

The Impact of Social Media on Youth: A Case Study of Bahawalpur City

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ABSTRACT

Social Networking sites provide a platform for discussion on burning issues that has been overlooked in today's scenario. This research is conducted to check the impact of social networking sites in the changing mind-set of the youth. It is survey type research and data was collected through the questionnaire. 300 sampled youth fill the questionnaire, while non-random sampling techniques was applied to select sample units. Rate of return was remaining 97 percent after fill up the questionnaire. The main objectives were as (1) To analyze the influence of social media on youth social life (2) To assess the beneficial and preferred form of social media for youth (3) To evaluate the attitude of youth towards social media and measure the spending time on social media (4) To recommend some measure for proper use of social media in right direction to inform and educate the people. Collected data was analyzed in term of frequency, percentage, and mean score of statements. Findings show that the Majority of the respondents show the agreements with these influences of social media. Respondents opine Face book as their favorite social media form, and then the like Skype as second popular form of social media, the primary place for them, 46 percent responded connect social media in educational institution computer labs, mainstream responded as informative links share, respondents Face main problem during use of social media are unwanted messages, social media is beneficial for youth in the field of education, social media deteriorating social norms, social media is affecting negatively on study of youth. Social media promotes unethical pictures, video clips and images among youth, anti-religious post and links create hatred among peoples of different communities, Negative use of social media is deteriorating the relationship among the countries, social media is playing a key role to create political awareness among youth.

Keywords: Social media, Networking sites, facebook, Skype, impacts

INTRODUCTION

Social media is most recent form of media and having many features and characteristics. It have many facilities on same channel like as communicating ,texting, images sharing , audio and video sharing , fast publishing, linking with all over world, direct connecting. It is also cheapest fast access to the world so it is very important for all age of peoples. Its use is increasing day by day with high rate in all over the world. Majority of youth is shifting speedily from electronic media like as television viewers and radio listeners to the social media among all age of group. Youth rate is very much to shifting into social media so its influences are much on youth. This craze of social media has led to a host of question regarding its impact on society, while it is agreed that the social media affects people's living styles and it is an ongoing process to identify the nature of these influence in every society and country specially on youth .this study also focused the influences of social media on

youth and their life style, trends, educational and political awareness, physical activities, social life, their learning and so on.

Andres Kaplan (2010) described in his study that social media is a set of internet based application that constructs on the ideological and technological foundation of web and that permit the design and exchange of user generated content (Chukwuebuka, 2013).

Merriam Webster encyclopedia Britannica Company defines: youth is the time of life when someone is young. Youth is the time when a young person has not yet become an adult. Youth is very important for future of any nation and country's progress and development. Now a day Social media is essential for youth in the field of education to learn new trends in education, to improve writing and communicating skills, cultural promoting, religious and political information gathering and sharing links, better living style, growth and development of society (Merriam Encyclopedia, 2001).

The internet and American life project: social media internet has different impact in various aspects on American's life. And this project covers the different areas of life in which some areas are here demographics, government official and on line elections and policies, education, family, friends and community, health, news and events, internet evaluation, online activities and searches, Public policy, technology, media and use of media (Turow, 2011).

Social media such as Facebook, Skype, Twitter, YouTube and MySpace may have been freshly marketed as great leveler as gathering in which divides of races, classes, and ethnicity.

Shrestha lucky (2013) described that **social media** is means of connections among people in which they create, share, and exchange information and ideas in virtual communities and networks (Shrestha lucky, 2013). Alison Doyle an American Psychologist: She define Social media as, it is various online technology tools that enable people to communicate easily and people use social media to share information , text, audio, video, images, podcasts, and other multimedia communication.

Whereas Anthony J. Bradley (2009) he defines Social media is an inevitable for the vast majority of organizations worldwide. He says this predictability is not assurance of success. He says many organizations fail in social-media efforts because they do not deliver their products on the six core principles that set social media apart and bring about its unique value. And these Six Core Principles of are social media collaboration. Social media network site define social media as: it is an online location where people can interact with others about information, entertainment, news and which will be on their own choice and creation (Turow, 2011).

IMPACT OF SOCIAL MEDIA ON YOUTH

Social media having various impacts on youth's life in both ends some time impacts are in the favor of youth's social life and sometimes theses impact are negative to its user. Social Media might be sometimes seemed like just a new set of cool tools for involving young people. Sometimes you may use it this way and that's ok there are some pretty cool new tools around but the emergence of social media potentially has a bigger impact than that. It impacts upon young people who are growing up in an age where media is not about broadcast content from the TV, but is about interactivity, multimedia and multi-tasking. And it impacts upon organizations who need to remain relevant to a new generation, and who find their own work and structures being changed by changing communication tools and patterns of communications (Anthony, 2009).

Social media impact on youth on both ends good and bad social media is one of most influences impacting source throughout the world including Pakistan people do have these influences of social media which has enhanced the exposure of the people and create more awareness among youth. Youth is highly involved in social media.

BBC news research (2013) their research discuss that sixty seven percent Facebook users very common and well known social media portal comprised of the youth and students so this compliment the fact the youth and student have more focus and relation such asocial media the negative use of social media occur when students involves themselves in unethical activities on social media portal, sharing of useless information, and posting such as images that are injurious national dignity and foreign relationship of country (Sekho, 2013).

Tanya Byron points out in the Byron review that in part, young people are turning to digital connection because fears about traffic or 'stranger danger' have led to restrictions on how much young people are allowed to go out and socialize. Social media tools are woven into many young people's day-to-day lives. Young people are in conversation and communication with their peer groups using a wide variety of different media and media devices every day. 10 years ago, young people may have only been in touch with friends and peer-groups when hanging out at school, or meeting up in town. Now young people can be touch through instant messaging, social networks, online games and many other tools. Young people are growing up in a constantly connected society.

STATEMENT OF THE PROBLEMS

The study was design to analyzed the impact of social media on youth, how social media is influencing on youth in different aspects of social life, political awareness, religious practices, educational learning, trends adopting, sports activities and so on.

SIGNIFICANCE OF THE STUDY

This study is expedient to apply social media in right direction for youth and create cognizance among youth that proper use of social media become a solid tool to educate, inform and groomed the mentality level of youth social media refine their living style of public especially for youth it is also create an responsiveness that how it is effecting the social life the deteriorate social norm, society standards and ethics of society and create awareness among youth the aspect of social media.

HYPOTHESIS OF THE STUDY

1. It is likely to say that Social media is creating awareness for youth in better leaving style.
2. It is likely to say that Social media is swift source of information and entertainment for youth's interest.
3. It is likely to say that Social media is great facilitator for youth in the field of education.
4. It is likely to say that youth is utilizing social media in positive way.

OBJECTIVES OF THE STUDY

1. To analyze the influence of social media on youth social life
2. To evaluate direction of youth to utilizing social media.

3. To assess the beneficial and preferred form of social media for youth.
4. To evaluate the attitude of youth towards social media and measure the spending time on social media.
5. To analyze the dependency of youth on social media and it's exhausting in life routine.
6. To recommend some measure for proper use of social media in right direction to inform and educate the people.

METHODOLOGY OF THE STUDY

The descriptive method was used to carry this study. And survey type research was conducted, through the questionnaire public opinion and perception was discriminate about the impact of social media on youth and statements was developed related to the various aspect of youth's life and society.

Design of the Study

The descriptive research was conducted by using the procedure survey method that is a type of methodology in social sciences studies.

Populations

The population of the study contains on youth of Bahawalpur City.

Sample

From the above population of Bahawalpur youth a sample of 300 youngsters was selected and none random sampling method was used to select the sample from all over population among youth including male and female in Bahawalpur City.

Statistical Analysis

Statistical Package for the Social Sciences (SPSS) was used for the data analysis and interpreted. All collected data was entered at SPSS sheet to analyze the data, to separation the findings and representation the data in appropriate form, to draw the diagrams and tables.

Formulas Used to Find Average and Percentage

$$\bar{X} = \frac{((fSA * 5) + (fA * 4) + (fUnc * 3) + (fDA * 2) + (fSDA * 1))}{fTotal}$$

Formulas Used To Find Frequency

Overall frequency of each item was also calculated. These numbers were assigned to the abbreviation used in the questionnaire for data analysis

Strongly Agree	SA	5 points
Agree	A	4 points
Uncertain	UNC	3 points
Disagree	DA	2 points
Strongly Disagree	SDA	1 points

Frequency was calculated by using the below mentioned formulae:

$$=CONTIF (f2:f100, 5)$$

UNC = Uncertain

FSA =Frequency of strongly agree responses
 FA =Frequency of agree responses
 FDA =Frequency of disagree responses
 FSDA =Frequency of strongly disagree responses
 Obtained number multiply 100 Total numbers

Relevancy of Study under the Application of Uses and Gratification Theory and Media Effect Research and Theory

There are many theories that might be perfect to support my dissertation but I find most near theory that are suitable and according to the nature of my study that are uses and gratification theory and media effect research and theory and media effect research and theory that can be correlate with my dissertation because when a user use media he/she have their first give priority to get more and more gratification and satisfaction, then after using can be seen its influences on its users so under following these theoretical framework of uses and gratification theory and media effect research and theory users of social networks sites log on their favorite forms of social media to their interest and gratification. When user’s log on into the social networks sites he/she want to get more gratification and satisfaction through social media sites so it has different effects on its users that might be positive and also negative . User are rational and log in accurate place for their gratification, so for fulfillment their desire they are independent and having the opportunity of different popular form of social media like as my space, face book, you tube, Skype and twitter he is freely choice at a time to use their favorite form of social media.my dissertation was focused on the usage of social media and its impact on youth. So uses and gratification theory was a facilitator to accomplishment of my studies objectives under the support of the theories Uses and gratification theory and media effect research and theory than I have become too able to suggest theoretical frame of my dissertation.

DATA ANALYSIS AND INTERPRETATION

All gathered data entered in special packages for social sciences software and analyze in the form of table and graph and made all percentage, frequencies, mean score by applying statistical formulas.

Table 1. Favorite form of social media

	<i>Forms of Social Media</i>	<i>f</i>	<i>%</i>	<i>Valid %</i>	<i>Cumulative %</i>
Valid	Facebook	143	49.3	50.2	50.2
	Skype	112	38.6	39.3	89.5
	Twitter	25	8.6	8.8	98.2
	YouTube	4	1.4	1.4	99.6
	MySpace	1	.3	.4	100.0
	Total	285	98.3	100.0	
Missing	System	5	1.7		
Total		290	100.0		

Table 1 shows the statement that your favorite forms of social media. 49.3% responded for Facebook, 38.6% responded for Skype, 8.6% responded for twitter, 1.4% responded for

YouTube, 0.3% responded for MySpace while 1.7% respondents did not responded for the statement.

Table 2. Social media is beneficial for youth in the field of education

<i>Statement</i>	<i>Response</i>	<i>f</i>	<i>%</i>	<i>Valid %</i>	<i>Cum.%</i>	<i>Mean</i>
Social media is beneficial for youth in the field of education	Strongly Disagree	5	1.7	1.8	1.8	4.12
	Disagree	10	3.4	3.5	5.3	
	Uncertain	37	12.8	13.0	18.3	
	Agree	126	43.45	44.4	62.7	
	Strongly Agree	106	36.65	37.3	100.0	
	Total Response	284	97.9	100.0		
	Missing	6	2.1			
Total	290	100.0				

Table 2 shows that students were asked social media is beneficial for youth in the field of education, where 43.45% of the respondents agree, and 36.65% of the respondent responded strongly agree. While 12.8% of respondents was uncertain about the statement. 3.4% disagreed and 1.7% was strongly disagreed with the statement. The mean score 4.12 supported the statement. While 2.1% of the respondents did not responded for this statement.

Table 3. Upon social media chatting, calling, sharing links, liking links is the wastage of time for youth

<i>Statement</i>	<i>Response</i>	<i>F</i>	<i>%</i>	<i>Val. %</i>	<i>Cum.%</i>	<i>Mean</i>
Upon social media chatting, calling, sharing links, liking links is the wastage of time for youth.	Strongly Disagree	6	2.1	2.1	2.1	3.75
	Disagree	33	11.4	11.7	13.8	
	Undecided	55	19.0	19.5	33.3	
	Agree	119	41.0	42.2	75.5	
	Strongly Agree	69	23.8	24.5	100.0	
	Total Response	282	97.2	100.0		
	Missing	8	2.8			
Total	290	100.0				

In the Table 3 students were asked if upon social media chatting, calling, sharing links, liking links is the wastage of time for youth., where 41.0% of the respondents agree, 23.8% of the respondent responded strongly agree. While 19.0% of respondents was uncertain about the statement. 11.4% disagreed and 2.1 % respondents were strongly disagreed with the

statement the mean score 3.75 supported the statement. So the majority 41.03% of respondents supported the statement. While 2.8% of the respondents did not respond for this statement.

Table 4. Use of social media deteriorating our social norms

<i>Statement</i>	<i>Response</i>	<i>F</i>	<i>%</i>	<i>Val. %</i>	<i>Cum.%</i>	<i>Mean</i>
Use of social media deteriorating our social norms	Strongly Disagree	4	1.4	1.4	1.4	3.90
	Disagree	26	9.0	9.4	10.8	
	Undecided	48	16.6	17.3	28.2	
	Agree	114	39.31	41.2	69.3	
	Strongly Agree	85	29.31	30.7	100.0	
	Total Response	277	95.5	100.0		
	Missing	13	4.5			
	Total	290	100.0			

In the Table 4 students were asked if use of social media deteriorating our social norms, where 39.31% of the respondents agree, 29.31% of the respondent responded strongly agree. While 16.6% of respondents was uncertain about the statement. While 9.0% disagreed and 1.4 % strongly disagreed. The mean score 3.90 supported the statement. So the majority of respondents supported the statement. While 4.5% of the respondents did not respond for this statement.

Table 5. Social media is necessary for youth now a day

<i>Statement</i>	<i>Response</i>	<i>F</i>	<i>%</i>	<i>Val. %</i>	<i>Cum.%</i>	<i>Mean</i>
Social media is necessary for youth now a day.	Strongly Disagree	18	6.2	6.4	6.4	3.82
	Disagree	18	6.2	6.4	12.8	
	Undecided	39	13.4	13.9	26.7	
	Agree	127	43.80	45.2	71.9	
	Strongly Agree	79	27.2	28.1	100.0	
	Total Response	281	96.9	100.0		
	Missing	9	3.1			
	Total	290	100.0			

In the Table 5 students were asked that social media is necessary for youth now a day. Where 43.80% of the respondents agree, 27.24% of the respondent responded strongly agree. While 13.4% of respondents were uncertain about the statement and 6.2% disagreed 6.2% were

strongly disagreed. The mean score 3.82 supported the statement. So the majority of respondents supported the statement. While 3.1% of the respondents did not responded for this statement.

Table 6. Social media is affecting negatively on study of youth

<i>Statement</i>	<i>Response</i>	<i>F</i>	<i>%</i>	<i>Val. %</i>	<i>Cum.%</i>	<i>Mean</i>
Social media is affecting negatively on study of youth.	Strongly Disagree	3	1.0	1.1	1.1	4.05
	Disagree	10	3.4	3.6	4.7	
	Undecided	42	14.5	15.1	19.7	
	Agree	139	47.9	49.8	69.5	
	Strongly Agree	85	29.3	30.5	100.0	
	Total Response	279	96.2	100.0		
	Missing	11	3.8			
	Total	290	100.0			

In the Table 6 students were asked if social media is affecting negatively on study of youth. Where 47.93% of the respondents agree, 29.31% of the respondent responded strongly agree. While 14.5% of respondents were uncertain about the statement while 3.4% disagreed, 1.0% strongly disagreed with the statement. The mean score 4.05 supported the statement. So the majority of respondents supported the statement. While 3.8% of the respondents did not responded for this statement.

Table 7. Social media promotes unethical pictures, video clips and images among youth

<i>Statement</i>	<i>Response</i>	<i>F</i>	<i>%</i>	<i>Val. %</i>	<i>Cum.%</i>	<i>Mean</i>
Social media promotes unethical pictures, video clips and images among youth.	Strongly Disagree	11	3.8	3.9	3.9	3.95
	Disagree	20	6.9	7.2	11.1	
	Undecided	40	13.8	14.3	25.4	
	Agree	110	37.93	39.4	64.9	
	Strongly Agree	98	33.79	35.1	100.0	
	Total Response	279	96.2	100.0		
	Missing	11	3.8			
	Total	290	100.0			

In the Table 7 students were asked that social media promotes unethical pictures, video clips and images among youth. Where 37.93% of the respondents agree, 33.79% of the respondent responded strongly agree. While 13.8% of respondents were uncertain about the statement

while 6.9% disagreed, 3.8% strongly disagreed with the statement. The mean score 3.95 supported the statement. So the majority of respondents supported the statement. While 3.8% of the respondents did not responded for this statement.

Table 8. Useless information creates ambiguity and confusion in the mind of youth

<i>Statement</i>	<i>Response</i>	<i>F</i>	<i>%</i>	<i>Val. %</i>	<i>Cum.%</i>	<i>Mean</i>
Useless information creates ambiguity and confusion in the mind of youth.	Strongly Disagree	8	2.8	2.8	2.8	3.98
	Disagree	15	5.2	5.3	8.1	
	Undecided	45	15.5	15.9	24.0	
	Agree	122	42.1	43.1	67.1	
	Strongly Agree	93	32.07	32.9	100.0	
	Total Response	283	97.6	100.0		
	Missing	7	2.4			
	Total	290	100.0			

In the Table 8 students were asked if useless information creates ambiguity and confusion in the mind of youth. Where 42.1 % of the respondents agreed, 32.07% of the respondent responded strongly agree. While 15.5% of respondents were uncertain about the statement while 5.2% disagreed, 2.8% respondents were strongly disagreed. The mean score 3.98 supported the statement. So the majority of respondents supported the statement. While 2.4% of the respondents did not responded for this statement.

Table 9. Irrelevant and anti-religious post and links create hatred among peoples of different communities

<i>Statement</i>	<i>Response</i>	<i>F</i>	<i>%</i>	<i>Val. %</i>	<i>Cum.%</i>	<i>Mean</i>
Irrelevant and anti-religious post and links create hatred among peoples of different communities.	Strongly Disagree	20	6.9	7.2	7.2	3.86
	Disagree	3	1.0	1.1	8.3	
	Undecided	30	10.3	10.8	19.1	
	Agree	167	57.6	60.1	79.1	
	Strongly Agree	58	20.0	20.9	100.0	
	Total Response	278	95.9	100.0		
	Missing	12	4.1			
	Total	290	100.0			

In the Table 9 students were asked if irrelevant and anti-religious post and links create hatred among peoples of different communities. Where 57.6% of the respondents agree, 20.00% of

the respondent responded strongly agree. While 10.3% of respondents were uncertain about the statement while 1.0% disagreed, 6.9% were strongly disagreed with the statement. The mean score 3.86 supported the statement. So the majority respondents supported the statement. While 4.1% of the respondents did not responded for this statement.

Table 10. Negative use of Social media is deteriorating the relationship among the countries

<i>Statement</i>	<i>Response</i>	<i>F</i>	<i>%</i>	<i>Val. %</i>	<i>Cum.%</i>	<i>Mean</i>
Negative use of Social media is deteriorating the relationship among the countries.	Strongly Disagree	11	3.8	3.9	3.9	3.81
	Disagree	16	5.5	5.7	9.5	
	Undecided	64	22.1	22.6	32.2	
	Agree	118	40.69	41.7	73.9	
	Strongly Agree	74	25.52	26.1	100.0	
	Total Response	283	97.6	100.0		
	Missing	7	2.4			
	Total	290	100.0			

In the Table 10 students were asked that negative use of social media is deteriorating the relationship among the countries., where 40.69% of the respondents agree, 25.52% of the respondent responded strongly agree. While 22.1% of respondents were uncertain about the statement while 5.5% were disagreed, 3.8% wrrer strongly disagreed with the statement. The mean score 3.81 supported the statement. So the majority of respondents supported the statement. While 2.4% of the respondents did not responded for this statement.

Table 11. Social media is becoming a hobby of youth to kill the time

<i>Statement</i>	<i>Response</i>	<i>F</i>	<i>%</i>	<i>Val. %</i>	<i>Cum.%</i>	<i>Mean</i>
Social media is becoming a hobby of youth to kill the time.	Strongly Disagree	9	3.1	3.2	3.2	3.99
	Disagree	13	4.5	4.6	7.8	
	Undecided	43	14.8	15.2	23.0	
	Agree	125	43.10	44.2	67.1	
	Strongly Agree	93	32.07	32.9	100.0	
	Total Response	283	97.6	100.0		
	Missing	7	2.4			
	Total	290	100.0			

In the Table 11 students were asked that social media is becoming a hobby of youth to kill the time. Where 43.10% of the respondents agree, 32.07% of the respondent responded strongly

agree. While 14.8% of respondents were uncertain about the statement while 4.5% were disagreed, 3.1% were strongly disagreed with the statement. The mean score 3.99 supported the statement. So the majority of respondents supported the statement. While 2.4% of the respondents did not responded for this statement.

Table 12. Social media have positive impact on youth

<i>Statement</i>	<i>Response</i>	<i>F</i>	<i>%</i>	<i>Val. %</i>	<i>Cum.%</i>	<i>Mean</i>
Social media have positive impact on youth.	Strongly Disagree	10	3.4	3.5	3.5	3.68
	Disagree	25	8.6	8.9	12.4	
	Undecided	74	25.5	26.2	38.7	
	Agree	110	37.93	39.0	77.7	
	Strongly Agree	63	21.72	22.3	100.0	
	Total Response	282	97.2	100.0		
	Missing	8	2.8			
	Total	290	100.0			

Table 12 shows that statement students were asked social media have positive impact on youth, where 37.93% of the respondents agree, and 21.72% of the respondent responded strongly agree and 25.5% of respondents were uncertain about the statement while 8.6% disagreed, 3.4 % were strongly disagreed with the statement. The mean score 3.68 supported the statement. So the majority of respondents supported the statement. While 2.8% of the respondents did not responded for this statement.

Table 13. Social media deteriorate the social norms and ethics among youth

<i>Statement</i>	<i>Response</i>	<i>F</i>	<i>%</i>	<i>Val. %</i>	<i>Cum.%</i>	<i>Mean</i>
Social media deteriorate the social norms and ethics among youth.	Strongly Disagree	9	3.1	3.2	3.2	3.96
	Disagree	7	2.4	2.5	5.7	
	Undecided	52	17.9	18.6	24.3	
	Agree	130	44.83	46.4	70.7	
	Strongly Agree	82	28.28	29.3	100.0	
	Total Response	280	96.6	100.0		
	Missing	10	3.4			
	Total	290	100.0			

In the Table 13 students were asked that social media deteriorate the social norms and ethics among youth. Where 44.83% of the respondents agree, 28.28% of the respondent responded strongly agree and 17.9% of respondents were uncertain about the statement while 2.4% disagree, 3.1% were strongly disagreed with the statement. The mean score 3.96 supported the statement. So the majority of respondents supported the statement. While 3.4% of the respondents did not responded for this statement.

Table 14. Social media is playing essential role for betterment of society

<i>Statement</i>	<i>Response</i>	<i>F</i>	<i>%</i>	<i>Val. %</i>	<i>Cum.%</i>	<i>Mean</i>
Social media is playing essential role for betterment of society	Strongly Disagree	3	1.0	1.1	1.1	3.92
	Disagree	6	2.1	2.1	3.2	
	Undecided	68	23.4	24.2	27.4	
	Agree	137	47.24	48.8	76.2	
	Strongly Agree	67	23.10	23.8	100.0	
	Total Response	281	96.9	100.0		
	Missing	9	3.1			
	Total	290	100.0			

In the Table 14 students were asked that social media is playing essential role for betterment of society, where 47.24% of the respondents agree, 23.10% of the respondent responded strongly agree. While 23.4% of respondents were uncertain about the statement, 2.1% were disagreed, 1.0% were strongly disagreed. The mean score 3.92 supported the statement. So the majority of respondents supported the statement. While 3.1% of the respondents did not responded for this statement.

Table 15. Social media is creating awareness among youth for new trends

<i>Statement</i>	<i>Response</i>	<i>F</i>	<i>%</i>	<i>Val. %</i>	<i>Cum.%</i>	<i>Mean</i>
Social media is creating awareness among youth for new trends.	Strongly Disagree	12	4.1	4.3	4.3	4.04
	Disagree	6	2.1	2.1	6.4	
	Undecided	29	10.0	10.3	16.7	
	Agree	148	51.03	52.5	69.1	
	Strongly Agree	87	30.0	30.9	100.0	
	Total Response	282	97.2	100.0		
	Missing	8	2.8			
	Total	290	100.0			

Table 15 shows that students were asked social media is creating awareness among youth for new trends. Where 51.03% of the respondents agree, 30.00% of the respondent responded strongly agree. While 10.0% of respondents were uncertain about the statement and 2.1% were disagreed, 4.1% were strongly disagreed. The mean score 4.04 supported the statement. So the majority of respondents supported the statement. While 2.8% of the respondents did not responded for this statement.

Table 16. Social media is the source to get knowledge and information

<i>Statement</i>	<i>Response</i>	<i>F</i>	<i>%</i>	<i>Val. %</i>	<i>Cum.%</i>	<i>Mean</i>
Social media is the source to get knowledge and information,	Strongly Disagree	10	3.4	3.6	3.6	4.03
	Disagree	9	3.1	3.2	6.8	
	Undecided	32	11.0	11.4	18.1	
	Agree	141	48.62	50.2	68.3	
	Strongly Agree	89	30.69	31.7	100.0	
	Total Response	281	96.9	100.0		
	Missing	9	3.1			
	Total	290	100.0			

In the Table 16 students were asked if social media is the source to get knowledge and information, where 48.62% of the respondents agree, 30.69% of the respondent responded strongly agree. While 11.0% of respondents were uncertain about the statement and 3.1% were disagreed, 3.4% were strongly disagreed with it. The mean score 4.03 supported the statement. So the majority of respondents supported the statement. While 3.1% of the respondents did not responded for this statement.

Table 17. Social media is useful to connect the people all over the world

<i>Statement</i>	<i>Response</i>	<i>F</i>	<i>%</i>	<i>Val. %</i>	<i>Cum.%</i>	<i>Mean</i>
Social media is useful to connect the people all over the world.	Strongly Disagree	6	2.1	2.1	2.1	4.01
	Disagree	12	4.1	4.2	6.4	
	Undecided	43	14.8	15.2	21.6	
	Agree	134	46.21	47.3	68.9	
	Strongly Agree	88	30.34	31.1	100.0	
	Total Response	283	97.6	100.0		
	Missing	7	2.4			
	Total	290	100.0			

Table 17 shows that students were asked social media are useful to connect the people all over the world. Where 46.21% of the respondents agree, 30.34% of the respondent responded strongly agree. While 14.8% of respondents were uncertain about the statement and 4.1% respondents were disagreed, 2.1% were strongly disagreed with the statement. The mean score 4.01 supported the statement. So the majority of respondents supported the statement. While 2.4% of the respondents did not responded for this statement.

Table 18. Social media is essential for youth to get learning and skills

<i>Statement</i>	<i>Response</i>	<i>F</i>	<i>%</i>	<i>Val. %</i>	<i>Cum.%</i>	<i>Mean</i>
Social media is essential for youth to get learning and skills.	Strongly Disagree	4	1.4	1.4	1.4	3.99
	Disagree	14	4.8	5.0	6.5	
	Undecided	38	13.1	13.6	20.1	
	Agree	148	51.03	53.0	73.1	
	Strongly Agree	75	25.86	26.9	100.0	
	Total Response	279	96.2	100.0		
	Missing	11	3.8			
Total	290	100.0				

In Table 18, 5.31 students were asked that social media is essential for youth to get learning and skills. Where 51.03% of the respondents agree, 25.86% of the respondent responded strongly agree. While 13.1% of respondents were uncertain about the statement and 4.8% were disagreed, 1.4% was strongly disagreed with the statement. The mean score 3.99 supported the statement. So the majority 51.03% of respondents supported the statement. While 3.8% of the respondents did not responded for this statement.

Table 19. Social media is playing a key role to create political awareness among youth

<i>Statement</i>	<i>Response</i>	<i>F</i>	<i>%</i>	<i>Val. %</i>	<i>Cum.%</i>	<i>Mean</i>
Social media is playing a key role to create political awareness among youth.	Strongly Disagree	4	1.4	1.4	1.4	3.97
	Disagree	14	4.8	5.0	5.0	
	Undecided	55	19.0	19.7	24.7	
	Agree	139	47.93	49.8	74.6	
	Strongly Agree	71	24.48	25.4	100.0	
	Total Response	279	96.2	100.0		
	Missing	7	2.4			
Total	290	100.0				

In the Table 19 students were asked if social media is playing a key role to create political awareness among youth., where 47.93% of the respondents agree, 24.48% of the respondent responded strongly agree. While 19.0% of respondents were uncertain about the statement while 4.8 disagreed, 1.4%strongly disagreed. The mean score 3.97 supported the statement. So the majority of respondents supported the statement. While 2.4% of the respondents did not responded for this statement.

Table 20. Social media is a facilitator to advertise and search business for youth

<i>Statement</i>	<i>Response</i>	<i>F</i>	<i>%</i>	<i>Val. %</i>	<i>Cum.%</i>	<i>Mean</i>
Social media is a facilitator to advertise and search business for youth.	Strongly Disagree	3	1.0	1.1	1.1	3.94
	Disagree	22	7.6	7.9	9.0	
	Undecided	51	17.6	18.3	27.3	
	Agree	116	40.0	41.7	69.1	
	Strongly Agree	86	29.7	30.9	100.0	
	Total Response	278	95.9	100.0		
	Missing	12	4.1			
	Total	290	100.0			

Table 20 shows that students were asked that social media is a facilitator to advertise and search business for youth. Where 40.00% of the respondents agree, 29.7% of the respondent responded strongly agree. While 17.6% of respondents were uncertain about the statement 7.6% were disagreed, 1.0% were strongly disagreed with the statement. The mean score 3.94 supported the statement. So the majority of respondents supported the statement. While 4.1% of the respondents did not responded for this statement.

Table 21. Social media is a latest form which is connecting the gender and families especially youth

<i>Statement</i>	<i>Response</i>	<i>F</i>	<i>%</i>	<i>Val. %</i>	<i>Cum.%</i>	<i>Mean</i>
Social media is a latest form which is connecting the gender and families especially youth.	Strongly Disagree	8	2.8	2.9	2.9	3.81
	Disagree	22	7.6	8.0	10.9	
	Undecided	45	15.5	16.3	27.2	
	Agree	141	48.62	51.1	78.3	
	Strongly Agree	60	20.7	21.7	100.0	
	Total Response	276	95.2	100.0		
	Missing	14	4.8			
Total	290	100.0				

In the Table 21 students were asked if social media is a latest form which is connecting the gender and families especially youth. Where 48.62% of the respondents agree, 20.69% of the respondent responded strongly agree while 7.6% were disagreed, 2.8% strongly disagreed. While 15.5% of respondents were uncertain about the statement. The mean score 3.81 supported the statement. So the majority of respondents supported the statement. While 4.8% of the respondents did not responded for this statement.

Table 22. Social media is a great facilitator to create awareness among youth to develop global cultural

Statement	Response	F	%	Val. %	Cum.%	Mean
Social media is a great facilitator to create awareness among youth to develop global cultural.	Strongly Disagree	8	2.8	2.9	2.9	3.76
	Disagree	17	5.9	6.2	9.1	
	Undecided	56	19.3	20.3	29.3	
	Agree	146	50.34	52.9	82.2	
	Strongly Agree	49	16.90	17.8	100.0	
	Total Response	276	95.2	100.0		
	Missing	14	4.8			
	Total	290	100.0			

Table 22 shows that students were asked that social media is a great facilitator to create awareness among youth to develop global cultural. Where 50.34% of the respondents agree, 16.90% of the respondent responded strongly agree. While 19.3% of respondents were uncertain about the statement and 5.9% were disagreed, 2.8% were strongly disagreed with the statement the mean score 3.76 supported the statement. So the majority of respondents supported the statement. While 4.8% of the respondents did not responded for this statement.

Table 23. Use of social media affects indirectly on play grounds and physical activities in youth

Statement	Response	F	%	Val. %	Cum.%	Mean
Use of social media affects indirectly on play grounds and physical activities in youth.	Strongly Disagree	1	0.3	0.4	0.4	3.91
	Disagree	12	4.1	4.4	4.7	
	Undecided	91	31.4	33.2	38.0	
	Agree	77	26.55	28.1	66.1	
	Strongly Agree	93	32.07	33.9	100.0	
	Total Response	274	94.5	100.0		
	Missing	16	5.5			
	Total	290	100.0			

The Table 23 shows that students were asked that use of social media affects indirectly on play grounds and physical activities in youth. Where 26.55% of the respondent responded agree 32.07% of the respondents strongly agree, While 31.4% of respondents were uncertain about the statement 4.1% were disagreed, 0.3% were strongly disagreement about statement . The mean score 3.91 supported the statement. So the majority of respondents supported the statement. While 5.5% of the respondents did not responded for this statement.

CONCLUSION

The research deals with a survey on the usage of the social media networking in the domain of youth. The social media referencing which is used in the research tool are Face book, Skype, YouTube, Twitter and MySpace. The questionnaire consists of 31 close ended questions while two questions are opening ended. The survey was being approach by this researcher to 300 youngsters. All the participants actively respond to this questionnaire. The return average of the questionnaire was greatly high with 97 percent.

The average participation of the female respondents is greater than the male respondents with 66 percent. The level of qualification of the respondents varies from Bachelors to M.Phil programs and them were belongs to different educational institutions in Bahawalpur. Majority of the respondents belong to rural areas. This shows that the social media is widely used by the rural youth living in the urban population while the urban population utilized this with marginalized interests according to this sample survey. The average age groups which are being contacted by this researcher were between 15-30 years.

The majority of the respondents were students while a smaller proportion were the people belonging to different employee groups. This shows that the use of social media is widely used by all the segmented youngsters of the society in Pakistan. The final results of the survey shows that almost 50 percent users like face book as their primary and favorite social media form followed by Skype 39 per cent and the 11 per cent users use other forms of social media like Twitter and MySpace.

This research finds that the excessive users in the educational computer labs use the social media forms for comments, chatting, image and video sharing and texting etc. This average touches the almost half of the sampled population. This shows that they ignore their primary focus on their study and research related activities while utilizing the facility of internet in connecting with their friends on the social media networking forums with their average utilized time between 30 to 60 minutes. But the actual results may cross this maximum time period while utilizing the social media forms as 13 percent responded that they use it more than 2 hours in a single day. Their important features while using social media are SMS, video clips sharing links and comments. The informative links and the Islamic links are widely shared by the sample population of this survey for the fellow users. The users mostly face problems such as unwanted messages, unwanted friends request and controversial political links and unethical pictures and links, irrelevant religious and anti-religious messages and useless information. Despite agree with the argument that social media is affecting the life of the youth, the sampled youth population is continuously using the social media forms in all the Pakistan including in rural areas where the internet facility is available. It has deliberately affected the physical and sports activities which is being replaced by social media.

The negative images, messages, video links, voice messages are creating negative influence in the society and social groups at the minor level to penetrate to destabilize the inter-state harmony in the international relations. The recent social media usages in Egypt, Libya,

Tunisia, Lebanon and several other Asian, African and Latin American states have destabilized the internal as well as external relations of the states. The social media campaign is creating deeper division in the society, social and political groups, ethnic communities, racial entities and cultural groups.

The usages of the social media are in progress since the early years of the 21st century in Pakistan. The social media is utilized by the population belonging to different age groups but the youth population is at the forefront in the social media sites in all over the world and especially in Pakistan. The old perception of the socio-political development of the society in Pakistan through traditional elites and the clan groups has significantly changed into the new phenomena of social networking and online conferencing through the social media. The social norms of the society have weakened in the age of social media format and influence from individual to collective group efforts and progression. The majority of the sampled population of this research agrees with this argument.

Majority of the sampled population is agreed with this argument that the positive use of social media forms can brought socio-political awareness, enhance the different skills like increase language proficiency, develop online communication skills, create broader visionary power and connectivity. It is also useful for advertising, job hunting portals, publishing research articles and other techniques etc.

RECOMMENDATIONS

After getting all findings and discussed the conclusion of collected data the researcher recommend some measures to use of social media in right direction and utilize social media favorable and appropriate manner to its users. Positive use of social media can develop the youth's academic career, their skills, better living style, to adopt new trends, fashion, and anthropology so on.

Social media is recent and most favorite form of media. it is a useful tool for youth so its use is essential to get information and knowledge when youth going to connect the social media should keep in mind that basic purpose to usage and always remember that they are going to share the information or links are not only for their gratification and interest but also for all their contacts and friends community, so be carefully utilize with social responsibility, ethically, religiously and politically appropriate links should be share.

Keep in mind the society standards, social norms , Islamic values and do not share the links that create hatred different communities among the different segments, groups, sects, religions, cultures and races. The relevant information should be preferred on social media sites.

The educational computer labs must provide an organizational platform for the students and the researchers to make their use in an appropriate direction. There should be watchdog software in the server to hunt the students who are using these sites or these sites may be permanently blocked or a specific timing should be given to the students in the university hours for the use of social media websites. There should extra-curriculum and awareness forum in the educational institution regarding the instruction about the positive usage of social media networking portals.

Since the last few years, the use of social has significantly increased to make perception regarding the socio-political images. The users should be aware about the right to information which is provided to them from their respective states and societies. They should avoid from defamation and hate speech on the social media forums.

Healthy mind get progress in healthy physique. The youth should avoid from excessive use of social media. They should be balanced in their life and give proper time to the co-curricular activities in their daily life routine.

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