaller 1992). It is considered as a process which passes the political ongoing happenings among the people who politically involve and a part of particular political system. Political awareness has different varieties of cognitive information. However, Social media is such a platform which is used by the wide audiences and increases the possibility to observe the web 2.0 for political perspectives (Ceron, Curini, Iacus & Porro, 2014). This platform is important to discuss politics among voters in both developed and developing countries (Bialik & Matsa, 2017). Nowadays social media political content is mostly generated by the users rather than by the media journalists (Bode, 2016).

Facebook, Twitter and Youth's Political Awareness

There are many social media Apps but people mostly used Facebook and Twitter because these two platforms provide variety of information and allow its users to discuss all the world happenings. 72 % of the internet users are actively using social networks such as there are 800 million users of Facebook which are 12% of world population and 140 million twitter active users (Ceron, Curini, Iacus & Porro, 2013). Different political candidates engage with electorates through Facebook. Likewise, government institutions also utilize Twitter as communication tool to circulate political awareness among their followers (Bekafigo & McBride, 2013).Facebook allow users to get awareness about political campaigns, political meetings and political content for sharing with their friend and family. Usage of social media for political awareness in Pakistan is increasing day by day especially among the youth. Facebook users in Pakistan are 15.1% of its entire population (Napoleon Cat).As per Stat Counter global stats there are 92.05% Facebook users and 3.64% twitter users in Pakistan. According to current statistics 3.5 billion people and almost 45% world population are using social media .While, Pakistan has 76.38 million internet users and 37million social media users in 2020. Amongst them, there are 36 million Facebook and 1.26 million use Twitter. Moreover, 41% users are between (18 and 24) years and 36% people are between 25 and 34-years-old (We are Social, 2019). The young generation of Pakistan is so active on social media they are also take part in different online political discussions to seek political awareness. However, today in the age of social media youth is more interactive, social and politically aware participants on Facebook and Twitter. Social media strengthened a public sphere.

Social Media and Political Efficacy

Every political system needs participation, information about government, strong beliefs, and knowledge about the political ongoing issues. The strong belief system of political setups and political activities lead towards the political socialization in various democratic countries. Political system has a large range of institutions which effects on Political efficacy (Mc Nair, 2011). It is based on the attitudes and perception of public about socio-political system of any state. In Political Efficacy ideology, perceptions and beliefs of public are examined by the government to observe their political understanding. According to (Eills, Gratschew, Pammett & Thlessen , 2006) the intellect of efficacy is built when citizens of the state feel they have good understanding about political issues and setup. Political efficacy is divided in to two types i) Internal Efficacy (People beliefs, perceptions, and knowledge about political issues and how people understand political discussions. ii) External Efficacy (how government shows reaction on political matters). Internal efficacy work and provide a base for external efficacy and in some conditions both works together (Chan, 2015; RK, 2015; Schulz, 2005). Social media engage their users for political internal and external efficacy. Moreover, Social media and its usage have strong relationship with political efficacy and participation (Stanley, 2017).It is observed that from last few decades' social media is a highly contributing platform in the field of politics in Pakistan.

Facebook, Twitter and Youth's Political Efficacy

Social media and its various platforms give an opportunity to their users to effortlessly communicate with each other (Doris, 2014). Now people are using Facebook and Twitter to construct the internal and external efficacy. Facebook and Twitter make strong Political beliefs and opinion of the users to take participation in different online political activities. Social media networks like Facebook and Twitter are the most influential forums for political efficacy it not only build the internal efficacy of people but also make them aware about the external efficacy through this they can be able to examine the role of government and political system to fulfill their political needs. People who have better internal efficacy they are more likely to involve in political activities as well as people who have good external efficacy are more involve in political participation because they know that government system are responsible to respond them (Pei, Pan & Skitmore, 2017). However, the young generation uses social media for political awareness and takes part in different political discussion in Pakistan.

Social Media and Political Participation

The term politics is not new and different for this world. Political participation means people get involve in different political happenings of the country as well as the world. In the political domain it is observed as an action to involve in various political activities which is related to the current political and government system. Election voting, membership of political parties, following   political leaders, information about political campaigns, rallies and processions are all the natures of political participation. Social media Apps interconnect the citizens with the rest of the world. They can share, like, comment on the political content on Facebook, Twitter and read political blogs through the social media. The advance means of communication not only change the daily conversation but also change the political discussion for the people. Today people from all around the world are using social media to discuss the world politics, political leaders and political ongoing events. Citizens move towards social media networks to get news (Bakshy, Messing, & Adamic, 2015; Lee & Ma, 2012; O'Connor, Balasubramanyan, Rutledge, & Smith, 2010).Besides mostly elected people are also using social media to communicate with people (Farina, Epstein, Heidt, & Newhart, 2013; Kavanaugh et al., 2012).

Facebook, Twitter and Youth's Political Participation

Digital technology has now changed the social interaction among people. Social media is primarily different medium of communication but some study showed that new and traditional media both transfer the information (Gerhards and Schafer, 2009) but social media is totally irreplaceable medium for information. Social media is considered as the biggest platform for Political activities. Today, there is no doubt that social media especially Facebook & Twitter has changed the way of voting and political campaigns. Moreover, Social media is a source which creates new advance opportunities for citizens to get involve in political participation (Kruikemeier, van Noort, Vliegenthart & de Vreese, 2013). Through the usage of social media political participation among the youth is increasing so enormously in the world. It generates possible prospects for youth to participate in Politics (Kruikmeier, van Noort, Vliegenthart, & de Vreese, 2013).

In the horizon of 21th century, communication builds an important platform for the discussion of modern world. Rapid and Immediate communication by social media connect people especially youth with rest of the world. This study intends to analyze the role of social media in creating political awareness, efficacy and Participation in youth of Pakistan. As per Pakistan Bureau of Statistics in Pakistan total population of youth is (60%) which is more than half of total population of Pakistan. Nowadays it is currently debatable that Facebook and Twitter engaging youth for political Participation (Papagiannidis & Manika, 2016). On existing literature (Bulovsky, 2018; Buchyn & Mushchenko, 2019; Ceron & Memoli, 2016) has shown that from last few years role of social media for Political awareness, efficacy and participation in youth need to be addressed properly under the umbrella of democratization So, the aspiration behind conducting this research is to examine the level and reasons for Participation on Facebook and Twitter for democratization and how they utilize these forums to discuss political issues.

Today, societies have become more social and connected with each other. The technological advancement connects people globally. The study focused on the use of social media, and its role in political awareness, efficacy and participation in youth. Social Media (Facebook and Twitter) have substituted the geographical distances with social interface. This study helps to understand the importance of social media in creating political awareness, political participation and political efficacy for the development of democratization in Pakistan. This study further examines the social media for political awareness among youth. How social media play its role in political participation (Level, reasons) in youth and how social media create its impact on youth for political efficacy. The study has observed a gap in literature which identify that social media in democratization and the level of participation of youth for political awareness, Efficacy and Participation is not identified. So, the crucial aim of the study is to fill the gap and observe the social media involvement among youth.

This study was motivated by the fact that all Pakistani youth have a right to access social media for political awareness, political participation and develop their political efficacy to generate a democratization in Pakistan. Social media is main source of information which connects youth to get political awareness. There is a gap about the role of social media in democratization in Pakistan. There are very limited research studies available on the role of social media in political awareness, efficacy and Participation in youth of Pakistan. Therefore, this study aimed to fill that gap by analyzing the role of social media in political involvement among youth of Pakistan.

The study is significantly important to use a quantitative methodology to analyze the process of democratization in Pakistan. Besides that, this study is worthy when it aims to provide a suitable direction to researchers for further exploration of social media in the field of democracy and its relations with youth. It also offers a direction not only to media experts, professionals but for media academicians and to suggest for the application of appropriate methods and strategies to examine the role of social Media in Pakistan for achieving meaningful purposes.

Objectives

- To explore the consumption patterns of Social Media among youth for strengthening democratization.
- To analyze the role of Social Media in strengthening democratization for creating Political Awareness among youth.
- To observe the role of Social Media in strengthening democratization for constructing Political Efficacy among youth.
- To investigate the role of Social Media in strengthening democratization for Political Participation among youth.

Research Questions

- Does the youth consume Social Media for getting political information, opinion building, and participation in political activities?
- Does the Social Media create Political Awareness (Voting Process, Information about Political Parties, leaders and activities) among youth for strengthening democratization?
- Does Social Media construct Political Efficacy (Opinion building , Beliefs, Awareness and decision making) among youth for strengthening democratization?
- Does the youth use Social Media for Political Participation (discussion, debates, like, share and comment on political pgaes and groups about politics, politicans, rallies, processions) to strengthen democratization?

Review of Literature

Social media also paved a new way for democratization process to fulfill the basic requirement of general citizens. It is a significant potential for democratization and political process (Kneuer, 2016). Auger (2013) critically investigated fostering democracy through social media and evaluated the usage of Twitter, Facebook and YouTube among the nonprofit advocacy organizations. It was found that social media used by the nonprofit organizations and they were ethically motivated people to their point of view. The study also found that Facebook, Twitter and You Tube were facilitated organizations for different purposes in two- way communication. Moreover, Abbott (2014) investigated the ICTs impact on social as well as politically generated issues and the role of social media in East Asia. The researcher was interested to observe the Internet political impact and new digital usage in political discussion. Study findings reveals that the internet itself doesn't support democratization process it does limit the authoritarian regimes, but now technology some extend empowers the citizens for political mobilization than ever before. However, Bulovsky (2018) inquire about social media and authoritarian communication along with relationship of

democracy and leaders' communication practices. This study purposefully examined the progressive and statistically connection between country's democracy and its leaders. The researcher was utilized the quantitative analysis of 144 world leaders Twitter accounts to observe their Tweets per day and percentage of their replies among other users. However, by conducting the qualitative (case studies) among the authoritarian leaders of Estonia, Russia and Turkey reveals lower quality and less set of Twitter accounts. The findings concluded this study that authoritarian leaders prefer uni-directional communication while democratic leaders prefer multi-directional communication among their Twitter followers.

Digital media advances a political engagement which contributes in a democratic society for proper democratic state. Carroll & Hackett (2006) investigated democratic media engagement examine by social movement theory. This study was observed the social movement theory in different American democracies. Moreover, the study was also checking the potential of media activism in providing innovative ways in social movements. Study results showed that media activism and democratic communication tools can fulfill the social democratic needs of society as well as social movements of society. Christensen & Groshek (2019) studied Political protest, new media and government control in autocracies and democracies during 1995 to 2012 .This Study was design to analyze the social networks as a tool in anti-government protests as well as in government control over political opposition. The result of the study revealed that in past political repression and protests higher range of mobile phones and internet were used. Moreover, Danju, Maasoglu & Maasoglu (2013) investigated the social networks for the transformation in democratic advocacy. Researcher conducted meta-analysis of electronic and published sources to examine the catalyst new networking sites available in North Africa as well as Middle East during 2011 unrest. Study findings pave the way to researcher to reach at this conclusion that new networking sites had promoted Arab uprising. Furthermore, new media like Wiki Leaks, YouTube, Facebook and Twitter need to support democracy in the Middle East. Moreover, LEMKE & CHALA (2016) observed Tweeting Democracy: Social media analysis for politics by using ethnographic content. Study results showed that Ethiopia utilized tweeter post while both countries used same proportion of Facebook for post sharing. Rao (2018) inquiries about Paradigm shift towards social media governance and democratic crises in this study. This study examined that how Narendra Modi cleverly used digital media for public relations. The study concluded that Modi's brand of "selfie nationalism" is increasing through urban-rural polarity. Moreover, Indian democracy is "delegative" rather than representative. Moreover, Spinner (2012) observed social media effects on democratization. The objective of the study was to identify that how people practice digital technologies for the purpose of political activities in an operative way. The results of the study revealed that Digital technology is a useful tool, but it has no affect any change in the democratic system.

These days, most of the people who are active users of social media are more aware about the political events like elections, voting, political leaders, political parties and world happenings of political issues. Andersen & Medaglia (2009) analyzed the Facebook usage for nationwide electoral promotions. Researcher observed the electoral movements of two Danish Parliament members who were applicant for the 2007 Parliament elections. The Researchers were found that people were already aware about the online activities to know about the political ongoing of applicants. Furthermore, Study findings reveal that Facebook was used by the people to take political information. Ali & Ali (2014) investigated the social networking sites for political debate during elections. Results indicated that young adults utilize digital media for party-political discussion as well as for political involvements. Moreover, Students used Facebook to get political awareness. Bekmagambetov et al (2018) studied Social media critical information and political trust and protest attitude of Kazakhstani students. Findings of the study showed that students used social media which leads more mistrust among political institutions. While, when student less used social media they get less misinformation about politics. Moreover, Bradshaw, Howard, Kollanyi & Neudert (2019) studied about Political updates as well as political information spreading through new media. Study findings concluded that 1:1 Ratio news was professionally prepared and shared by the users on Twitter for political information. Furthermore, it was found that majority accounts had shared a large amount of politically updated material throughout 2016 and 2018 elections of the United States.

Ceron, Curini, Iacus & Porro (2013) explored how social media improves political knowledge of citizens. This study was examine the Italian Political leader's popularity in 2011 and French Internet users' voting intension in 2012. Results of the study was showed that social media has an aptitude to declare electoral results. Likewise, Social media has predictive ability which strengthened the citizen's expression and opinion for politics. Cacciatore et al (2018) analyzed political knowledge by the consumption of new media. Researchers wanted to probe about social media use and political level of knowledge among American adults. Study findings were revealed that Usage of Facebook is interlinked with level of political knowledge. Gottfried, Hardy, Holbert, Winneg & Jamieson (2016) keenly examined Political conversation consumption and new media. Study was conducted through survey among young people of America throughout and later the 2012 presidential elections. In conclusion, it was observed that social networking sites (SNS) have increased the knowledge for political campaign as well as issues and facts of campaign.

Digital media is now utilizing the Internet technology to engage large range of people. Social media technology is work as an approach which allows users to think globally but act locally. Ahmad, Alvi & Ittefaq (2019) examined social media usage for political Involvement amongst young people. Basic purpose of this study was to analyze the online platforms for political events and its influence on political efficacy as well as offline political involvement in youth of Pakistan. Study was conducted by quantitative (survey) method. The findings of the study showed that students of Pakistan utilized new media for political knowledge as well as social media also build political efficacy of youth which lead them for real-participation.   Chan (2015) analyzed the social networking sites for democratization: Facebook usage to take participation in politics and constructs Efficacy. The findings of the study reveal that when Facebook users utilize it to express their opinion then it provides opportunity for political participation among other users. Chan & Guo (2013) probed about the role of political efficacy with Facebook: A comparative analysis among Chinese and American adults in this study. Conclusion disclosed that social networking sites assist the youth for political participation and it increases the civic participation to understand the political happenings.Moreover, Chan , Chen & Lee (2018) inquired about Social networking sites (SNS) role in Political Internal Efficacy. Findings of the study was significantly revealed that people in Political social networks based on cross-cutting and like-minded and they are more engage on social media for political news.Furthermore , political efficacy is interlinked with cross-cutting and like-minded Political social engagement.

Halpern, Valenzuela & Katz (2017) analyzed Social Media Influence on Politiacl Paticiapation through collective Internal Efficacy. This study examined the facebook and Twitter usage for Political sharing to engage in a political activities. The conclusion of the study was showed that Facebook and Twitter used for Political information sharing while Facebook has significant effects on collective and twitter has significant effects on internal nor collective efficacy among youth. Hoffmann, & Lutz (2019) investigated about Political Participation and Social media self-efficacy .Findings of the study was showed that citizens use social media for political participation. Likewise, male and educated people more likely used social media for political participation. Moreover, ICTs can provide a platform among citizens to expression their political thoughts (Rojas & Puig-i-Abril, 2009; Shah, Cho, Eveland & Kwak, 2005; Vaccari & Valeriani, 2018).

Social media has now become a part of daily life. Internet technology practice by the political elites creates for political participation (Esser & Pfetsch, 2004, p.14).Ahmad & Sheikh (2013) evaluated the new media and youth for political sharing. Study examined responses of young individual for participation in different activities regarding politics. Results showed that majority of the respondents used social media to participate in political activities. Likewise, many of the social networking sites Facebook is consider as the very common app amongst Pakistanis to discuss their political issues and it was persuading them to take participation in 2013 elections. Abdulrauf (2016) investigated about online political participation and cognitive engagement on Facebook and Twitter among Malaysian and Nigerian youth. The study findings express that political information and need of political knowledge rises the youth involvement in political participation. Bimber & Copeland (2011) examined Digital media and political participation in US in this study. The findings of the study was revealed that there is no constant and sustain political system in US in

the selected period of study. Besides that researchers originated that digital media contributes in political Sharing as well as building political beliefs of people. Choi, Lee & Metzgar (2017) analyzed the social media effects on news sharing and relationship between political participation and network heterogeneity in this study. Results identify that news sharing on new media directs heterogeneous online socializing that engage users for energetic news sharing.

Khan et al (2019) analyzed the new media intended for Political Participation : A comparison analysis of Malaysian and Pakistani young people. The purpose of the study was to witness the new media for political interest , political participation and policy satisfaction among the Paksitani and Malaysian youth. Conclusion showed that available political content on social media does not effect on Pakistani youth but they are participating in online political activities through social media. Yu & Oh (2018) analyzed social media (Facebook) expression for political participation. Study overall findings were reveals that Facebook was used for two types of non-political usage which gives in different political participation. Social media exposure for political related messages can increases the voting numbers (Bond et al., 2012; Jones, Bond, Bakshy, Eckles, Fowler, 2017).

Hypotheses of the Study

H1-Usage of Social Media is creating Political Awareness among youth.
H2-Usage of Social media builds Political Efficacy among youth.
H3-Political Participation of youth is increasing due to increasing usage of social media.
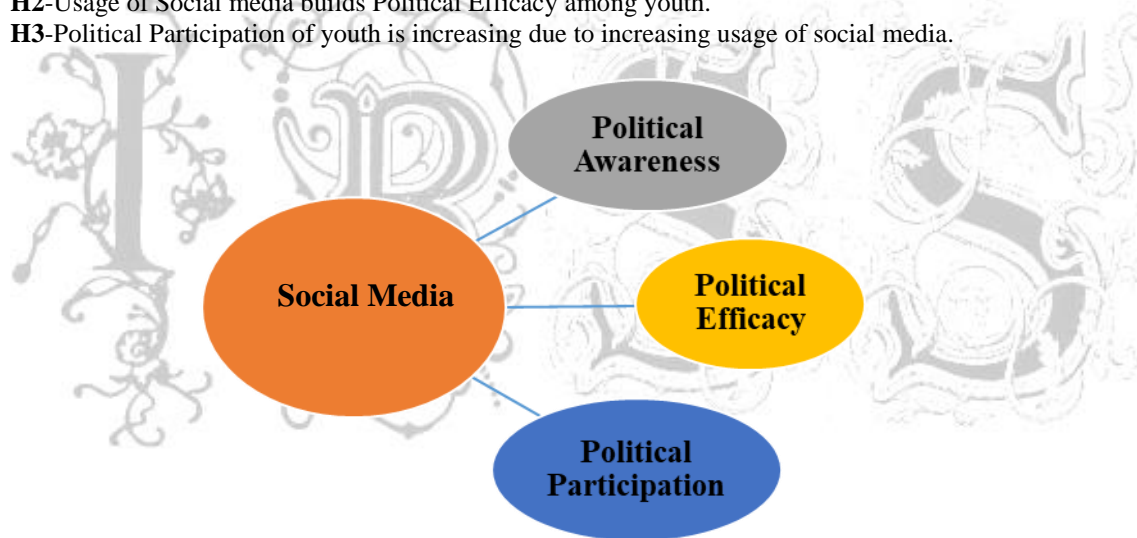

Figure 1. Hypotheses of the Study

Theoretical Framework

The study has utilized three theories to provide a systematic way to this study. Uses & gratification is a framework which is used in media researches to identify the mental desires of people to satisfy them (Blumbler & Katz, 1974: Blumler, 1979). This theory describe that people select media through which they get all information, knowledge according to their usage and then media gratify their needs. However, in the age of digital technology youth are more likely to practice specific new media platform to get political awareness which leads them towards political participation. The purpose behind this work is to analyze the role of social media for creating political awareness among youth for political participation as well as this study was purposive to observe the changes of efficacy in youth for Politics. Study has explored the Social media usage and its level of participation among youth. Social Media is used by the audience to fulfill their needs and get gratification (Froget , Baghestan & Asfaranjan , 2013; Hossain ,2019; Karimi ,

Khodabandelou , Ehsani & Ahmad, 2014 ; Kircaburun, Alhabash , Tosuntaş, & Griffiths, 2018 ; Nabi & Oliver , 2009 ;Ruggiero , 2000 ; Lineberry , 2012;Whiting & Williams , 2013).

Media Richness Theory proposed by Richard L Daft and Robert H Lengel in 1984 and 1987 refined by Daft, Lengel and Trevino in 1987. Media Richness explains that media can convey desirable information and the capability to convey information wants to detect whether the conveyed information will be consume in the period of uncertainty otherwise equivocality.

The study under this theoretical framework explains that social media can transmit useful information either the require information will be observed on the time of doubt or equivocality. Moreover, Social media has played its role to persuade the youth for political participation which develops their political efficacy. Study was also utilized the (Prahalad & Ramaswamy's, 2004) social media engagement theory which was developed on a model of co-creation. Both scholars define the interaction between user and organization and addressed the role of technology which provide a platform for social interaction among the users. This theory develops an engagement between youth to communicate with their friends, colleagues to get political awareness with builds their political efficacy and to involve them in political participation.

Methodology of the Study

This Research study has used Quantitative research methodolog and survey as research method.The Population of the study was Youth of Lahore, Pakistan because it is the higest populated city of Punjab and it is ranked among 40th biggest city of the world.Lahore is also important for business prespectives of Pakistan after Karachi (ESMAP, 2010). Youth are considered as the the most active and regular user of social media.They are highly influenced by the social networks for political awareness and also for participation in Politics.

The random sampling method was employed to collect the data. The top five general public sector Universities of Lahore.(University of the Punjab,Lahore), (Government College University, Lahore), (Lahore College for Women University, Lahore),(University of Education,Lahore),(Kinnaird College for Women University,Lahore) were randomly selected. These Universities were selected as per the HEC 2015 University Ranking report. Resaon behind to select top five Public sector of Lahore was the representation of all classes of society.

In public sector universities all social classes uper , middle and lower middle class students are enrolled. At second level, the youth were selected by convenience sampling technique. Study included 700 proportionate sample, male and female each 350. According to the United Nation Development Programme (UNDP) Report (2019) the age of youth is 15 to 29.So, this study data was collected among the age of 15-29 age of youth. Research data was gathered through pre-structure, self-administered questionnaire among the youth of Lahore.While, reliability Cronbach's Alpha value for the questionnaire was α =0.935.

Findings of the Research Study

Usage and Consumption of Social Media statistically analyze by the use of Sigerson, & Cheng, 2018 scale. 6 questions were asked with alpha value α .741. Political Awareness scale was developed on Verba & Nie, 1972 scales. 7 questions were asked with alpha value α .815. The questions for political efficacy were developed on Niemi, Craig, & Mattei, 1991 scale. 8 questions were asked with alpha value is α .847. For political participation 9 questions were developed with alpha value (α .858). Overall questionnaire was developed on 5-point Likert (summated rating scale) with the options 1- (Strongly Disagree) "SD", 2-(Disagree) "D",3-(Neutral) "N",4-(Agree) "A", 5-(Strongly Agree) "SA".

Table 1. Chi-Square Analysis for Political Awareness

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1516.442a	672	.000
Likelihood Ratio	893.229	672	.000
Linear-by-Linear Association	246.266	1	.000
N of Valid Cases	700		

Table 2. Chi-Square Analysis for Political Efficacy

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1345.825a	696	.000
Likelihood Ratio	904.089	696	.000
Linear-by-Linear Association	240.650	1	.000
N of Valid Cases	700		

Table 3. Chi-Square Analysis for Political Participation

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1676.161[a]	840	.000
Likelihood Ratio	1041.435	840	.000
Linear-by-Linear Association	241.269	1	.000
N of Valid Cases	700		

Table 1 depicts that Pearson chi-square, Likelihood Ratio as well as Linear-by- Linear Association significant value is .000. The H1 of this study is Usage of Social Media is creating Political Awareness among youth and H0 is Usage of Social Media is not creating Political Awareness among youth. By doing analysis, value of p is less than (value of α, alpha) ($p < 0.05$). Hence, it is proved that H1 of the study is accepted while, H0 is rejected. Table 2 depicts that Pearson Chi-Square, Likelihood Ratio and also Linear-by- Linear Association significant value is .000. The H2 of this study is Usage of Social media builds Political Efficacy among youth and H0 is Usage of Social media not builds Political Efficacy among youth. Moreover, analysis indicates that value of p is less than (value of α, alpha) ($p < 0.05$). Hence, it is proved that. H2 of this study is accepted while, H0 is rejected.

Table 3 depicts that Pearson Chi-Square, Likelihood Ratio and also Linear-by- Linear Association significant value is .000. The H3 of this study is Political Participation of youth is increasing due to increasing usage of social media. While, H0 is Political Participation of youth is not increasing due to increasing usage of social media. Statistical Analysis of H3 of the study shows that p value is .000

regarding usage of Social Media for Political Efficacy. Moreover, analysis indicates that value of p is less than (value of α alpha) (p< 0.05).Hence, it is proved that.H3 of the study is accepted while, H0 is rejected.

Table 4 Correlation among the Variables

	U & C	PA	PE	PP
Usage & Consumption Pearson Correlation .588**	1	.594**	.587**	
Sig. (2-tailed)		.000	.000	.000
N	700	700	700	700
Political (PA) Awareness Pearson Correlation .662**	.594**	1	.760**	
Sig. (2-tailed)	.000		.000	.000
N	700	700	700	700
Political Efficacy (PE) Pearson Correlation .716**	.587**	.760**	1	
Sig. (2-tailed)	.000	.000		.000
N	700	700	700	700
Political Participation (PP) Pearson Correlation	.588**	.662**	.716**	1
Sig. (2-tailed)	.000	.000	.000	
N	700	700	700	700

**. Correlation is significant at the 0.01 level (2-tailed).
U & C =Usage and Consumption, PA = Political Awareness, PE= Political Efficacy,
PP = Political Participation

Table 4 indicates the association between the independent (Social Media Usage and Consumption) and dependent variables (Political Awareness), (Political Efficacy) and (Political Participation).Usage and Consumption correlate with Political Awareness at .594. Usage, Consumption correlate with Political Efficacy at .587 and Usage and Consumption correlate with Political Participation at .588.usage and consumption for Political Awareness ,Efficacy and Participation shows that there is positive Moderate association among the independent and dependent variables. The p significance value is (.000) which indicates that there is value of p is less than (value of α, alpha) (p < 0.05).

Table 5 Regression Analysis Social Media Usage and Political Awareness (PA)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.594a	.352	.351	4.55218

Table 6 Regression Analysis Social Media and Political Efficacy (PE)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.587a	.344	.343	5.05285

Table 7 Regression Analysis Social Media and Political Participation (PP)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.588a	.345	.344	6.382304

Table 8 Sample's Descriptive Analysis

	Mean Value	Std. Deviation Value	N
Usage and Consumption	3.5379	.81198	700
Political Awareness (PA)	3.5461	.80747	700
Political Efficacy (PE)	3.5823	.77943	700
Political Participation (PP)	3.4683	.88706	700
Valid N			700

Table 5 indicates the R value which is .594a which shows the positive relationship among the Variables while, R^2 value directs the ratio difference in the outcome variables to explain Political Awareness which can be describe by the model which is .352. Moreover, Adjusted R2 value which is .351.Table 6 indicates the R value which is .587a that display the positive correlation among Variables while, R^2 value shows the ratio difference in the outcome variables to explain Political Efficacy which can be explain by the model which is .343. Moreover, adjusted R^2 value which is .343.Table 7 indicates the R value which is .588a that indicates about positive association among Variables while, R^2 value directs the ratio difference in the outcome variables to explain Political Participation which can be explained by the model which is .345. Moreover, the adjusted R^2 value is .344.

Table 8 depicts that the mean value of (Usage and Consumption) 3.5379, PA (Political Awareness) is 3.5461, PE (Political Efficacy) is 3.5823 while, PP (Political Participation) is 3.4683 .Moreover, the standard deviation of (Usage and Consumption) is .81198, PA (Political Awareness) is .80747 , PE (Political Efficacy) is .77943.while, PP (Political Participation) is .88706.
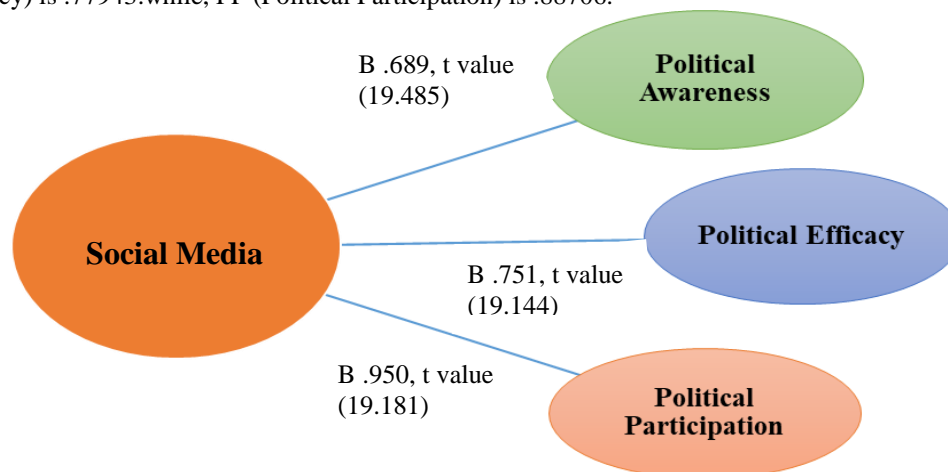

Figure 2 Research Results

Discussion and Analysis

Study was analyzed by asking some questions from respondents related to Usage and Consumption of Social Media related to Politics. This study was found that majority of the Youth are using Social Media often. The selected sample of study showed that 38.3% Agree while, 24.3% respondents are strongly agreed and they are interested in using Social Media (Facebook & Twitter) to get information about daily Political happenings. Moreover, 32.9% Agree while, 28.1% respondents of the study strongly agreed that they use Social Media (Facebook & Twitter) to raise their political beliefs and 34.0% Agree while, 23.0% are strongly agreed that they utilize Social Media (Facebook & Twitter) to share, comment and like political content. Social Media can promote high level of political activities among youth. In this study 40.3% agree while, 18.0% respondents were strongly agreed that usage of Social Media (Facebook & Twitter) increase their Political activities. Moreover, 24.9% respondents are interested to join Facebook & Twitter for Political updates and information.

Findings of this study reveals that 39.3% agree while, 21.4% respondents were strongly agreed and they get information about Voting through Social Media (Facebook & Twitter).While, gender cross tabulation results shows that male and female both were strongly agreed that they get information about Voting through Social Media (Facebook & Twitter). Sample of respondents reveals that 44.4% agree while, 20.3% respondents were strongly agreed that they get Political Updates through Political party pages on Social Media (Facebook & Twitter).While, 36.7% agree and 20.9% respondents were strongly agreed that Political leader's accounts on Facebook & Twitter are the best source to get in touch with them. In a question regarding Social Media (Facebook & Twitter) information motivates in different political activities 32.9% agree while, 24.4% respondents were strongly agreed with the statement.

However, 45.0% agree while, 18.9% respondents strongly agreed that they informed about Social Media (Facebook & Twitter) political activities and current Political system of users . Additionally , 43.4% agree while, 19.1% youth are strongly agreed that they get better understanding about political ongoing issues between government and opposition through Social Media (Facebook & Twitter). Findings of the study reveals that 33.7% agree while, 22.4% respondents were strongly agreed that they visit Social Media (Facebook) political groups and 41.0% respondents agree while, 18.1% strongly agreed that they take part in Political official pages for political debates. While, 35.7% agree and 22.3% strongly agreed that they are also visit on Twitter accounts of political parties and political leaders for political discourse. Furthermore, findings reveals that respondents strongly agreed that they are following Pakistani Politicians on Social Media (Facebook & Twitter) and 33.4% agree while , 29.3% strongly agreed that they are also upload/share Political content (information, pictures) on their Social media wall.

Conclusion

Social media is considered as the strong functional tool for Political communication in all around the world. In Pakistan it has also changed the way of Political discourse. Social Media applications Facebook, Twitter and YouTube has provided political personalities a way to discuss political issues with their community (Golbeck, Grimes & Rogers, 2010; Gueorguieva, 2008; Lassen & Brown, 2011; Newman, 2010; Papacharissi, 2009). Social media is a best tool to create democracy in a better way (Sunstein, 2018).Moreover, from last few years it made Political leaders more accountable in democratic regimes. Social Media is now providing better understanding of Political system of Pakistan for their youth. The findings of the Study supported that Social Media is actively used by the users especially Youth. There is no doubt that Social Media is being used by the majority of the Youth in Pakistan. Both male and female youth are actively participating in Social Media for Politics. The young generation is well aware about all the Political democratic system by using Social Media. Study analyzed the consumption and usage of Social Media in Youth strengthening the democratization in Pakistan. Moreover, Youth are using Social Media for Political awareness related to voting process, political leaders and Political parties which make democracy more strengthen in Pakistan. Study findings suggested that majority of the youth use Social

Media which make their Political beliefs and opinion even more strong. This study worked under uses and gratification, media richness theory and social engagement theories. In the presence of uses and gratification youth use social media for political information about all the happenings, voting process and political parties and leaders. Moreover, through the usage of social media the political beliefs, opinion and decision making power of youth increase. The usage of social media gratifies youth's political participation by providing them an opportunity of sharing, liking and commenting on political content. Furthermore, in the existence of media richness theory youth get rich information from social media about political system of Pakistan. While, social engagement theory explains that youth make an engagement with other social media users for more political updates. Youth take participation in online political debates, discussion according to their internal efficacy.

The study concluded that Social Media strengthen democratization in Pakistan so it extends the existing body of literature available in the domain of social media and democratization (Christensen & Groshek, 2019; Danju, Maasoglu & Maasoglu, 2013; Ellison & Hardey, 2014; Gillespie, 2013; Lemke & Chala, 2016; Mosco, 2018; Mustapha, Mustapha & Anafi ,2018). Social media usage develops an engagement among Youth and Political system which strengthen the democratic setup in Pakistan. In the light of literature, theories and findings the study also suggest that positive use of Social Media in Political system of Pakistan can create more strong democratic system.

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