

**The Role of Social Media in Political Awareness Among Youth (A Case Study of District Malakand)**

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Abstract

This case study investigates the role of social media in fostering political awareness among youth in District Malakand. The study recognizes the increasing prevalence of social media platforms and their potential influence on the political engagement and awareness of the younger generation. The objective is to explore how social media, including social networking sites, online news portals, and other interactive platforms, promote political awareness, knowledge, and participation among youth in District Malakand. The research employs a quantitative approach. The findings of this research aim to provide a comprehensive understanding of the relationship between social media and political awareness among youth in District Malakand. The study sheds light on the impact of social media on their political knowledge, engagement, and the formation of political opinions. Moreover, it explores the potential of social media platforms as tools for political mobilization and activism among the youth population. The results of this study contributed to the existing literature on social media and political awareness, particularly in the context of District Malakand. Ultimately, this research endeavors to provide insights into leveraging social media effectively to foster informed and active citizenship among the younger generation.

Keywords: Social media, Political awareness, Youth, TikTok, Twitter and Facebook

Introduction

In this digital age, the role of social media and its impact on politics is unavoidable. Social media and politics are complementary to each other. Social media revolutionized the landscape of politics in Pakistan where youth are shaping the opinion of the public through Twitter, Instagram, TikTok and Facebook. The rise of social media platforms has enabled people to stay informed about political issues and events in real-time. Social media has also transformed the way political campaigns are conducted, with candidates and parties using social media platforms to reach and engage with voters like never before. The essential and pre-requisite tool for political communication is thought to be social media. It has been observed that since social media first became popular, people's political knowledge is growing rapidly and extensively. The most well-known social media platforms among young people, are Facebook, Twitter, and TikTok. Through their social media profiles, the younger generation stays informed about politics. Social media have developed new platforms for political engagement. Although Facebook, Twitter, and TikTok are the most popular since they offer a variety of information and enable users to receive the most recent updates. Through Facebook, Twitter, and TikTok, various political candidates communicate with voters Batool, et al (2020). The use of social media for political awareness in Pakistan is

growing daily, especially among young people. Because young people are adept at utilizing TikTok, political parties are embracing it to spread their messages. The young people of Pakistan are so involved in social media that they also participate in many online political debates to increase their political awareness. Politically and socially conscious youth are present on Facebook, Twitter, TikTok, and Instagram, which is excellent for Pakistan given our youth bulge *Batool, et al (2020)*. Youth in Pakistan are embracing social media as a platform to learn about politics and increase political awareness in order to spread their political ideas. The introduction of the internet and other digital communication technologies has increased young people's use of social media. For the youth, social media is like a hot cake because it allows them to interact with loved ones and serves as a forum for discussing politics *Muzaffar, et al (2019)*.

Political parties, activists, and leaders also use social media to engage their supporters, voters, and supporters. Government officials, ministers, opposition leaders, Inter Services Public Relations (ISPR), politicians and activists in Pakistan use Twitter and Facebook for communication in order to achieve their desired goals and develop relationships with their audience *Ahmed, et al (2020)*

The importance of youth in political transition has been recognized by Pakistan's major political parties. They broadcast a sizable amount of youth-focused advertising with various types of content during the 2013 general elections in well-known Urdu daily newspapers. Among the three major political parties, PTI released the majority (41%) of its youth-targeted political advertising and has a responsive social media team *Ahmad, et al (2020)*

Social media in Pakistan

Social media can create new opportunities to give voice to youth and pose new challenges for the political arena. According to media reportage, social media are offering a common platform to the people in Pakistan to raise their voices against corruption, energy crisis, and incapable leadership. For example, Latif (2013) has highlighted the role of social media in changing future of Pakistan. Referring to various suo moto actions of supreme courts, the author clearly recognized the important role of social media. Reportedly, many political parties, for example Pakistan Tehreek-e-Insaf (PTI), Pakistan Muslim League Nawaz (PML-N) and Muttahida Qaumi Movement (MQM) used social media to promote their respective political agenda and mobilize youth to vote in the upcoming elections 2013. Apart from sporadic media reportage, youth participatory politics has received little attention of the researchers in Pakistan. Social media can integrate society through participatory democracy and trigger revolution as well. The PTI used social media to engaged youth in the political campaign of 2018 elections so widely that the narrative of PTI was dominated in the political scene. The youth is engaged through different interactive sessions and online spacing like Twitter space where they were encouraging to shape a political narrative and to highlight the manifesto of the party. Imran Ghazali, the party's head of social media, claimed that "the PTI is frequently blacked out in the mainstream media. Ghazali says after social media was being used across the world for campaigns like the Arab Spring, it was easy to convince the party leaders to consider the idea. Also, he says, the PTI leadership is relatively more tilted towards social media than leaders of another mainstream

Parties. It requires a lot of campaigning to encourage people to utilize their right to vote, claims Ghazali. To deliver this push, the party, however, relied on its engaged social media following.

The party discovered that it had a source of support from potential voters who had not registered when voter registration took place last year. The party organized its resources and produced a video ad campaign to encourage young people to register. As the campaign went viral on the Internet, PTI tapped their support. The content on the channel focuses on video messages of PTI's leadership, also recordings of the public meetings of the party, rallies and documentaries created as a part of their election campaign. While other political parties have started paying attention to the

online world and social media, their online presence is limited.

Tasked with projecting the ‘PPP point of view’, the team was formed to counter the ‘media’s partiality’ against the party, says Jarral, PPP senior social media person. “There is a lot of misperceptions against the PPP on mainstream media,” he says, “We needed a platform to tell Pakistanis where we stood”. Saad Malik, the PML-N social media team head, says the party narrative entered the virtual world after PTI launched its social media campaign. The PML-N social media team had two basic objectives – interacting with the public and getting the message of the party across. However, the Muttahida Qaumi Movement (MQM) is an exception. The party has set up its own web-based channel and has a fully functioning media office.

The Nexus Between Social Media and Political Participation

Njegomir (2016) looked into millennials' political activity on Facebook, Twitter, and YouTube. They discovered that whereas Facebook was widely used for political content, Twitter and YouTube were not usually used for political objectives. It also implied, though, that Facebook might have a detrimental impact on formally participating in politics in both developing and rich nations. According to Marcheiva's (2008) research, Facebook and other social media platforms, have a significant relationship with mass movements. Facebook made it easier for people to participate in politics in a variety of ways, including by discussing contentious topics. Rustad and Saeb (2013) discovered that politicians utilize Facebook to engage in political activity, connect with constituents, and share updates on their agenda. Hanson, Haridakis, Cunningham, Sharma, and Ponder (2010) discovered a link between political cynicism and social media use, particularly Facebook. The prevalence of the internet among voters, who learn about political candidates via numerous party organizations, was noted by Andersen and Medaglia in 2009. In their thesis on the politics of social media, notably Facebook, Stumpel (2010) offered new insights. They argued that discursive processes and counter-protocological implementations ought to be crucial political elements influencing user behavior on social networking sites.

Research questions

1. What is the role of social media in political awareness?
2. How social media is used in political campaigns?
3. How social media leads to political polarization?

Research aims and objectives

1. To find out the role of social media in political awareness.
2. To identify the use of social media for political campaigns.
3. To explore the social media and political polarization.

Literature review

Social media, as defined by Stoycheff et al. (2017), is an online platform that is not institutionalized and mostly depends on user-generated content and sophisticated features that encourage two-way communication. Platforms on social media have developed into powerful and influential communication tools in Pakistani politics, and their appeal is expanding, particularly among young people. Young people in Pakistan who use social media more frequently are more politically engaged and more inclined to get involved in conventional politics (Ahmad et al. 2019). In Pakistan, there were 30 million Internet users as of the general election in 2013, of whom 13 million used social media (Ali et al. 2013). In contrast, according to Statista (2018), there were 44.6 million Internet users in Pakistan prior to the 2018 general elections, of whom 35 million actively used social media. The Gallup Pakistan survey from 2018 shows that 48% of Pakistanis

use the Internet at least once a day to access social media news, demonstrating the political value of social media. According to these numbers, a sizable portion of young people—who make up a sizable portion of the population—have started participating in political activities on social media. Particularly in South Asian underdeveloped nations like Pakistan, the study in this area is still in its exploratory stages (Mahmood et al. 2020). Given Pakistan's democratic leanings, it is crucial to consider how social media contributes to shaping young people's political views in the country's unique set of political circumstances. Importantly, the value of political expression is significant in a nation like Pakistan where, recently, the military's indirect involvement in politics and the intimidation of journalists and media organizations to rig elections and influence public opinion have been widely reported (Tharoor 2018).

Bhatti, Ali. and Hassan (2016) argued that social media is an instrument through which people disseminate, interchange and communicate with each other online which eventually effect their opinion that led to enhance their political knowledge. But despite of the increase political awareness through social media in the people of Pakistan there has been lesser participation and political apathy by the youth. Yunus (2013) analyzed that in the past few years, the use of social media has increased significantly all across the globe. Since the last decade, the world has been witnessing the impacts of social media sites in different fields, however, one of the hugest impacts was observed in the field of politics. Politicians, now-a-days, use social media to promote their “political campaigns, to create awareness on political issues and for mobilizing protests and creating hype through social media”. The online communication through social media has evolved as an accessible and amazingly efficient instrument for influencing huge number of masses with political motives. In Pakistan, various ideological groups like PTI, PPP, PML-N, and others are working and the quantities of these ideological groups utilized internet based life and work their very own records and systems on Facebook, Twitter, and Skype to interconnect and compose individuals to take part in political procedure. PTI and PML-N are among the most loved ideological groups on Face book, Twitter and Blogs (kugelman (2012).

Hussain et al. (2018) "used the example of Pakistan's General Elections 2013 to examine the intersection of politics, youth, and media. They examined the youth-focused advertisements (YOAs) that three significant political parties—Pakistan Muslim League Nawaz (PML-N), Pakistan People's Party Parliamentarian, and Pakistan Tehreek-e-Insaaf (PTI)—released in national Urdu dailies prior to the elections. They discovered that PTI had the most commercials (41%) and PML (N) had the least (9%) targeted at young voters. ' Hussain et al. (2018) "used Pakistan's General Election as an example." Political parties used a variety of topics in their YOAs, such as emotive language, personal appeals, endorsements, wordplay, and statistics. All three political parties primarily depended on "endorsement" to capture the interest of the young.

In Malakand we find out the relationship between social media and political awareness among youth that how the youth of Malakand district use social media for political purpose and what they get from the usage of social media politically. The related literature shows that the youth of Malakand are also mobilized by different political parties by using their social media platforms.

Research Methodology

This study is conducted using quantitative approach, including quantitative data collection. The quantitative data is collected through questionnaires. Data is collected through three different scales, namely Binary scales, Likert scale and Agreement, Disagreement scale.

Data analysis

The collected data are analyzed through statistical tools and techniques. The data is analyzed through graphs. The analysis focused on political parties' trends in social media and their outcome

in polls.

Results and Discussion

The data analysis aimed to examine the relationship between social media usage and political awareness among the respondents. Total hundred (100) respondents take part in this research from different areas of Malakand division.

Social Media Platform Preferences

The analysis began by examining the respondents' preferences for different social media platforms. Frequencies and percentages were calculated to determine the popularity of each platform. The results are summarized in Table 1 and visualized in Figure 1.

Table 1: Social Media Platform Preferences

Social Media Platform	Frequency	Percentage
TikTok	31	35.2%
Facebook	37	42%
Twitter	4	4.5%
LinkedIn	0	0%
Instagram	16	18.2%

Average Social Media Usage

To gauge the extent of social media usage, respondents were asked about their average usage time per week. The analysis involved calculating frequencies and percentages for each response option. The results are presented in Table 2 and visualized in Figure 2.

Table 2: Average Social Media Usage

Average Usage Time	Frequency	Percentage
1 hour	8	8.6%
2 hours	16	17.2%
More than 3 hours	58	62.4%
None of these	11	11.8%

Purposes of Social Media Usage

The analysis focused on understanding the purposes for which respondents used social media. Frequencies and percentages were calculated to determine the prevalence of different purposes. The results are presented in Table 3 and visualized in Figure 3.

Table 3: Purposes of Social Media Usage

Purpose	Frequency	Percentage
Political awareness and discussion	19	19.4%
Education	34	34.7%
Religious	43	43.9%
Sports and entertainment	2	2%

Political Party Affiliations

The analysis explored the respondents' political party affiliations and their preferences for following

specific parties on social media. Frequencies and percentages were calculated to determine the distribution of party affiliations. The results are summarized in Table 4 and visualized in Figure 4.

Table 4: Political Party Affiliations

Political Party	Frequency	Percentage
PTI	54	51.4%
PMLN	3	2.9%
PPP	7	6.7%
Others	41	39%

Goals of Social Media Profiles

The analysis examined the goals and intentions of the respondents in maintaining social media profiles. Frequencies and percentages were calculated to identify the prevalent goals. The results are presented in Table 5 and visualized in Figure 5.

Table 5: Goals of Social Media Profiles

Goals	Frequency	Percentage
Spreading political awareness	36	46.2%
Fame	12	15.4%
Criticizing the government	13	16.7%
Raising voice for a leader or supporting	17	21.8%

Content Creation on Social Media

The analysis explored the types of content created by the respondents on social media platforms. Frequencies and percentages were calculated to determine the prevalence of different content types. The results are presented in Table 6 and visualized in Figure 6.

Table 6: Content Creation on Social Media

Content Type	Frequency	Percentage
Entertaining	26	32.9%
Promotion of political ideology	18	22.8%
Political memes	6	7.6%
None of these	29	36.7%

Total Respondents = 100

Participation in Political Campaigns on Social Media

The analysis examined whether respondents had participated in political campaigns on social media and which platforms they used for such purposes. Frequencies and percentages were calculated for each platform. The results are summarized in Table 8 and visualized in Figure 8.

Table 8: Participation in Political Campaigns on Social Media

Platform	Frequency	Percentage
Twitter	24	27.7%
TikTok	8	9.3%
Facebook	44	51.2%
Instagram	10	11.6%

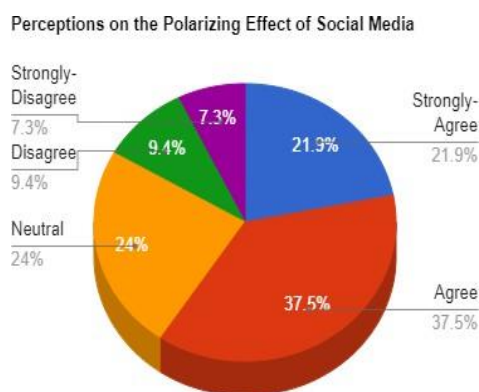
Perceptions on the Polarizing Effect of Social Media

The analysis aimed to understand the respondents' perceptions regarding the polarizing effect of social media used by political parties. Frequencies and percentages were calculated for each response option. The results are summarized in Table 9 and visualized in Figure 9.

Table 9: Perceptions on the Polarizing Effect of Social Media

Perception	Frequency	Percentage
Strongly Agree	21	21.9%
Agree	36	37.5%
Neutral	23	24%
Disagree	9	9.4%
Strongly Disagree	7	7.3%

Figure 9: Perceptions on the Polarizing Effect of Social Media



Total Respondents = 100

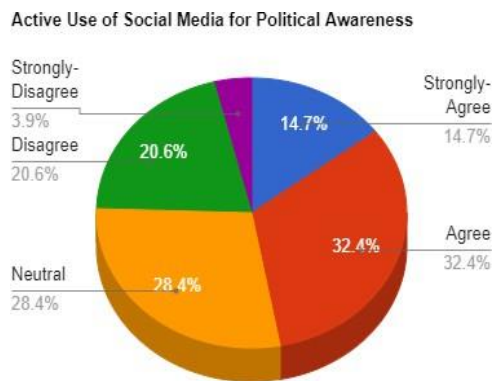
Active Use of Social Media for Political Awareness

The analysis aimed to gauge the extent to which respondents actively use social media to spread political awareness among the masses. Frequencies and percentages were calculated for each response option. The results are summarized in Table 10 and visualized in Figure 10.

Table 10: Active Use of Social Media for Political Awareness

Perception	Frequency	Percentage
Strongly Agree	15	14.7%
Agree	33	32.4%
Neutral	29	28.4%
Disagree	21	20.6%
Strongly Disagree	4	3.9%

Figure 10: Active Use of Social Media for Political Awareness



Total Respondents = 100

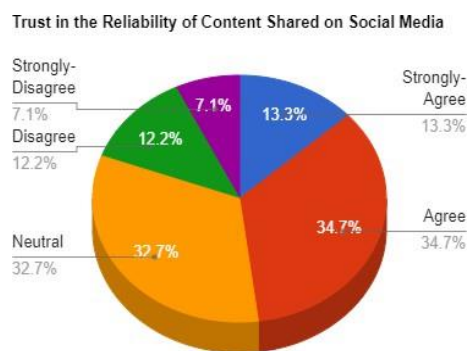
Trust in the Reliability of Content Shared on Social Media

Analysis aimed to assess the respondents' trust in the reliability of content shared by political parties on social media platforms. Frequencies and percentages were calculated for each response option. The results are summarized in Table 11 and visualized in Figure 11.

Table 11: Trust in the Reliability of Content Shared on Social Media

Perception	Frequency	Percentage
Strongly Agree	13	13.3%
Agree	34	34.7%
Neutral	32	32.7%
Disagree	12	12.2%
Strongly Disagree	7	7.1%

Figure 11: Trust in the Reliability of Content Shared on Social Media



Total Respondents = 100

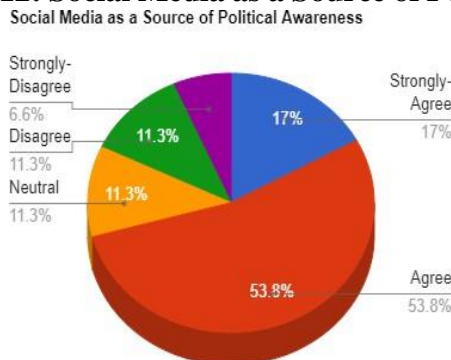
Social Media as a Source of Political Awareness

The analysis aimed to determine the extent to which respondents considered social media as a source of political awareness. Frequencies and percentages were calculated for each response option. The results are summarized in Table 12 and visualized in Figure 12.

Table 12: Social Media as a Source of Political Awareness

Perception	Frequency	Percentage
Strongly Agree	18	17%
Agree	57	53.8%
Neutral	12	11.3%
Disagree	12	11.3%
Strongly Disagree	7	6.6%

Figure 12: Social Media as a Source of Political Awareness



Total Respondents = 100

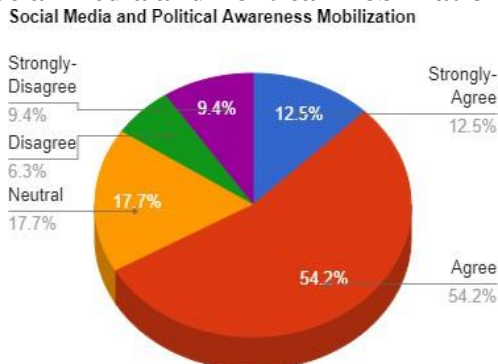
Social Media and Political Mobilization

The analysis aimed to assess the respondents' views on whether the use of social media platforms helps in political mobilization. Frequencies and percentages were calculated for each response option. The results are summarized in Table 13 and visualized in Figure 13.

Table 13: Social Media and Political Mobilization

Perception	Frequency	Percentage
Strongly Agree	12	12.5%
Agree	52	54.2%
Neutral	17	17.7%
Disagree	6	6.3%
Strongly Disagree	9	9.4%

Figure 13: Social Media and Political Mobilization, Total Respondents = 100



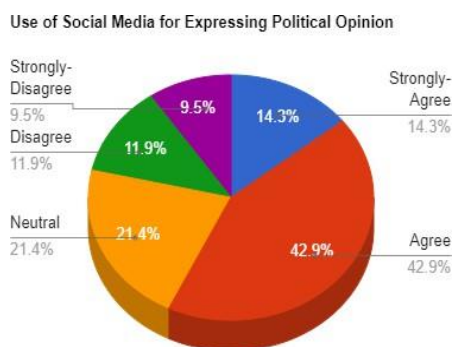
Use of Social Media for Expressing Political Opinion

The analysis aimed to determine the extent to which respondents use social media for expressing their opinions on the ongoing political situation of Pakistan. Frequencies and percentages were calculated for each response option. The results are summarized in Table 14 and visualized in Figure 14.

Table 14: Use of Social Media for Expressing Political Opinion

Perception	Frequency	Percentage
Strongly Agree	12	14.3%
Agree	36	42.9%
Neutral	18	21.4%
Disagree	10	11.9%
Strongly Disagree	8	9.5%

Figure 14: Use of Social Media for Expressing Political Opinion



Total Respondents = 100

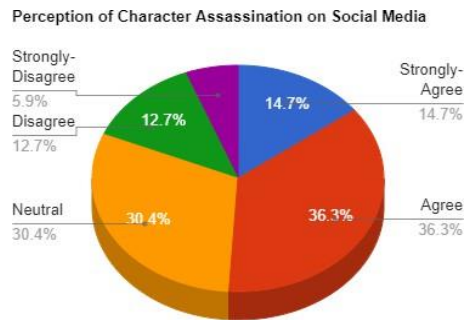
Perception of Character Assassination on Social Media

The analysis aimed to gauge the respondents' perceptions of whether social media is used by political parties for maligning each other's and character assassination. Frequencies and percentages were calculated for each response option. The results are summarized in Table 15 and visualized in Figure 15.

Table 15: Perception of Character Assassination on Social Media

Perception	Frequency	Percentage
Strongly Agree	15	14.7%
Agree	37	36.3%
Neutral	31	30.4%
Disagree	13	12.7%
Strongly Disagree	6	5.9%

Figure 15: Perception of Character Assassination on Social Media



Total Respondents = 100

Impact of Social Media on Changing Political Stance

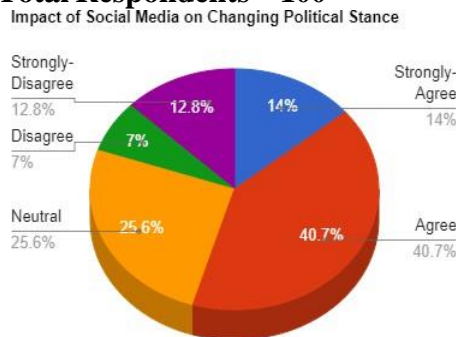
The analysis aimed to determine whether using social media had an impact on the respondents' first stance about politics and political happenings. Frequencies and percentages were calculated for each response option. The results are summarized in Table 16 and visualized in Figure 16.

Table 16: Impact of Social Media on Changing Political Stance

Perception	Frequency	Percentage
Strongly Agree	12	14%
Agree	35	40.7%
Neutral	22	25.6%
Disagree	6	7%
Strongly Disagree	11	12.8%

Figure 16: Impact of Social Media on Changing Political Stance

Total Respondents = 100



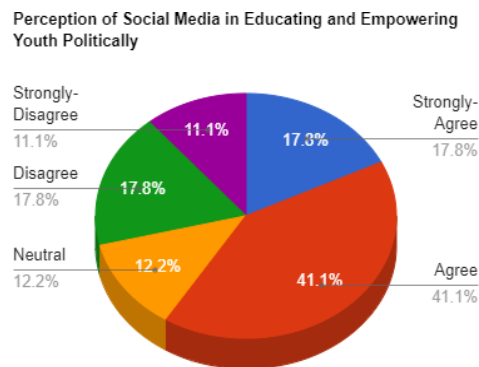
Perception of Social Media in Educating and Empowering Youth Politically

The analysis aimed to assess the respondents' perception of whether social media educates and empowers youth politically. Frequencies and percentages were calculated for each response option. The results are summarized in Table 17 and visualized in Figure 17.

Table 17: Perception of Social Media in Educating and Empowering Youth Politically

Perception	Frequency	Percentage
Strongly Agree	16	17.8%
Agree	37	41.2%
Neutral	11	12.2%
Disagree	16	17.8%
Strongly Disagree	10	11.1%

**Figure 17: Perception of Social Media in Educating and Empowering Youth Politically
Total Respondents = 100**



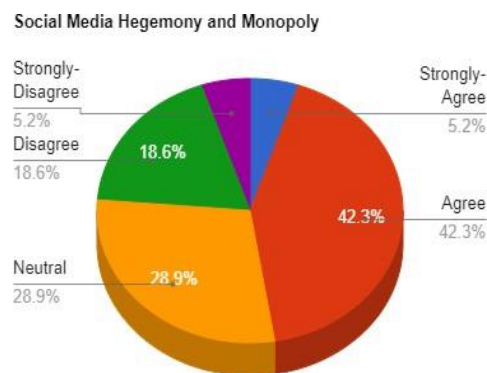
Social Media Hegemony and Monopoly

The analysis aimed to determine the respondents' views on whether social media hegemony and monopoly can be converted into a vote bank by any political party. Frequencies and percentages were calculated for each response option. The results are summarized in Table 18 and visualized in Figure 18.

Table 18: Social Media Hegemony and Monopoly

Perception	Frequency	Percentage
Strongly Agree	5	5.2%
Agree	41	42.3%
Neutral	28	28.9%
Disagree	18	18.6%
Strongly Disagree	5	5.2%

Figure 18: Social Media Hegemony and Monopoly, Total Respondents = 100



Participation in Political Party Social Media Team

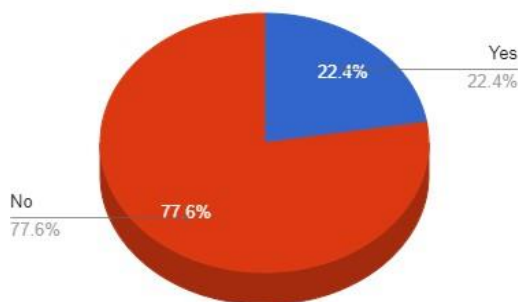
The analysis aimed to determine whether the respondents are part of any political party's social media team. Frequencies and percentages were calculated for each response option. The results are summarized in Table 19 and visualized in Figure 19.

Table 19: Participation in Political Party Social Media Team

Perception	Frequency	Percentage
Yes	22	22.4%
No	76	77.6%

Figure 19: Participation in Political Party Social Media Team

Participation in Political Party Social Media Team



Total Respondents = 100

Cross-Checking of Content Shared by Political Parties

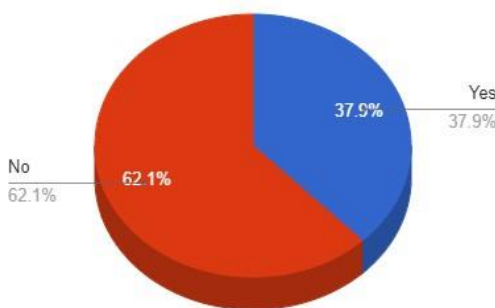
The analysis aimed to determine whether the respondents cross-check the content shared by political parties on their social media handles. Frequencies and percentages were calculated for each response option. The results are summarized in Table 20 and visualized in Figure 20

Table 20: Cross-Checking of Content Shared by Political Parties

Perception	Frequency	Percentage
Yes	36	37.9%
No	59	62.1%

Figure 20: Cross-Checking of Content Shared by Political Parties

Cross-Checking Content Shared by Political Parties



Total Respondents = 100

Discussion:

Based on the answers provided, the main conclusions are:

Facebook is the most used social media platform among respondents, followed by TikTok and Instagram. Twitter and LinkedIn are used relatively infrequently. The majority of respondents spend more than 3 hours a week on social media, indicating a significant level of engagement. Social media is used for a variety of purposes, with educational and religious content being the most important. Political awareness and debate are also important for a significant percentage of respondents. The majority of people who use social media for political purposes support the PTI (Pakistan Tehreek-e-Insaf) party. However, significant percentages either follow other political parties or have no affiliation. The purposes of social media profiles vary, but spreading political awareness is the most common purpose. Criticizing a government or endorsing a particular leader are also common goals. Content creation on social media varies, but a significant percentage of respondents do not create specific content. The promotion of entertainment content and political ideologies is also mentioned. TikTok is recognized as the most powerful platform for building stories among young people, followed by Twitter and Facebook. Facebook is the most used platform for participating in political campaigns, followed by Twitter and Instagram. A majority of respondents agree or strongly agree that the use of social media by political parties is polarizing society. Although a significant number of respondents actively use social media to spread political awareness, there is also a significant proportion who are neutral or opposed to this statement. The credibility of content shared on social media platforms is perceived positively and the majority agree or are neutral on this question. Social media is widely recognized as a source of political consciousness, with a majority agreeing or strongly agreeing with this statement. The idea that social media platforms contribute to political awareness and political mobilization is widespread among respondents. A significant number of respondents use social media to voice their opinions about the current situation in Pakistan. While there is varying consensus, there is the idea that social media is used by political parties to smear each other and assassinate identities. Social media use influenced a significant proportion of respondents' initial attitudes toward politics and political events. Although there is a belief that social media educates and politically empowers young people, some respondents are neutral or disagree with this view. Most respondents agree or strongly agree that social media hegemony and monopoly can be changed from political parties to vote banks. Most respondents are not part of their political party's social media team. A significant number of respondents do not check content shared by political parties on social media, suggesting that fact-checking may be lacking. Overall, the results suggest that social media plays an important role in political awareness and debate, and that respondent's opinions and engagement patterns are diverse.

Findings

This research study examines the role of social media in fostering political awareness among youth, focusing on the specific case of District Malakand. The study employs a case study approach, with District Malakand serving as the geographical context. The data was collected in district Malakand from youth. The data were tabulated and analyzed by using statistical tools in MS Excel and SPSS. The analysis began by examining the respondents' preferences for different social media platforms for political purpose. Collected data were calculated to determine the popularity of each platform, in which 35.2% use TikTok, 42% Facebook, 4.5% Twitter and 18.2% Instagram. 19.4% respondents used social media for political awareness and discussion, 34.7% for education, 43.9% for religious purpose and only 2% for sports and entertainment. About Political party affiliations 51.4% respondents follow PTI, 2.9% PMLN, 6.7% PPP and 39% follow other parties.

From social media profiles 46.2% respondents used it for spreading political awareness, 15.4% for fame, 16.7% for criticizing government and 21.8% for supported a leader. About powerful platform for narrative building, 30.5% respondents thought Twitter to be powerful, 40.2% TikTok, 23.2% Facebook and 6.1% perceived Instagram. Participating in political campaigns on social media 27.7% used Twitter, 9.3% TikTok, 51.2% Facebook and 11.6% Instagram.

On social media leads to polarization 21.9% respondents strongly agrees, 37.5% agree, 24% remains neutral, 9.4% disagree and 7.3% strongly disagree. Authenticity of content on social media, Respondents trust were measured in which 13.3% strongly agree, 34.7% agree, 32.7% remains neutral, 12.2% disagree and 7.1% strongly disagree Change in Political stances to which 14% respondents strongly agree, 40.7% agree, 25.6% remains neutral, 7% disagree and 12.8% strongly disagree. Perception of social media in educating youth politically to which 17.8% respondents strongly agree, 41.2% agree, 12.2% remains neutral, 17.8% disagree and 11.1% strongly disagree. Participating in political campaigns on social media in which 22.4% were part of political parties' social media team and 77.6% were not. 37.9% respondents check the content shared on social while 62.1% didn't check it.

Conclusion

The results show that social media has a significant impact on how people learn and talk about politics. People use social media for a variety of political reasons, including sharing information, criticizing governments, and supporting leaders. This means that social media is a powerful tool for people with different political beliefs to engage in discussion and expression. People believe that social media raises political awareness and helps young people to be more active. They see social media as a platform which educate and empowered youth politically. However, some fear that social media will further divide society. They believe that political parties on social media lead to polarization and divide the society. It's also important to remember that not everyone checks the truthfulness of information shared by political parties on social media. Some people believe what they see without questioning it. In a nutshell, social media has a huge impact on political awareness and political debates. It gives people a chance to express their opinions and learn about political happenings in a country. But it can also lead to further division, so it is important to be critical of information shared on social media.

Recommendations

On the basis of results and conclusion obtained from the research the following recommendations are suggested for the betterment of utilizing social media to engaged youth in the political affairs of the state

- 1: Government must build a mechanism for the curtailment of cyber bullying on social media
- 2: There is need for workshops and seminars for social media users to used it effectively without harming anyone
- 3: Everyone needs to know how to cross check the information on social media to negate the fake news and deep fakes
- 4: Youth must be engaged on social media by political parties to project their manifesto and include youth in decision making process
- 5: Political polarization must be curtailed through consensus building and tolerance so people can respect each other's opinions

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