Role of Virtual Public Sphere in Manifesting Political Participation among Youth

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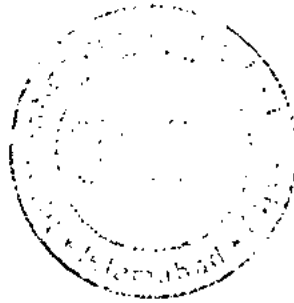Sarfraz Masih

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Role of Virtual Public Sphere in Manifesting Political Participation among Youth

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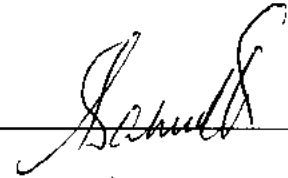
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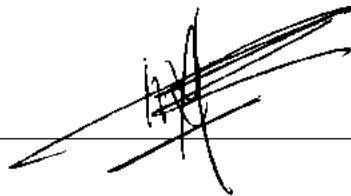
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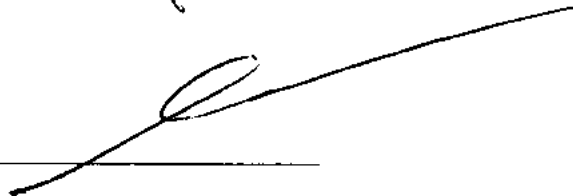
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Dedication

I dedicate this piece of work to my beloved parents and teachers, whose altruistic and affectionate training and guidance strengthened my capabilities to complete my research work. I also dedicate my research thesis to all my well-wishers and acquaintances, as they helped and cooperated with me to accomplish my degree program.

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I am very thankful to God, Who enabled me to complete this research thesis. I pay homage to all those acquaintances who assisted and boasted my morale from time to time during whole period of my degree. I am very grateful to my research supervisor Dr Muhammad Babar Akram, Assistant Professor, Department of Sociology, who guided, helped and encouraged me throughout my research work.

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<div align="right">SARFRAZ MASIH</div>

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Abstract

The virtual public sphere plays a key role in political participation in the society. The study was conducted to explore the role of virtual public sphere in manifesting political participation among youth in Pakistan. Quantitative research method was used in the current study. The youth of Pakistan was selected as population of current study. Morgan's (1970) formula was used to draw sample size and data was collected through online Google survey. The study concluded that majority of Facebook users were post graduate male, who had up to 8 years of duration of their Facebook account and they spent 1-25 hours in a week on Facebook. Moreover, majority of the respondents could understand the political terms whenever these were used and felt being part of Facebook community. Likewise, Facebook allowed majority of the respondents to make a lot of new friends through this platform. High Majority of the respondents gave comments on others views on certain political and social issues. Most of the respondents rarely discussed various public issues on Facebook and YouTube based online social groups Furthermore, freedom of networking, dissemination of information, expression of opinions, political efficacy and social media intensity had very strong correlation with online political participation as compared to offline political participation. The study found out that virtual public sphere has vital role in political participation among youth in Pakistan. The role of virtual public sphere in the promotion of democracy and integration in society can be strengthened through the awareness on the role of virtual public sphere and freedom of means of virtual public sphere in the society.

CHAPTER ONE

Introduction

Groups are structured according to attributes of social group members. Groups structured by public opinions are large scale as well as small groups. It takes form of association which is a type of organization in which people perform all the work of the association on behalf of a large membership. Likewise, group process indicates the way of handling things together and it gives the understanding of social interactions within and between groups by our sense of who we are and what we are worth derives from our group memberships (Baron and Kerr, 2003).

Social interaction is a dynamic sequence of social actions between groups who modify their actions and reactions due to the actions by their interaction partner. This is also a social exchange between two or more individuals. These interactions form the basis for social structure and therefore are a key object of basic social inquiry and analysis. Social structures and cultures are founded upon social interactions. By interacting with one another, people design rules, institutions and systems within which they seek to live. Symbols are used to communicate the expectations of a given society to those new to it. Through this broad schema of social development, one sees how social interaction lies at its core and it concerns the nature of everyday human social interactions and agency on a small scale. Interaction among communities brings attention towards the processes that cause local actions and identities (Robbins et al., 2013).

This kind of interaction gives the overview of the common liking and disliking of the people and this also reflects the concerns of people and places. Similarly, it facilitates understanding of the connections among individuals, society and the environment. It is logical and useful for

understanding many processes and factors motivating collective action. In other words, community interaction promotes the social networks among the people. Consequently, it helps bringing people on common interests to go together for achieving common goal. As the interaction becomes intensive it strengthens the ties among people in a community (Wilkinson, 1991).

In the view of community interaction, interactional theory emphasizes the importance of mutuality and integration as an anchor for collectiveness in the pursuit of common goal. Many researchers have dug out the need for interaction-oriented collective actions in the face of social problems and to bring the sense of ownership of national interests and well-being of the society. Therefore, community interaction results in collective behavior for preparing people to stand for the aim of common interest (Brennan and Luloff, 2007).

Furthermore, Emergent Norm Theory (ENT) posits that nontraditional, collective behavior emerges from the crucible of a normative crisis. A precipitating event occurs that, depending upon how the event is collectively interpreted by the participants creates a normative crisis. The crisis destroys, neutralizes, or no longer allows the traditional normative guidelines to be collectively defined as appropriate guides for action. The crisis creates a sense of uncertainty and urgency forcing people to act even as they create meaning through symbolic interaction processes. They interact and create a new, emergent normative structure that guides their behavior. According to ENT, collective behavior occurs as people are forced by the crisis to abandon their previously established conceptions regarding legitimate ways of acting. Emergent norm theory comes under the sociology of disasters. It emphasizes the transformation of the

normative structure including public opinions through public sphere as platform of social life (McPhail, 1991).

1.1 Public Sphere

It refers to the area of social life for people to discuss societal and political problems freely. Habermas in the structural transformation of public sphere analyses the public places including saloons and coffee shops of Europe in seventeenth and eighteenth centuries. By analyzing, he gets normative knowledge of public debate or manners of communication. Furthermore, he analyses it to justify its later disintegration which is called bourgeois public sphere. He asks the question of identification of social conditions which causes the gathering of individuals for talking on public problems (Garnham, 2000).

Habermas discusses the role of media in the 18th century as a catalyst for the appearance of the public sphere. For instance, the printing press was promoted to increase literary expression and public consumption for discussion among the larger audience. Therefore, Public sphere is in fact, the arena of social life that forms public opinion. A public sphere is structured in every discussion in which private people accumulate to make a public body. Nationals here act as an open body with surety of opportunity of statement paying little heed to their professions (Habermas, 1996).

There are six features of Habermas' public sphere such as autonomy from the state and economic power brings surety that interaction among the individuals is truly free from state and economic control, the center of the public sphere is rational-critical discourse that can promote ongoing interaction, expression of the opinions refer the internal process of critically reflecting and adjusting one idea or stance, ideal role-taking prepares people to feel the matter by putting

themselves in others shoes, possibility of understanding and making rational assessment of perspectives is through sincerity; and interaction among individuals in groups is very important for having full view of the social and political issues (Dahlberg, 2001).

1.2 Virtual Public Sphere

The public sphere, as described by Habermas (1974), is an ideal. It helps us in the understanding of the link between public sphere and public opinions on social and political issues. The arrival of the internet in the 90's established new hopes for renewing rational-critical debate fashioned around public sphere. Blogs for example, became a type of networked expression that is for producing knowledge for democratic listening. In developing countries the internet is considered to give following benefits such as economic productivity, health, education, poverty alleviation, empowerment, democracy and sustainable development (Madon, 2000).

At the point when private sphere and public sphere match on the internet, the result is a virtual public sphere. The idea of the virtual public sphere may be considered as a method for conceptualizing the public sphere. Internet provides considerable access to data which can bring about picking up more political data and correspondence joins with political elite (Papacharissi, 2009).

Discussion on the public sphere has been normally partitioned into utopian and dystopian categories which elevate civic cooperation online or question the genuine effect of online pondering, or do both. In these academic examinations, researchers have a tendency to be concerned with the three parts of online correspondence, as they straightforwardly influence the social and political capital produced by online media which are; Access to data, Correspondence and Commercialization of online space (Sassi, 2000).

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1.3 Virtual Public Sphere and Social Life

The virtual public sphere has variety of countless news and interests for public groups which are countless. There are different Facebook groups in which they get together to post messages to every single other part and obviously websites are gaining popularity in every aspect. Because of shared convictions and mutual understanding, these virtual groups can be prolific region for the development of fellowships and even cozy connections. For example, it is argued that privatization of forces of capitalism have made commercial culture that has taken the place of public sphere (Carey, 1995).

Furthermore, in light of the significance of that personality to them, internet groups ought to consolidate their virtual membership into their self-ideas. According to this, it is expected that individuals from these groups can make this new and essential part of character a social reality and can offer it to others. From these studies, it is obvious that discussion among Facebook groups transforms social identities and affect on the personalities of the people. Similarly, the impact of group life goes up to family life (Deaux et al., 1993).

Amman (2010) in analyzing the same data found that most social networking sites such as Facebook by Senate candidates was informational and had no correlation to voter turnout. However, a spike in Facebook and Twitter research in the US context happened last year when we witnessed the posted and informed political event in history, the 2012 US presidential elections. Hong and Nadler (2011) in measuring the potential impact of Facebook on 2012 US presidential elections found that while Twitter and Facebook expand possible modes of election campaigning, high levels of Twitter and Facebook usage by election candidates did not result in their greater popularity or greater level of public attention they received online.

1.4 Media and Public Sphere

Media has much importance in terms of transferring the public opinion. In accordance with the argument of Habermas, commercialization of the mass media has changed into the place where advertisement and public relations are prioritized. Commercial interests, a capitalist economy, and mainstream media content have colonized the public sphere and compromised rational and democratic public discourse extinct and it is frequently playing a vanguard role with television (Habermas, 2004).

Correspondence through virtual public sphere has the remarkable capacity to transmit data and fabricate connections among substantial gatherings of physically disengaged people. This data streams in speed and getting to achieve the adolescent members of virtual public sphere. For sure, these potential virtual groups have been hailed as better approaches to increase urban engagement and lessen the expense of aggregate activity (Delli, 2000).

The virtual public sphere provides socialization to the individuals initially for political overview. Early years of the youth are extremely important for the development of civic practices (Horowitz and Wanstrom, 2006), and the discussion with parents, teachers, and friends, and media in the virtual public sphere influence the process of political socialization. Furthermore, since the 1970s many researchers have discovered that the media in virtual public sphere have played an important role in youth's political efficacy (McLeod, 2000).

Such results support the view that membership and participation in internet groups can have powerful effects on one's self and identity. It is argued that group processes and effects unfold over the internet in much the same way as they do in traditional venues. Predictions about on-line group behavior and its consequences were generated from theories (social identity theory,

self-completion theory) that were developed based on research in off-line and face-to-face groups (Spears et al., 2002).

1.5 Internet and Public Sphere

It should be clarified that new public space is not synonymous with a new public sphere. As public space, the internet provides yet another forum for political deliberation. As public sphere, the internet could facilitate discussion that promotes democratic exchange of ideas and opinions. A virtual space enhances discussion and a virtual sphere enhances democracy. Online vicinity of gatherings, politicians and youth in virtual public sphere should not be overestimated. With the emergence of new information and communication technologies, various scholars and politicians view the internet as a new source of political socialization and a way to bring youth closer to the political process. Though numerous persons are familiar with Facebook and many use it for excitement purposes. Regardless of the fact that they visit online political substance, they undoubtedly have a tendency to have a starting enthusiasm toward political issues, the gathering or politicians. It brings them in a large political group (Brundidge and Rice, 2009).

Furthermore, Kaye and Johnson (2002) showed that direction and data looking through internet are solid inspirations, took by diversion and social utility, and though for person to person communication administrations, studies recommend that social utility is especially critical and foremost reason for people to connect to politicians. This abandons us with the inquiry of whether internet crusading, once hailed as intends to counter the consistent decrease in political interest, and improve existing force structures by enabling periphery parties and activists' association of aggregate activity, has an included worth. (Ancu and Cozma, 2009).

It is essential to look at the impact the virtual public sphere has on adolescent voter's political viability and up close and personal political talks. It is additionally important to comprehend that technologies and implanted presumptions which can be followed back to the political, social, cultural and financial environment that brings them to life. Accordingly, it is not the technologies themselves, rather, the talk encompasses them how these technologies are utilized by a general public which at long last prompts structural change of public sphere (Papacharissi, 2009).

Some conflicting confirmation about the assembling and fortifying impacts of the virtual public sphere could be accommodated. It is only in this case when online administrations can be indicated to assume an instrumental part in advancing interest by bringing down those expenses that are connected with obtaining data and expanding political viability. This appears to hold genuine especially when internet utilization includes utilization of public issues substance, for example, news and this data is exhibited in a simple style to explore (Boulianne, 2009).

1.6 Virtual Publics Sphere and Political Participation

Furthermore, the link between concepts of the public sphere and political participation through media is of great importance. As the media environment becoming more complex with a wider variety of sources, including newspaper, radio, television, Facebook, YouTube, twitter, it may broaden the part of the public sphere in the social and political enclosure. The increase of online political campaigning and sharing surely reflects political utilization of these means (Bowen, 1996).

The causes behind joining online gatherings and turning into a part of virtual public sphere are complex. Researchers have discovered that people depend on online systems to overcome boundaries to the development of interpersonal systems, for example, having an incapacity,

being diffident or fitting in with an alternate social or financial gathering (Ho and McLeod, 2008).

Existing research shows that when individuals discuss public matters either online in virtual public sphere or offline, they are more inclined to prepare and take part in political exercises, especially amid race crusades This is on account of discussions include trades of data as well as interpretive systems that assist to process that data. By permitting individuals to think about factors, extravagant contentions, and about the obtained data, discussions are a rich type of political knowledge (Huckfeldt and Sprague, 1995). However, it is left to observe what particular properties of casual dialogues through virtual public sphere which may cause political support (Huckfeldt and Sprague, 2004).

Many researchers suggest that strong relationship between social network by virtual public sphere and political participation are mechanisms of civic socialization which encourage civic engagement, interpersonal trust, and political knowledge among individuals and build a citizenry that is more attracted, inspired, and active politically. Many have thought that virtual public sphere is a socializing tool to evaluate potential. Certainly, in provision of quick information and public to public communication, virtual public sphere uses significant civic potential (Shah and Holbert, 2001).

The virtual public sphere is a metaphor for a sphere which intermediates between society and state, where the public acts as the bearer of public opinion, concords with the principle of the public sphere, that principle of public information which was supposed to be struggled against the hidden politics of monarchies and which has made possible the democratic control of state activities since that time (Habermas, 1974).

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People attend technologies to discuss social and public issues. As a complementary way to analyze and understand political interaction in online public spheres, it is proposed that political discussion should not be taken just as its rational communicative qualities but as a practice in more encompassing civic culture and conceptualizing the factors that can enhance the political participation. Identification of these factors will disclose the notion of political discussion as part of civic engagement. Therefore, the idea of political participation takes the notion of citizens as social agents. These factors point to both the conditions and the manifestations of such participation (Dahlgren, 2000).

Furthermore, collective use of internet has been unveiled by the analysis of online political discussion in virtual public sphere that its collective use can lead to large political fellowship. Larger political participation as a large group leads to collective action and then, participants integrate their thoughts which are developed by their political efficacy from public sphere. With spending more time in political participation, their political efficacy will enhance and resultantly it will come up as political campaign (Kobayashi at el., 2006).

Additionally, the virtual public sphere explains civil society's discourse and the situations that add discourse. The virtual public sphere established new hopes for renewing rational debate. Blogs are a type of networked expression that produces awareness for democratic listening (Coleman 2005). Furthermore, the virtual public sphere in developing countries is supposed to give benefits for health, education, poverty alleviation, empowerment economic output, democracy and sustainable development (Madon, 2000).

Virtual public sphere is an ideal portal for organizing groups to interact quickly with others because through various communications channel wide dissemination of messages and foster

participation, feedback, and interaction is possible. Group organizing behaviors in this context can be understood as kind of social grooming activities that create expectations of reciprocal attention, hint attention and shape trust. Social grooming on virtual public sphere happens through interactions between connected members, with the content, frequency, and length of messages serving as indication of context of the relationship and the strength (Tong and Walther, 2011).

Likewise, virtual public sphere may be the key to virtual organization of people. Nonetheless, differences between channels of virtual public sphere encourage political participation. If this is the case, emerging social and interactive trend in virtual public sphere may yet provide a means for addressing declining civic engagement and encouraging individuals for greater civic and political participation. With the encouragement from emerging communicative trends, people can have clear view of the political and social issues of the society (Pasek at el., 2009).

While the virtual public sphere takes into account different types of participation but making friends or joining an online informal organization is political in nature. Befriend with competitor is a moderately minimal effort manifestation of political participation that takes minimal more than a click of a mouse. While a few researchers have communicated doubt that such an apparently insignificant type of standard embellishment constitutes serious urban engagement. This manifestation of participation is vital. It serves as a simple entrance point for youth growing into the political process and is liable to result in partaking in other, more customary ways. Moreover, making friends typifies no less a political demonstration than putting a sign on one's garden or wearing a crusade catch two demonstrations that are frequently measured in investigations of battle action. While some of these mirror pathways to conventional

manifestations of participation, we discover considerable proof that joining online political informal communities is decidedly related with off-line political participation (Rice, 2012).

Technologies in virtual public sphere provide access to young adults, an increased ability for organized interests and new or easier opportunities for already involved young adults to participate effectively. Comparatively joining an online political group is a particularly low-cost activity that does not require much motivation to participate. Since friendship requires little time, effort, or resources. Friend requests can be sent with the click of a mouse and posting a profile on a social networking site can rapidly expand one's social network. Political interests still might encourage friendship (Carpini, 2000).

The virtual public sphere makes it easier for organizations to connect and communicate with persons of similar interests. They revealed that off-line participation of the people will use the internet to augment and extend their participation. Because of the online participation of the people in politics, there will be more attachment with organizations and politics. After becoming a friend of a candidate or political party, students not only are exposed to political information but also receive requests for further political participation and mobilization. These mobilization may lead into off-line political participation. Joining a political social network may open the door for requests to attend campaign events, volunteer for the campaign, or donate money. In this way, friendship in virtual public sphere can possibly broaden way for engaging in other forms of political participation (Wellman at el., 2001).

College students more politically participate through virtual public sphere than their elders. This online participation is a meaningful form of civic engagement by broadening and encouraging other types of participation. There is a difference between the people who join these online social

networks and those who participate in more traditional off-line political activities. However, interest in politics is the indicator of off-line political participation; it does not predict the political nature of friendship or joining an online social network. Though, joining such networks appears to mobilize students to engage in other forms of political participation (Rice, 2012).

It was also proposed by Coleman that the public sphere is the voice of the people who think the government is not responsive to the worries of citizens and they think that the internet will help them being heard and have an impact on the political procedure (Gennaro and Dutton, 2006). Thus, the use of the internet may increase an individual's political efficacy.

Besides, scholars have demonstrated progressive relationships between political efficacy and public sphere for political data and news. Public sphere equips individuals with political learning to manage issues that are connected with society and state. Political viability has reliably turned out to be a forecaster of political participation. Political efficacy can lead people to be an active political participant with clear understanding of social and political matters of the society (Carpini and Keeter, 1996).

Public sphere is assumed an extremely key part where youth is persistent to exhibit and dissent, and their number moved forward. They consider public sphere as a critical stage to be heard and to express their perspectives. Egyptians succeeded to have their voices heard through cutting edge specialized workarounds and old traditional technologies, including informal and telephones word-of-mouth and phones (Muscara, 2011). Similarly, there are a number of trends and movements in Egyptian society that are affected positively by the internet. In general, the Internet can be said to have given a voice to many people who previously were not able to make their voices heard in public. The internet has given a platform to those who do not have it in

either established media or face-to-face societal interactions to express their opinions. Those who had no opportunity to voice their opinions could include those who are not organized in any formal way, or those who are organized but either their organizations constrain them from expressing their opinions or who for other reasons are prevented from voicing their opinions publicly. The latter has been the case with people whose opinions or lifestyles are rejected by the majority of the society, and who tend to fear possible negative reactions either official or societal – to their opinions (Mehanna, 2010).

The impact of information and communication technologies (ICTs) through public sphere on political participation in East Asia is not new. The utilization of cell phone text messaging by demonstrators to facilitate challenges was initially seen amid the insurgency that cut down General Suharto in Indonesia in 1998 and amid the ESDA (Epifanio de los Santos Avenue) II which means limited-access circumferential freeway, dissents in the Philippines in 2001 that prompted the renunciation of Joseph Estrada (Rizzo, 2008).

Supporters of Buddhist friars in Burma in 2007 utilized virtual public sphere, for example, Facebook to raise worldwide consideration, while Twitter, a micro blogging instrument, picked up significance amid the fizzled Green Revolution in Iran in 2009. They took public sphere for their worries to be heard on national level as well as on global level. Virtual public sphere was not just utilized by the individuals who persistently utilized web yet by all individuals who needed to express their suppositions (Shirky, 2010).

So also, Pakistan is a developing country where virtual public sphere with digitally organized technologies are developing, and where a battle to make majority rule standards in dictator superstructures is in progress. Between March 2007 and February 2008, a period alluded to

conversationally as the Pakistan Emergency, a highly sensitive situation was forced, the constitution suspended, a well-known lawmaker killed, media restriction authorized, and general races led. Pakistani media landscape is multifaceted, involving a consolidated or exchanging utilization of distinctive standard media sources, advanced technologies, and new media stages, contingent upon accessibility and security. Additionally, the participation, the capacity to seriously utilize computerized technologies and new media influences participatory conduct and metro activity much more than the advanced separation, which is regularly overcome through the joined utilization of distinctive technologies (Yusuf, 2009).

To help address the role about virtual public sphere and political participation in the creating scene, this thesis analyzes how advanced technologies, for example, cell phones and new media stages including websites, YouTube, Flicker, and Facebook were utilized to advance majority rule government, direction activity and disperse youth's political perspectives.

1.7 Statement of the Problem

With the proliferation of ICT (Information and Communication Technology), people are using the internet as per their interests. People use internet for networking, organization, and communication about social issues. In the Pakistani context, during emergency imposed by ex-president and Army chief General Pervaiz Musharraf, information and communication technology was used for conveying information. Similarly, post 2013 election in Pakistan, social media has been in use for political campaigning. ICT was used for social and particularly political issues. Through this study it was explored that either the ICT as virtual public sphere exist or is just the abstraction in the minds of the people or how the youth of Pakistan is being

motivated for taking part in such protests. The study has explored the importance of virtual public sphere for online and offline participation of youth in Pakistan.

1.8 Objectives of the Study

1. To find out the effect of socio-demographic characteristics of the respondents on virtual public sphere.

2. To inquire the manifestation of virtual public sphere among youth in Pakistan.

3. To explore the political participation among youth in Pakistan.

4. To suggest some policy measures for promotion of open and operational virtual public sphere for democratic process.

1.9 Hypotheses formation

Main Hypothesis

- Higher the involvement in virtual public sphere, higher will be the political participation among youth

Sub-Hypothesis

- More the involvement in virtual public sphere, more will be the online political participation among youth

- Higher the involvement in virtual public sphere, more will be the offline political participation among youth

- Stronger the online social network, higher will be the political knowledge among youth

- Higher level of online discussion through means of virtual public sphere leads to collective action.

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1.10 Significance of the Study

Public sphere is as significant as Pakistan's gross domestic product; it is a measure of mental wealth and freedom. The public sphere relies on the premise that society, and processes and decisions within it, is not only shaped by practical and real events, but also by opinions, symbolic acts and interactions that occur within it. For Pakistan, the operation of its public sphere is not only pragmatic but also an experiential need.

The necessity to conceptualize and debate over the functioning of society is vital as there is little scope to spend scarce human resources on experiments. The quality of its public sphere has become recognized as a comparative indicator of a youth's political participation. Thus, the study has explored "The Role of Virtual Public Sphere in Manifesting Political Participation among Youth" in the context of Pakistan.

CHAPTER TWO

Review of Literature

Habermas, (1962; 1989) followed the advancement of the public sphere in the seventeenth and eighteenth century and its decrease in the twentieth century. He saw the public sphere as a domain of our social life in which public conclusion could be molded out of discerning public open deliberation. Papacharissi (2002) clarified 'eventually, intelligent talk could prompt public assertion and choice making, consequently exhibiting the best of the popularity based custom. Gordon (2004) uncovered public sphere initially developed in Great Britain towards the end of the seventeenth Century –the Licensing Act of 1695, which permitted daily papers to print without the Queen's restriction, and is viewed as a urgent empowering influence.

Papacharissi (2002) clarified the term 'public' which signifies to ideas of citizenship, shared characteristic, and things not private, however reachable and discernible by all. The public sphere is a vital piece of sociopolitical association. Castells (2008) has discovered that it is the domain where individuals emerge all in all as natives and figure their free opinions to impact the political foundations of society. The sphere is a characteristic determinant of social relations and in this way, in the political setting it is endeavored to associate sphere with a depiction of political phenomena, the sphere of freedom.

McChesney (2004) and Hands (2006) expressed that virtual Public sphere give spaces where people can increase political participation, including keeping a reconnoiter government officials, participating in political parody, and communicating, coursing political perspectives. These spaces are crucial in keeping up a politically dynamic mindfulness which is lucid and remarkable oppositional voice.

Gennaro and Dutton (2006) Coleman's 2005 Oxford Internet Survey prescribed that the public sphere indicates a voice for individuals who cannot think the administration is responsive to the concerns of residents and that maybe they imagine that the public sphere will help them being heard and have an impact on the political procedure.

Westling (2007) found that virtual public sphere may enhance an individual's political viability. Legislators and political strategists have perceived the strength of public sphere and interpersonal interaction destinations like MySpace, Facebook and YouTube, and how these apparatuses can be significant in investment, public sentiment and moving political participation. It is a critical channel to standardize individuals politically to assume their part in the bigger connection by imparting their insights and turning into the piece of person to person communication.

Zima (2009) explained that interaction in virtual public sphere is not exactly the same as other traditional signs of participation and has the potential for changing political efficacy, political participation and political knowledge. As a matter of first importance, virtual public sphere licenses individuals to become acquainted with wide blended sack of sources and gather information at a speedier speed. Second, virtual public sphere outfits flexibility of correspondence with others (facilitated, one to various, various to one, and various to various) and the capability among a variety of media becomes acquainted with darkened, where print, sound and visual can function as one. Finally, virtual public sphere has transformed into the medium that troubles standard implications of other conclusive effects.

Castells (2012) contended that generally the world dissent and social developments are entwined inseparably with the making of autonomous correspondence systems that is upheld by the public sphere, portrayed as Facebook uprisings, the Internet upheaval, tweeted dissents, and Twitter

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upset. Delli and Keeter (1996) found that researchers have discovered positive connection between political participation and public sphere for political data. Political efficacy has affirmed to be an indicator of political participation and it is the most vital measure of political participation for votes from youth that is one's proposition to vote on Election Day.

Yousif and ALsamydai (2012) uncovered that Facebook and YouTube are one of the modern communication which were embraced by the politicians to scatter their thoughts, impact the people's feelings, prompt them to embrace their thoughts, and vote in favor of them in races. Facebook gives the laborers in political showcasing field the entrance to the intended interest group by promoting messages; it additionally furnishes Facebook clients with different means for accepting the political advancement messages, interfacing with one another, and trading the data. This is the reason specialists in the political advertising field concentrate on Facebook in publicizing data about political occasions, individual data about the politicians and competitors, with the point of building a positive picture about them and asking the clients to advance them and their thoughts and add to the procedure of political change. The laborers in political promoting field look to: Create mindfulness among others about them; their thoughts, and their political projects, fabricate a decent notoriety for themselves and their political introduction, make faithfulness and uplifting demeanor towards them and their political introduction, enhance their picture in people in general personality and impel people in general to embrace a constructive position towards them.

ALsamydai and Rudaina (2010) explored that the laborers in the field of political promoting plan influence the electorate to vote in favor of a gathering or a party's competitor or to get the biggest number of votes, however a method for virtual open circle. The endeavor to emphatically impact

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the feelings and state of mind of people towards the competitors oblige specialists in the field of political showcasing to create sufficiently persuading messages about these subjects. Speaking to the individuals and winning their votes could be accomplished by persuading them with the competitor's magnetic character, his experience, the system put together by the hopeful, the guarantees made by his crusade, and the degree of his believability. These cannot be executed and would not accomplish their objectives without mulling over the political market and deciding its highlights, its needs and goals then dividing it with a specific end goal to encourage the methodology of focusing through distributed special messages that are decently arranged to fit the target market; Facebook, YouTube which empowers them to achieve the target showcase in compelling way.

Yousif and ALsamydai (2012) recommended that Facebook and YouTube has a substantial effect on the political swarming and advancement, and what happened in a few nations in the Middle East is one of consequence of this effect as the articulation of the supposed (upheavals of Facebook) showed up in traded data, contentions, and trademarks of the mainstream developments which were distributed on Facebook and have had the best effect on the supportability and the continuation and accomplishment of the developments to change the frameworks of a few nations in the Middle East. The surge of politicians to use Facebook for political advancement is because of the vast prominence gained by this site and the huge development in number of clients of the site. Likewise, this site has empowered people to structure bunches for offering normal hobbies or useful gatherings or gatherings that impart shared political or religious feelings and convictions. Facebook empowers its clients to trade perspectives and exchange the data between them which expand the adequacy of this site in the

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accomplishment of political promoting. This effect was plainly clear in the political development that cleared through a great part of the Arab nations.

Scott at el., (2010) proposed that both competitors and voters have expanded their utilization of the web for political battles. Hopefuls have embraced numerous web devices, including interpersonal interaction sites, for the reasons of speaking with constituents and voters, gathering gifts, encouraging group, and sorting out occasions. On the other side, voters have embraced internet instruments, for example, sites and long range informal communication destinations to identify with hopefuls, take part in political dialog, seek after lobbyist causes, and offer data. The studies discovered that two years of posts on the Facebook and YouTube divided the three noteworthy contenders for the US Presidency in 2008: Barack Obama, Hillary Clinton, and John McCain. They investigated cooperation examples of utilization along measurements of broadness and recurrence, and decipher them as far as the idea of general society circle in the interpersonal interaction space of Facebook is concerned. An extensive rate of people presenting on the dividers of the three noteworthy US Presidential hopefuls were "one-clocks," with about a quarter of the members coming back to take part more than once.

As per Susan and Esperanza (2013) mobile technology including Facebook, YouTube, twitter offers youth new social interactive communication. It is much the same as an open space for them to partake, give their voices, and settle on choice in approach. In the new innovation age of the 21st century, cell phones are better conservative and amazingly convenient. What's more, as an aftereffect of satellite scope, web access is all around, even in the remote ranges, and it is accessible to clients at sensible costs. As per a report on Measuring the Data Society 2013l by International Telecommunication Union (ITU), before the end of 2013 there were give or take

6.8 billion phone gadgets, and this sum is as comparable to the world populace, though around 2.7 billion individuals were utilizing the web around the world. In the interim, there is more or less 100 %) of the populace that were secured by a portable.

Ou (2013) explored that in addition to a report by The Ministry of Posts and Telecommunication (MPT) in the late 2012 with the number of 2.7 million internet users, there are one million Facebook users in the country. Those tools and applications including phone and internet enable Cambodian youths to use the most popular social networking platform Facebook to spread political and electoral information and to inform breaking news of sociopolitical and electoral affairs.

Ung (2014) dissected that channels of virtual public sphere has turned into an imperative key stage, altogether enhancing numerous types of individuals' lives in term of social cooperation between individuals expanding rates of them joining with individuals; their loved ones, as well as to the overall web. Online networking is the term utilized for online technology and practices to impart substance, assessments and political data, to advance discourse and construct connections. Online networking administrations and instruments include a blend of technology, telecommunications and social cooperation. They can utilize a mixed bag of arrangements, including content, pictures, sounds and features. A long range of interpersonal communication administration is a stage to construct informal organizations or social relations among individuals who, for instance, offer intrigues, exercises, foundations, or genuine association.

Castells (2000) uncovered virtual public sphere which serves as a stage for political pondering and immediate, interceded participation. This stage can supplant existing structures of delegate popular government. Then again, ICT-empowered system structures even make various leveled

association incomprehensible and render country states excess. This stage changes the physical existing structure to a social domain for speedier and simpler political participation.

Ito et al., (2009) found that the entrance to organized online engagement is regular among youth, who are especially proficient at their utilization. As youngsters' engagement with Facebook, YouTube etc. gets to be more universal; researchers have pointed out the ways that computerized media utilization upgrades youngsters' municipal and political advancement. By encouraging access to political data and by giving devices and roads to political statement and assembly, numerous accept advanced media manage the cost of new potential outcomes for city and political activism among youngsters. Late research additionally proposes that engagement with new computerized media even one that is not political in nature furnishes youngsters with chances to create applicable aptitudes, information, and limits that is key for taking part in aggregate activity. These practices, coupled with the quick move to data advances and online networking, highlight the requirement for an exhaustive investigation into how correspondence is presently identified with youth socialization.

Steinberg and Forget (2010) additionally clarified that method for virtual public sphere, for example, Facebook, Twitter and other media vehicles assume a vital part in social life on the grounds that they incite a considerable measure of contribution from purchasers and youngsters. As per Carmichael (2011) the new Media Metrics positioning, shoppers are very connected to Google look, AOL email, YouTube, Facebook, Amazon.com and other long range interpersonal communication instruments. As per another observer's overview of the computerized media propensities for individuals, Facebook was the reasonable champ. Forty one percent of the respondents said they needed to get correspondences from advertisers on Facebook more than

twofold whatever other advanced stage. In the meantime, one in three others reacted that Facebook was their favored stage.

Jenkins et al., (2009) uncovered that virtual public sphere is described by a participatory society with moderately low hindrances to creative representation and community engagement, solid backing for making and imparting one's manifestations, and some kind of casual mentorship whereby what is known by the most experienced is gone along to amateurs. It is the sphere where individuals can partake and have the feelings of proprietorship for assuming their part in bigger political enclosure.

Habermas (1974) found subjects go about as a public body when they examine in an unhindered way-that is, with the confirmation of freedom to store up and partner and the freedom to express and distribute their perspectives about matters of general investment. This sort of correspondence needs particular channels for transmitting data. Between the state and society is the public sphere which is a system for imparting data and purposes of perspectives. As indicated by Jones (1997) public sphere does offer various channels for political outflow and a few approaches to affect legislative issues and get to be politically energetic.

Habermas (1974) uncovered that the structural prerequisites for model of public sphere are: First, media organizations are the establishment of the public sphere as these give data and fora to public discourse. The national press conveyed the public conclusions over the state. According to Crack (2007) second, a recipient of public level headed discussion as sovereign state was critical. Public perspective gave an instrument for making the state liable and responsive. Castells (2008) said, third, a lively common society was indispensable to guide the public verbal confrontation.

Volkmer (1999) dissected that the public sphere has constituted around the media framework that was once, secured around the national establishments regionally bound. The virtual public sphere is a fundamental constituent of sociopolitical association on the grounds that it is the space where individuals get together as nationals and express their independent perspectives to impact the political foundations of society and the relationship between the state and common society which is the foundation of majority rules system.

As Bimber (2000) contended virtual public sphere includes more noteworthy discontinuity and pluralism in the structure of civic engagement, their penchant to deinstitutionalize governmental issues, section correspondence, and quicken the pace of the public motivation and choice making which may undermine the lucidness of the virtual public sphere. It gets the individuals interceded association for being roused and to spur others by fracture of political data.

Dahlberg (2001) expressed that an expanding number of liberal maverick online activities advance the utilization of the internet to empower the people to contact a plenty of political data and uncover their perspectives specifically to choose agents. Moreover, Papacharissi, (2002) figured out that secrecy online helps one in overcoming personality breaking points and connection all the more unreservedly and transparently, subsequently reassuring a more illuminated trade of thoughts.

Banaji and Buckingham (2010) found that social components, for example, class, ethnicity, age, and religion fundamentally influenced the routes in which youngsters approached and utilized the method for virtual public sphere. In our review, the enthusiasm for civic and political sites gave off an impression of being stronger among more seasoned respondents (19- to 25-year-old instead of 15- to 18-year-old), those not living with their guardians, youth who recognized as

religious, and young ladies and young ladies. This negates some usually held recognition for occurrence, that young ladies are less persuaded to participate politically than are young men and youthful men. Notwithstanding, the element demonstrating the clearest examples in connection to internet use and civic engagement crosswise over a large portion of the nations was that of financial class. The proof of a proceeding was discovered with advanced partition along financial lines, both in the quality and degree of access to innovation and in the degree of civic engagement.

Attia et al. (2011) expressed that on account of Egypt's "Revolution 2.0," social networking tool users demonstrated trust, created and kept up solid connections, communicated steadfastness, acquired worth and forcefully utilized verbal exchange to further their reason. All these informal organization variables encouraged the development of an inspirational disposition towards political change among Egyptian youth, which issued them positive emotions towards taking an interest in the uprising and revolting. This prompted positive behavioral aims to bring change to the nation, which along these lines supporting changes in the political conditions in the nation important to make and manage individual and aggregate uprising and rebellion. It was striking that youngsters framed inspirational state of mind toward political change on the premise of the data acquired from informal communities. The correspondence that happened demonstrated that individuals were issuing each other social backing. Indeed oversight and controls put on internet-based correspondences in the nation did not keep individuals from keep on corresponding with one another, which made it workable for them to rise up and revolt.

As per Korea Internet and Security Agency (2008a) the Facebook and YouTube, from multiple points of view, adds to the progression of high youth's political character and viability by

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growing open doors for adolescents to stay educated about political information and make political participations. Such a pattern is very little distinctive in Korea. The entrance of the Facebook and YouTube are significantly more pervasive in teenagers than other age bunches. Further, the data crevice between the teenagers and the senior gatherings is enormous and this is decently adjusted to the overall pattern. Since voting is allowed beyond 20 years old and on the grounds that grown-ups have negative recognitions toward political cooperation of youth, Korean teenagers have extremely restricted chance to partake in legislative issues. Therefore, the virtual public sphere has turned into an effective stage for them to stay educated and get included in governmental issues.

Yang (2009) found that online activism in virtual public sphere is an indispensable piece of the more extensive scene of native activism in contemporary China. It expects a mixture of structures, from social and social activism to digital patriotism and online petitions and challenges. Mechanical improvement and social change gives the fundamental basic conditions. A youngster common society of online groups and logged off civic affiliations, the rationale of social creation in the web economy, and the imagination of Chinese web clients consolidate to support online activism under states of developing political control of the web in China.

Banaji (2008) clarified youth's engagement in virtual public sphere for interest that as indicated by scholastic and strategy writing about civic engagement, youth over the globe are charged to take part in all the exercises to be great nationals. Voting, viewing the news, party activism, sending messages to government sites, going to gatherings in the town lobby, volunteering, or tending to envelope for civic associations are cases of the sorts of exercises which are frequently

highlighted. Civic engagement is the certainly professional social and conventionalist field inside which future nationals are taught for political interest.

Best and Krueger (2005) revealed that with the development of new information and communication technologies, different researchers and legislators see Facebook, YouTube as another wellspring of political socialization and an approach to bring (youthful) natives closer to the political methodology. Exclusive requirements developed concerning the internet's potential for the political assembly and engagement of new gatherings that are at present rejected from legislative issues. The internet is turning into a vital wellspring of political interest for youngsters, who are ordinarily not pulled in to legislative issues.

Oser at el. (2013) explained that the expanded accessibility of Facebook and YouTube has prompted the development of new types of political investment. Conclusions contrast, then again, on whether this has prompted a fortification of stratification examples, or to the political assembly of new gatherings in the public eye. To address this inquiry, we first inspect whether online political interest is a particular kind of cooperation and then look at the socio-demographic stratification examples of the distinguished investment sorts. In view of a dormant class examination of a U.S. delegate test, it is learned that online activism is to be sure an unmistakable kind of political cooperation since a particular gathering of online activists is distinguished. An examination of the stratification examples of logged off and online activists shows that the assembly theory is unequivocally affirmed in regards to age, then again, the discoveries recommend a support of customary training and wage disparities in online political investment.

Boyd (2006) discovered that preferably, the most civically captivating uses of the Facebook and YouTube will be those that empower interpersonal association, grow social ties, and give significant information about how people can get to be all the more civically and politically included. Interpersonal interaction sites (SNSs) are especially suited to these capacities. Interpersonal interaction sites speak to a sizeable classification of web administrations where clients build online personae through utilization of a profile and communicate by befriending and "informing" different clients over the internet. By using these devices, members have the capacity to all the more proficiently interface with a bigger system of acquaintances. The socially reactant highlights of systems administration sites cultivate a culture that is perfect for virtual groups to expand and social cash flow to create. Measures of SNS utilize importantly to typify a basic class in looking at potential internet impacts at the client level.

Szakács et al. (2010) investigated that virtual public sphere is an essential instrument for youngsters who were at that point occupied with civic or political exercises offline. In center gatherings with youngsters who were dynamic worldwide or nearby political, religious, or personality based gatherings, the virtual public sphere was reliably introduced as a real center for political exercises. This had all the earmarks of being the situation for gatherings as assorted as political parties' childhood associations, different sorts of secured lobbyist systems, and groups of civic hobby. The virtual public sphere was additionally a vital asset for minorities political, sexual, ethnic, territorial, or religious and, in some striking cases, appeared to offer youngsters from such groups a space to question and establish character, to question thoughts of custom, to talk about the significance of society and citizenship, or to level headed discussion systems for investment and dissent.

Miegel and Olsson (2010) have additionally discovered confirmation that the virtual public sphere can empower youngsters to tackle and refine their part as monitorial natives for occasion, by following decisions; staying informed concerning security issues; talking about, capturing, and publicizing police conduct; debating common freedoms; and getting off camera in clash circumstances., in unique cases, for example, document imparting and the free downloading of music, the virtual public sphere itself can be the center of and purpose behind civic activity.

Smeltzer and Keddy (2010) investigated by leading contextual analysis in Malaysia that the capability of Facebook, YouTube (the social networking website) as an apparatus for political change inside confined media situations. In nations with practically no opportunity of the press, subjects regularly turn to option manifestations of media to express dispute, interface with similar people, and sort out. Facebook's incorporated protection controls can help encourage such associations and may give themselves to discourse and verbal confrontation that test the present state of affairs, especially in Malaysia, which has accentuated financial matters before political rights and common freedoms since the nation's autonomy.

Yusuf (2007) dissected the highlighted social movement on virtual public sphere against the administration of Pakistan. In this social movement activists and especially youth participated to raise its worries. The Pakistani Chief of Army Staff General Pervez Musharraf pronounced a highly sensitive situation on third November 2007 suspending the nation's constitution, starting significant changes in legal and passing out all private TV news channels. As right now individuals turned to virtual challenging and this has been termed as digital activism in Pakistan. In this movement it has been obvious that private channels and other common individuals' utilized sites to spread text based information, live webcasts, and sound news also to adapt to low

web speed. The utilization of social systems administration sites (cf. Web2.0) like Facebook and Orkut to assemble people was likewise unmistakable. Diverse feature offering sites like YouTube and Google Videos were utilized broadly to impart features of exchange projects and clasps of composed dissents. The utilization of online journals, online petitions, messages, Yahoo gatherings, SMS and wikis were additionally seen in this occasion for coordination and information dispersal about the exercises against the dissents.

Shaheen (2008) explored the utilization of social systems and political activism on the virtual public sphere by the understudies of three colleges of Islamabad and Rawalpindi amid the political emergencies throughout the previous one year and the crisis forced by the Government of Pakistan on November 3, 2007. The discoveries reason that internet use by the understudies advanced majority rule government, opportunity of articulation and more prominent mindfulness about their rights amid the political emergencies in Pakistan.

2.1 CONCEPTUAL FRAMEWORK

Background Variables ⟶ Independent Variable ⟶ Dependent Variables

| Virtual Public Sphere |

| Political Participation |

Background Variables
- Gender
- Age
- Education
- Political efficacy
- Political knowledge

Virtual Public Sphere
- Freedom of networking
- Freedom of dissemination of information
- Freedom of discussion and expression of opinions

Political Participation
- Online PP
- Offline PP

Figure. Conceptual framework of the study

2.1.1 Online political participation

- Sharing of political views

- Sharing of political videos and pictures

- Sharing point of views regarding government policies

- Pursuing people for political protest

- Propagating political parties stance

- Asking people for funds for political party

- Volunteering for the work of political party

- Conducting corner meetings of political party

2.1.2 Offline political participation

- Sharing of political views

- Sharing point of views regarding government policies

- Attending political protests

- Wearing badge or t-shirt of political party

- Pursuing people for political protest

- Propagating political parties stance

- Asking people for funds for political party

- Volunteering for the work of political party

- Conducting corner meetings of political party

2.3 Theoretical Framework

2.3.1 Structural transformation of public sphere

Habermas (1974) thoroughly links the notion of public sphere, its constitution, structure and change with the rational debate. The public sphere is a domain of social life in which public opinion can be formed and based on the transposition of the model of face-to-face communication to that of mediated communication. Newspapers and magazines, radio and television, Facebook, twitter, YouTube are the means of the public sphere. When public discussion deals with objects related to the activity of the state it becomes the virtual public sphere. The expression of public opinion refers to the tasks of criticism and control which a public body of citizens informally and, in periodic elections, formally well practiced. Citizens behave as a public body when they confer in an unrestricted fashion-that is, with the guarantee of freedom of assembly and association and the freedom to express and publish their opinions-about matters of general interest. The public sphere is a sphere which mediates between society and state, in which the public organizes it as the bearer of public opinion.

2.3.2 The internet as a virtual public sphere

Papacharissi (2002) explained virtual public sphere, going beyond Jürgen Habermas' concept of virtual public sphere that as virtual public sphere, the internet could facilitate discussion that promotes a democratic exchange of ideas and opinions. A virtual space enhances discussion; a virtual sphere enhances democracy for people to raise their demands and voice for their basic rights and voters can access the information and the people of their interest faster and quicker than other traditional ways. Acquiring and dispersing political communication online is fast, easy, cheap, and convenient. Information available on the internet is frequently unmediated; it has not been tampered with or altered to serve particular interests. Virtual sphere holds a great

deal of promise as a political medium, especially in restructuring political processes and rejuvenating political rituals. Through the virtual public sphere access to information, reciprocity of communication, and commercialization of online space directly affect the social and political capital that is generated by online media. Political party's web sites are successful in reaching out to young voters. Direct representation, enabled through online media offers many of the same benefits as direct democracy, the prospect of representative closeness, mutuality, coherence, and empathy without expecting them to become full-time participating citizens.

CHAPTER THREE

Research Methodology

Chapter three explains the procedures that were followed during this study. The chapter is organized around fourteen major headings: Research design, study population, sampling procedure, stage one selection criteria of the respondents, stage two selection criteria, online survey, comparative analysis of online and offline survey, online survey with age binding, survey conduction, saturation point, conceptualization and measurement, socio-demographic characteristics, independent variables, dependent variables, limitation of study and data collection experience. Methods and procedures applied for discovering answers to meaningful questions through the application of scientific methods is known as methodology. The methods applied in the investigation of any phenomena are such which validate the study to be scientific, reliable and precise. Research methodology refers to the methods that determine how data is collected and analyzed (Marsha, 1998).

Methodology tells researcher how and what steps are needed to be followed to collect the data. Research Methodology provides guideline for collecting evidence that takes place for explaining why it takes place. It is understood that scientific validity of a researcher is based on the effectiveness of the methodology.

3.1 Research Design

The research design refers to the overall strategy that you choose to integrate the different components of the study in a coherent and logical way, thereby, ensuring you will effectively address the research problem; it constitutes the blueprint for the collection, measurement, and analysis of data (Burns and Grove 2003).Quantitative research design was used in the study.

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After statistical analysis of the results, a comprehensive answer is reached, and the results can be legitimately discussed and published. Quantitative experiments also filter out external factors and so the results gained can be seen as real and unbiased. Furthermore, quantitative experiments are useful for testing the results gained by a series of qualitative experiments, leading to a final answer, and a narrowing down of possible directions for follow up research to take.

A cross-sectional study was used in the current study because cross-sectional research studies are based on observations that take place in different groups at one time. There is no experimental procedure, so no variables are manipulated by the researcher. Instead of performing an experiment, researcher simply recorded the information that was observed in the groups being examined. Because of this, a cross-sectional research study was used to describe the characteristics that exist in a group.

3.2 Population of the Study

A research population is generally a large collection of individuals or objects that is the main focus of a scientific research. A research population is also known as a well-defined collection of individuals or objects known to have similar characteristics. All individuals or objects within a certain population usually have common, binding characteristics such as age, sex, or health condition. Researcher focused on youth of Pakistan as population of current study because youth is a major part of population and higher user of Facebook, YouTube in Pakistan (Khan and Bhatti, 2012).The population of the study was Facebook users in Pakistan.

3.3 Sampling Procedure

According to Neuman (1989), sampling is a process of systematically selecting cases for inclusion in a research project. Sample then refers to the individual/unit of observation intended to represent the population to be studied with respect to major characteristics. In the present research, the researcher used Morgan's (1970) formula to draw sample size. According to Pakistan social media report (Feb-2014) published by Pakistan Advertisers Society (PAS), Facebook users in Pakistan are 12.8 million and above of the total population (196,174,380 Published by Pakistan Demographics Profile 2014).

3.3.1 Stage 1: Selection Criteria of the Respondents

As discussed above, this study was designed to assess the role of virtual public sphere in manifesting political participation among youth. In order to examine responses of Facebook users towards the operational zed variables, the researcher decided to collect data from the respondents through online Google survey.

Daryle W. Morgan's formula: As

$$s = X \, 2NP \, (1- P) \div d \, 2 \, (N -1) + X \, 2P \, (1- P)$$

s = required sample size. X2 = the table value of chi-square for 1 degree of freedom at the desired confidence level (3.841).

N = the population size.

P = the population proportion (assumed to be .50 since this provided the maximum sample size).

d = the degree of accuracy expressed as a proportion (.05).

By this formula sample size of 384 respondents were chosen.

3.3.2. Stage 2: Selection Criteria

After deciding the selection criteria for the respondents, the next stage was the selection of the area of Facebook, YouTube users. The purpose of approaching the area was to access those Facebook users. For this purpose, the researcher made an online questionnaire from his Gmail account in google survey.

3.4 Benefits of Online Survey

Online survey is the best tool for data collection in the following benefits:

3.4.1 Faster

The time compass expected to finish an online survey project is all things considered shorter than that of a customary examination strategy. Since the data is being assembled naturally, you don't need to sit tight for paper questionnaires to return to you. The reaction rate is practically momentary.

3.4.2 Inexpensive

Using online questionnaires can halve your research costs. It can save money on postage and you don't have to allocate part of your staff to enter the information into a database. The responses can be processed automatically and the results are accessible at any time.

3.4.3 More Correct

Traditional methods depend on the attentiveness of the concerned persons to enter all details correctly, and logically, human error can come in whenever a person has to do a recurring task.

3.4.4 Quick to Evaluate

The results of the online survey can be analyzed quickly at any time. The data can be presented in different graphs or tables with more detail, and most online survey tools also offer cross tabulation analysis tools to create contingency tables.

3.4.5 Easy to Utilize

With online surveys, participants can take a time that according to their available time and the time required to fill questionnaire is shorter. Questions that are not relevant to a particular participant can be skipped automatically.

3.4.6 Easy to Use for Researchers

Online surveys save time for researchers. The data is immediately available and can easily be transferred into specialized statistical software or spreadsheets, in the need of detailed analysis.

3.4.7 Easy to Format

Researcher can select a suitable format including the colors and layout of the surveys and the research can also add university logo. Images, audio, or video can also be added to the questions in the survey.

3.4.8 More Realistic

Participants feel safe and free from any kind of pressure or biasness in the anonymous environment of the internet. They are more likely to give more detailed and truthful response.

3.4.9 More Specific

With an online survey researcher can screen participants beforehand and allow only respondents with the targeted profile to complete the survey. In this way only target specific issues and questions about the research can be asked.

3.4.10 More Manageable

The order of the questions in an online survey can be skipped, changed and altered altogether, based on the answer to a previous question. This way, a survey can be tailored according to the situation.

Online surveys are less time consuming, cheaper, get the results faster, and can be transferred and use the data in other research applications.

3.5 Disadvantages

3.5.1 Limitation

There is limited sampling and respondent availability. Certain populations are less likely to have internet access and to respond to online questionnaires. It is also harder to draw probability samples based on e-mail addresses or website visitations.

3.5.2 Cooperation problems

There might be possible cooperation problems. Although online surveys in many fields can attain response rates equal to or slightly higher than that of traditional modes, internet users today are constantly bombarded by messages and can easily delete your advances.

3.5.3 Interviewer

A lack of a trained interviewer to clarify and probe can possibly lead to less reliable data.

Though the list is not exhaustive, you can see that the benefits may outweigh the drawbacks for researchers in most situations, especially for shorter, simpler projects.

In the view of the afore mentioned benefits, to access and collect data from the respondents, online questionnaire comprising structured and unstructured questions was designed and pre-tested before full scale online survey was conducted.

3.6 Online survey with age binding (18-30)

Respondents belonged to the age group of 18-30 years. Respondents of less than or more than this age group were excluded as it was mentioned in the online survey. Youth is defined as a period during which a person prepares himself/herself to be an active and fully responsible member of the society. It is a period of transformation from family dependent childhood to

independent adulthood and integration in the society as a responsible citizen. Various countries use different age groups for defining the population of youth. According to the National Youth Policy, Government of Pakistan Ministry of Youth Affairs Islamabad (2008) youth is defined as the person in the age group of 15-29 years. This age group is consistent with the definition of youth taken by the Commonwealth. However, for the current study one year was extended in the age category of youth.

3.7 Survey Conduction

There were three major methods to conduct online survey. Survey might be sent by attachment with the email. Different services of the online social groups were used and third were the various social pages on Facebook were used to connect the link of online survey.

3.8 Saturation point 384 – within this age

As the data collected from 345 out of 384 respondents through online survey, the online survey was stopped to compose the collected data according to the statistical tools. The data were analyzed and interpreted in the light of the objectives of the study. Descriptive analysis was carried out to describe the data while, inferential statistical techniques were used to explore relationship between independent and dependent variables.

3.9 Conceptualization and Measurement

In social research, the process of coming to an agreement about what terms mean is conceptualization, and the result is called a concept. The process through which we specify what we mean when we use particular terms in research is called conceptualization. Conceptualization gives definite meaning to a concept by specifying one or more indicators of what we have in mind. An indicator is a sign of the presence or absence of the concept we are studying. The clarification of concepts is a continuing process in social research. Conceptualization is the

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refinement and specification of abstract concepts, and operationalization is the development of specific research procedures (operations) that will result in measurement of those concepts in the real world.

3.10 Socio-Demographic Characteristics (Background Variables)

According to Chapin (1978), the prevalent or existing average standard of cultural possessions, effective income sources, material procession and the involvement or participation in the group activities of community defines an individual's socio-demographic status. Socio-demographic characteristics are the information by which individuals can be classified, such as, sex, age, and education. Such classification in turn may assist in understanding and defining several behavior and attitude in the context of specific research problem.

3.10.1 Gender

It refers to the respondents belonging to male or female category of respondents. It is also one of the important background variables that indicate the tendency of male or female respondents towards a specific social issue.

3.10.2 Age

Age is one of the important variables in any social research which affects the attitude and behavior of a person at different stages of life. Age was asked as the total number of years completed by the respondents since their birth to the time of responses to the questionnaire.

3.10.3 Education

According to Francis (1970), education is a consciously controlled and deliberately managed process whereby alterations are observed and produced by the individual's behavior and attitude. Education assumes a conclusive part and is thought to be critical sociological marker in understanding and characterizing respondent's behavior. Generally, different questions were

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formulated about education under the classes of Intermediate, Graduation, and Post-Graduation. Questions based on background variables in the questionnaire are:

3.11 Social Media Profile

This variable comprised six items about the respondents' social media profile. The first item was about the number of Facebook accounts of the respondent. The second item was students view about respondents 'average frequency usage of YouTube. Third item was duration of Facebook account in years. Fourth item was average time spent on Facebook in a week. Fifth item was total number of friends on Facebook. In addition to this, six items indicated the close or actual friends of the respondents on Facebook.

3.11.1 Political Efficacy

In the virtual public sphere the second indicator measured by the researcher was i-e Political efficacy of the respondent. This variable was covered by four items. The first item was about the respondents' understanding of the political terms whenever these were used. The second item was measured by respondents' more political knowledge than other persons of their age. This indicator was about respondents' participation during discussion on political problem or issue. The last indicator of this variable was respondents' ability to understand political issues easily. Following response categories were used to collect response for each items of the political efficacy.

   i.   Strongly Disagree
   ii.   Disagree
  iii. Neutral
  iv. Agree
   v.   Strongly Agree

3.11.2 Social Media Intensity

This variable also included seven items that was about the social media intensity. The first indicator was about the social media as a part of respondents' every day activity. The second item was about the pride of the respondents to tell that they were on social media. Third item was about Facebook being the part of the respondents' daily routine. Fourth item was about respondents' feeling outdated when they had not logged onto Facebook for a while. Fifth indicator was about respondents' feeling that they were part of the Facebook community. Sixth item was about YouTube becoming the part of daily routine of the respondents. The last indicator of this variable was about respondents feeling informed through YouTube videos. The scale which was used to measure the social media intensity had five response levels:

i. Strongly Disagree
ii. Disagree
iii. Neutral
iv. Agree
v. Strongly Agree

3.12 The Virtual Public Sphere (Independent Variables)

After reviewing scientific literature and assessing role of virtual public sphere in manifesting political participation among youth. The variables which had a significant role in virtual public sphere were formed including; freedom of networking, social networks, freedom of dissemination of information, freedom of discussion and expression of opinions and then relevant questions were developed accordingly. Following response categories were used to collect response for each item of the independent variables.

i.   Strongly Disagree

ii. Disagree

iii. Neutral

iv. Agree

v.   Strongly Agree

3.12.1 Freedom of Networking

This variable i-e freedom of networking comprised twelve items. The first indicator was about respondents creating a group on Facebook, Twitter, Skype or any other social Network. The second item was about the membership that respondent could become the member of any group on Facebook. Furthermore, the third indicator of this variable was that respondents could encourage others to take part in political activities through Facebook and YouTube. Fourth item was that respondent could encourage others to take part in social issues through Facebook and YouTube. Fifth indicator was that respondent could freely share his/her views with others through Facebook, YouTube and Twitter. Moreover, the sixth item was that Facebook allowed respondent to make a lot of new friends through this platform. Seventh indicator was Through YouTube, respondent could find people sharing the same interest with respondent. Eighth item was about communication that respondent use Facebook to communicate with his or her existing friends. Ninth item of this variable was interacting with people in respondent's Facebook and YouTube network make him or her interested in things that happened outside respondent's town. In addition, tenth item was about interacting with people in respondent's Facebook and YouTube network made respondent feel like part of a larger community. Eleven item was about Interacting with people in respondent's Facebook and YouTube network reminded respondent that everyone in the world was connected. The last item of this statement was that through respondent's Facebook and YouTube network, respondent come in contact with new people all the time.

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3.12.2 Freedom of Dissemination of Information

Freedom of Dissemination of information variable comprised five indicators. The first item of this variable was that respondent use Facebook to access and share information on civil rights. The second item of this variable was that respondent could disseminate the information online in YouTube and Facebook etc. faster than offline. The third indicator of this variable was about the information that respondent got and shared information through the YouTube was the easiest and quickest for the respondent. The fourth indicator of this variable was that respondent used Facebook and YouTube to access and share information on social issues. The last indicator of the variable was that respondent used Facebook and YouTube to access and share information on current affairs.

3.12.3 Freedom of Discussion and Expression of Opinions

This variable freedom of discussion and expression of opinions comprised eleven items. The first item of this variable was that respondent could question anyone on Facebook about political problem. The second indicator was that respondent could upload pictures of various political events on his or her profile. The third indicator of this variable was that the respondent motivates people through Facebook and YouTube to participate in welfare activities. The fourth indicator of this variable was that the respondent took part in various online campaigns started for the awareness on social issues. Fifth indicator of this variable was that respondent could give comments on others views on certain political and social issues. Furthermore, sixth item was that respondent always expressed political or social views first online on Facebook and YouTube. Seventh item was that when respondent see a friend or acquaintance sharing good news or bad news on Facebook and YouTube, respondent try to respond. Eight statement of this variable was

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that when respondent see someone for advice on Facebook and YouTube, respondent try to respond. Moreover, ninth indicator of this variable was when respondent see someone asking a question on Facebook and YouTube respondent knows the answer to, respondent try to respond. Tenth item was that respondent asked people to vote for particular party. Eleven and last indicator of this variable was that respondent frequently engage oneself on Facebook while people talking about public problems.

3.13 Political Participation (Dependent Variable)

Participation is substantially more than simply voting amid decisions. Political Participation alludes to the flexibility to stand up and this is the capacity to partake in the behavior of open issues. Furthermore, it is a chance to enlist as an applicant, to crusade, to be chosen and to hold office at all levels of government. Likert scale was used to measure the statements under political participation and following response categories were used to collect response for each item of the online and offline political participation.

i.   Never
ii. Rarely
iii. Sometimes
iv. Very often
v.   Always

3.13.1 Online Political Participation

This variable social support comprised seven items. The first indicator was that respondent invited people through Facebook and YouTube in different political activities. The second item of this variable was that respondent shared the policy of a particular party on his or her timeline. The third indicator of this variable was that respondent supported the political party through his

or her posts. The fourth item was that respondent posted text about public issues on his or her profile page. Fifth indicator was about respondent's posting video clip concerning political issues on his or her profile page. Sixth indicator was that respondent posted pictures about political issues on his or her profile page. The last item of this variable was respondent discuss various public issues in Facebook and YouTube based online social groups.

3.13.2 Offline Political Participation

This dependent variable i-e offline political participation was measured by five indicators. The first indicator was that in 2013 general election, respondent persuaded someone to vote for or against a candidate or party. The second item of this variable was that in 2013 general election, respondent worked as a party member for national election. The third indicator of this variable was in 2013 general elections, respondent motivated other people to vote for a particular candidate or party. The fourth indicator of this variable was in 2013 general election, respondent attended political protest. The last item of this variable was that respondent was willing to spend time to support political activities in his or her locality.

3.14 Limitation of the Study

Limitations are matters and occurrences that arise in the study which are out of the researcher's control. Researcher limited the extensity of the study to which a study can go and sometime affect the end result and conclusions that can be drawn. The current study is limited to the Facebook users in Pakistan with the age category of 18 to 30.

3.14 Data Collection Experience

After finalizing the online questionnaire on April 25, 2015, at first it was pre-tested by sending the link of online survey to twenty respondents through Facebook and email. Based on the collected data by pre-testing, it was observed that respondents left blank some of the response categories because of the length of the question, later some modifications in formulation of questions were made on May 1, 2015 and the questionnaire was prepared to upload it on Google survey on May 6, 2015. The first week from May 6 to May 13, 2015 the response was faster than following days but later the researcher also sent online questionnaire link again to the respondents who did not respond first. Consequently, data was collected on May 27, 2015 which revealed that some of the respondents left some questionnaire blank and it was also observed that response from Facebook was quicker than sending link through email to the respondents. The following table illustrates the data collection details.

Date	Collected Questionnaire	Source	Date	Collected Questionnaire	Source
5/6/2015	20	Facebook	5/17/2015	56	Facebook
5/7/2015	9	Facebook	5/19/2015	67	Facebook
5/8/2015	4	Email	5/20/2015	26	Facebook
5/10/2015	1	Facebook	5/21/2015	39	Facebook
5/12/2015	7	Facebook	5/22/2015	15	Facebook
5/13/2015	6	Facebook	5/23/2015	7	By email
5/14/2015	3	By email	5/24/2015	4	By email
5/15/2015	6	Facebook	5/25/2015	5	Facebook
5/16/2015	30	Facebook	5/26/2015	5	Facebook
5/17/2015	35	Facebook			
Total	121			224	
Total	345				

The above table shows the date and source of collected questionnaires. As it is very evident from the table that collection of the online questionnaire started on 5th June, 2015 and there was 20 questionnaires submitted by Facebook users as users were contacted through Facebook. However, from 7th July to 15 July, frequency of the submission of online questionnaire was slow by 1 to 9 questionnaires. Where by 7 questionnaires were sent by sending questionnaire link through email. Furthermore, 16 and 17th June the response increased by 30 and 35 questionnaires respectively. Furthermore, the highest number of questionnaires was submitted by the respondents on 19th June by 67 questionnaires. However, in the following dates of the June, the submission of questionnaires by the respondents decreased by 56 to 5 questionnaires and the source of sending of the questionnaires was Facebook except of 11 questionnaires that were sent by pasting questionnaire link in email to the respondents on 23th and 24th June, 2015. Finally, the total response rate from the respondents was 345 out of sample of 384 respondents.

CHAPTER FOUR

Results and Discussions

Data analysis is the process of systematically applying statistical and logical techniques to describe and illustrate, condense and recap, and evaluate data. The data were downloaded as an excel file directly from Google survey and analyzed using SPSS. Descriptive statistics were conducted to illustrate the demographic characteristics of the sample as well as their use of Facebook. Correlations were examined to evaluate the relationship between the use of Facebook and political participation.

4.1 Univariate Analysis

Table 4.1. *Distribution of the Respondents with respect to Gender, Age and Education*

Sr. #	Gender of the respondent	Frequency	Percentage
i.	Male	246	71.3
ii.	Female	99	28.7
	Total	345	100.0

Sr.	Age of the Respondent		
i.	21-24	78	22.6
ii.	25-28	169	49.0
iii.	above 28	98	28.4
	Total	345	100.0

Sr.	Education of the respondent		
i.	Intermediate	58	16.8
ii.	Graduation	70	20.3
iii.	post-graduation	217	62.9
	Total	345	100.0

Demographic variables of the respondents play a decisive role in analyzing results from data. Table shows the demographic variables of the respondents i.e. respondents' gender, age and education.

The table 4.1 highlights gender of the respondents. Social thoughts associated with male or female is called gender (Ingraham, 1994). Majority of the respondents (71.3%) were male who used Facebook. However, less than one third of the respondents (28.7%) were female who used Facebook. The table also explains the age of the respondents. The length of time that a person or thing has existed or has lived is called age (Finch, 1990). Likewise, little less than half of the respondents (49. %) belonged to 25-28 year age group. However, less than one third of the respondents were above 28 years of age who used Facebook. Nevertheless, less than one fourth of the respondents (22.6%) belonged to 21-24 years of age group. Table also reflects the education of the respondents. According to Francis (1970), education is a deliberately managed process by which changes are observed and shaped by person's attitudes and manners. More than half the respondents (62.9%) were post graduate who used Facebook. Likewise, less than twenty five percent of the respondents were graduate. Furthermore, (16.2%) of the respondents had education up to intermediate.

Table 4.1.1 *Distribution of the Respondents with respect to No. of Facebook accounts, Average Frequency Usage of YouTube and Duration of Facebook Account.*

Sr. #.	No. of Facebook Accounts	Frequency	Percentage
i.	1-5	220	63.8
ii.	5-10	107	31.0
iii.	10-15	18	5.2
	Total	345	100.0

Sr. #.	Average frequency usage of YouTube (No. of times in a week)		
i.	1-15	149	43.2
ii.	16-30	52	13.9
iii.	31-45	129	37.4
iv.	46-60	18	5.2
v.	above 60	1	.3
	Total	345	100.0

Sr. #.	Duration of Facebook Account (In Years)		
i.	2-4	53	15.4
ii.	5-8	281	81.4
iii.	9-12	7	2.0
iv.	13and above	4	1.2
	Total	345	100.0

Table 4.1.1 reveals that more than half of the respondents (63.8% had 1-5 Facebook accounts. However, one third of the respondents (31.% had 5-10 Facebook accounts. However, some of the respondents (5.2% had 10-15 Facebook accounts. The table also shows average frequency usage (number of time in a week YouTube, the findings from the table illustrates that less than half of the respondents (43.2% used YouTube 1-15 times YouTube in week. Furthermore, more than one third of the respondents (37.4% used 31-45 times. However, (13.9% of the respondents used YouTube 16-30 times in a week. Nevertheless, some of the respondents (5.2% used 46-60 times. There were only few (.3% respondents who used YouTube above 60 times in a week.

It is also clear from the table that high majority of the respondents 81.4% had 5-8 years of duration of their Facebook account. However, 15.4% of the respondents had 2-4 years duration of their Facebook account. Furthermore, some of the respondents 2%) had 9-12 years of duration of their Facebook account. Likewise, there were only few of the respondents (1.2%) who had 13 and above 13 years of duration of their Facebook account. This indicates that most of the respondents' duration of Facebook account was up to 10 years.

Table 4.1.2 *Distribution of the Respondents with Respect to Average Time spent on Facebook in a week, Total number of Friends on Facebook, Close/Actual Friends on Facebook.*

Sr. #.	Average Time spent on Facebook in a week	Frequency	Percentage
i.	1-25	316	91.6
ii.	26-50	24	7.0
iii.	above 50	5	1.5
	Total	345	100.0

Sr. #.	Total number of Friends on Facebook.		
i.	1-100	61	17.7
ii.	101-200	125	36.2
iii.	201-300	42	12.2
iv.	301-400	2	.6
v.	401-500	23	6.7
vi.	501-600	27	7.8
vii.	601-700	18	5.2
viii.	701-800	21	6.1
ix.	801-900	1	.3
x.	Above 900	25	7.2
	Total	345	100.0

Sr. #.	Close/Actual Friends on Facebook.		
i.	1-100	247	71.6
ii.	101-200	55	15.9
iii.	201-300	14	4.1
iv.	301-400	4	1.2
v.	401-500	11	3.2
vi.	501-600	6	1.7
vii.	600 and above	8	2.3
	Total	345	100.0

Table 4.1.2 also reveals the average time of the respondents spent on Facebook in a week. The findings show that the high majority of the respondents (91.6%) spent 1-25 hours in a week on Facebook. However, less than seven percent of the respondents spent 26-50 hours on Facebook in a week. Nevertheless, very few of the respondents (1.5%) spent above 50 hours in a week.

It is also evident from the table that more than one third of the respondents (36.2%) had 101-200 total friends on Facebook. However, the second majority of the respondents (17.7%) had 1-100 total friends on Facebook. Furthermore, third majority of the respondents (12.2%) had 201-300 total friends on Facebook.

Table also shows findings of the respondent's actual number of friends of Facebook. Majority of the respondents (71.6%) had 1-100 actual or close friends on Facebook. Similarly, second majority of the respondents (15.9%) had 101-200 actual friends on Facebook. However, third majority of the respondents (4.1%) had 201-300 actual/close friends on Facebook. It is clear from the table that most of the respondents had up to 100 actual friends on Facebook.

Table 4.1.3 *Distribution of the Respondents with Respect to Political Efficacy*

Political Efficacy	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree
I understand the political terms whenever these are used.	62 (18.0)	161(46.7)	32(9.3)	43(12.5)	47(13.6)
I have more political knowledge than other persons of my age.	66(19.1)	97(28.1)	108(31.3)	45(13.0)	26(7.5)
During discussion on political problem or issue, I usually participate in it.	111(32.2)	87(25.2)	40(11.6)	86(24.9)	9(2.6)
I have ability to understand political issues easily	137(39.7)	86(24.9)	11(3.2)	103(29.9)	8(2.3)
Note: F (%))					

Table 4.1.3 illustrates the descriptive results of the variable i. e political efficacy of the respondents. There were four items through which this variable was measured. The first item was about respondents' understanding of political terms whenever these were used. Little less than half of the respondents 46.7% agreed that they could understand the political terms whenever these were used. However, 18% of the respondents strongly agreed while (13.6%) of the respondents strongly disagreed and 12.5% of the respondents disagreed. Nevertheless, 9.3% of the respondents were neutral about about the above mentioned statement.

In response to the second statement; "I have more political knowledge than other persons of my age. "one third of the respondents 31.3% were neutral about the said statement. However, 29% of the respondents agreed that they had more political knowledge than the persons of their age. Likewise, 19.1% of the respondents strongly agreed with the said statement. Similarly, 13% of the respondents disagreed that they had more political knowledge than other persons of their age. Nevertheless, 7.5% of the respondents strongly disagreed with the statements.

The third item of the variable is about the participation of the respondents during discussion on political problem or issue. The first majority of the respondents (32.2%) strongly agreed. Likewise second majority of the respondents (28.4%) agreed with the above mentioned statement. However, 25.2% of the respondents disagree that during discussion on political problem or issue, they participated in it. However, 11.6% of the respondents were neutral about the statement. Furthermore, few of the respondents (2.6%) strongly disagreed with the said statement.

The fourth item of the variable shows findings about the ability of the respondents to understand the political issues easily. As per the findings, first majority of the respondents (39.7%) strongly agreed. However 29.9% of the respondents disagreed with the statement. Likewise, almost one fourth of the respondents agreed that they had the ability to understand political issues easily. Furthermore, 3.2% were neutral about the said statement. Nevertheless, 2.3% of the respondents strongly disagreed with the above mentioned statement.

Table 4.1.4 *Distribution of the Respondents with Respect to Social Media Intensity.*

Social Media Intensity	S.A	A	N	D	S.D
Social media is the part of my every day activity.	124(35.9)	57(16.5)	85(24.6)	51(14.8)	28(8.1)
I am proud to tell people that I am on social media.	98(28.4)	82(23.8)	12(3.5)	99(28.7)	54(15.7)
Facebook have become part of my daily routine	101(29.3)	70(20.3)	69(20.0)	87(25.2)	18(5.2)
I feel out of touch when I have not logged onto Facebook for a while.	83(24.1)	88(25.5)	50(14.5)	114(33.0)	10(2.9)
I feel I am part of the Facebook community.	114(33.0)	109(31.6)	11(3.2)	92(26.7)	19(5.5)
YouTube have become the part of my daily routine.	62(18.0)	42(12.2)	49(14.2)	128(37.1)	64(18.6)
I feel informed through YouTube videos.	75(21.7)	46(13.3)	23(6.7)	133(38.6)	68(19.7)

Note: F (%)

Table 4.1.4 illustrates the descriptive results of the variable, social media intensity of the respondents. There were seven indicators through which this variable was measured. The first item was 'social media is the part of my every day. The results showed that (35.9%) of the respondents strongly agreed that social media was the part of respondent's every day activity. Similarly, 24.6 % of the respondents were neutral. However, 16.5 % of the respondents agreed, while 14.8% of the respondents disagreed and only (8.1%) of the respondents strongly disagreed with it.

The second indicator, the pride of the respondents to tell other people that they were on social media was also measured with the results that (28.7 %) of the respondents disagreed. However, 28.4 % of the respondents strongly agreed and 23.8 % of the respondents agreed. The remaining 15.7 % strongly disagreed and only 3.5 % of the respondents were neutral.

The third item measures respondents' view about "Facebook has become part of my daily routine". The findings show that 29.3% of the respondents strongly agreed that Facebook has become part of their daily routine. One fourth (25.2%) of the sample strongly disagreed with the above mentioned statement and 20.3 % of the respondent agreed. However, 20% of respondents were neutral. There were 5.2% respondents strongly disagreed with this statement.

The fourth item encompasses that respondents feel out of touch when they have not logged onto Facebook for a while. One third of the respondents 33 % disagreed. However, one fourth of the respondents 25.5% agreed and believed that students spent most of the time with their friends. The second majority of the sample (27.5%) strongly agreed and 24.1% of the respondents agreed with the statement. However, 14.5 % of the respondents were neutral and (2.9 %) of the respondents strongly disagreed.

The results of the fifth item about respondents' feeling that they are the part of the Facebook community shows that one third 33 % of the respondents were strongly agreed while 31.6 % of the respondents agreed. However, 26.7 % of the respondents disagreed and similarly (5.5 %) of the respondents strongly disagreed. Nevertheless, 3.2 % of the respondents remained neutral about this statement.

Sixth item was; "YouTube have become the part of respondents' daily routine" presents the results that (37.1%) of the respondents disagreed and (18.6%) of the respondents strongly disagreed. However, 18 % of the respondents strongly agreed. Nevertheless, 14.2 % of the respondents were neutral about this statement. There was 12.2 % of the respondent who strongly agreed.

Seventh and last indicator of this variable about respondents' feeling of being informed through YouTube videos reveals that most of the respondents (38.6%) disagreed with the above mentioned item while (21.7 %) of the respondents strongly agreed and (19.7 %) of the respondents strongly disagreed. However, 13.3 % of the respondents agreed. Nevertheless, little number of the respondents (6.7%) remained neutral about this statement.

Table 4.1.5 *Distribution of the Respondents with Respect to Freedom of Networking*

Freedom of Networking	S.A	A	N	D	S.D
I can create a group in Facebook, twitter, Skype or any other social Network.	118(34.2)	76(22.0)	73(21.2)	41(11.9)	37(10.7)
I can become the member of any group on Facebook.	62(18.0)	134(38.8)	48(13.9)	46 (13.3)	55(15.9)
I can encourage others to take part in politics through Facebook and YouTube.	39(11.3)	101(29.3)	111(32.2)	49(14.2)	45(13.0)
I can encourage others to take part in social issues through Facebook and YouTube.	61(17.7)	92(26.7)	112(32.5)	34(9.9)	46(13.3)
I can freely share my views with others through Facebook and YouTube and twitter.	66(19.1)	189(54.8)	28(8.1)	23(6.7)	39(11.3)
Facebook allow me to make a lot of new friends through this platform.	90(26.1)	132(38.3)	13(3.8)	52(15.1)	58(16.8)
Through YouTube, I can find people sharing the same interest with me.	52(15.1)	60(17.4)	47(13.6)	82(23.8)	104(30.1)
I use Facebook to communicate with my existing friends.	100(29.0)	82(23.8)	56(16.2)	44(12.8)	63(18.3)
Interacting with people in my Facebook and YouTube network make me interested in things that happen outside of my town.	66(19.1)	109(31.6)	51(14.8)	62(18.0)	57(16.5)
Interacting with people in my Facebook and YouTube network makes me feel like part of a larger community.	84(24.3)	145(42.0)	10(2.9)	49(14.2)	57(16.5)
Interacting with people in my Facebook and YouTube network reminds me that everyone in the world is connected.	80(23.2)	73(21.2)	105(30.4)	31(9.0)	56(16.2)
Through my Facebook and YouTube network, I come in contact with new people all the	71(20.6)	103(29.9)	54(15.7)	68(19.7)	49(14.2)

time.

Note: F (%)

Table 4.1.5 illustrates the descriptive findings of freedom of networking. The variable of freedom of networking was measured by twelve items. The first was that the respondents could create a group in Facebook, twitter, Skype or any other social Network. The findings unleashed that almost one third of the respondents 34.2% strongly agreed that they could create group in Facebook, twitter, Skype or any other social Networks. Around one fifth of the respondents 22% agreed. However, 21.2 % of the respondents were neutral about this statement. Furthermore, some of the respondents (11.9%) disagreed and only (10.7 %) of the respondents strongly disagreed with the said assumption.

The second item reflects the respondents' views about the statement "I can become the member of any group on Facebook". The findings revealed that (38.8 %) of the respondents agreed that they could become the member of any group on Facebook. Likewise, 18 % of the respondents strongly agreed with the said statement. However, 15.9 % of the respondents strongly disagreed while (13.9 %) of the respondents were neutral. Furthermore, 13.3% of the respondents disagreed.

The third item reveals that respondents could encourage others to take part in politics through Facebook and YouTube. First majority of the respondents 32.2% were neutral. However, second majority of the respondents 29.3% agreed. Furthermore, 14.2% of the respondents disagreed while 13% of the respondents strongly disagreed with above mentioned statement. Nevertheless, (11.3 %) of the respondents strongly agreed.

The fourth item signifies the results of the statements "I can encourage others to take part in social issues through Facebook and YouTube". The first majority of the respondents 32.5% were neutral about the said statement. However, 26.7 % of the respondents agreed and 17.7 % of the respondents strongly disagreed. Nevertheless, 13.3 % of the respondent strongly agreed and only 9.9 % of the respondents disagreed that they could encourage others to take part in social issues through Facebook and YouTube.

The fifth item signifies that respondents can freely share their views with others through Facebook, YouTube and twitter. The findings disclosed that more than half of the respondents 54.8% agreed that they could share their views with others through Facebook, YouTube and twitter. Nevertheless, 19.1 % of the respondents strongly agreed. However, 11.3 % of the respondents strongly disagreed and some of the respondents disagreed. Furthermore, 8.1 % of the respondents were neutral about the said statements.

Sixth item of the variable reveals that Facebook allowed respondents to make a lot of new friends through this platform. First majority of the respondents 38.3% agreed with this statement and second majority (16.8%) of the respondents strongly agreed. However, 16.8 % of the respondents strongly disagreed while 15.1 % of the respondents disagreed that Facebook allowed them to make a lot of new friends through this platform. Furthermore, little 3.8% of the respondents were neutral.

Seventh item illustrates the findings of the statement; "Through YouTube, I can find people sharing the same interest with me." First majority of the respondents 30.1% strongly disagree and second majority 23.8% of the respondents disagreed with the said statement. However, (17.4%) majority of the respondents agreed and (15.1%) strongly agreed with the statement. Nevertheless, some of the respondents (23.6%) were neutral.

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Eighth item signifies the findings of the respondents' usage of Facebook to communicate with their existing friends. Twenty nine percent of the respondents 29% strongly agreed and 23.8 % of the respondents agreed. However, 18.3% of the respondents strongly disagreed. Nevertheless, 16.2 % of the respondents were neutral. Furthermore, some of the respondents 12.8% disagreed with the above mentioned statement.

Ninth item of the variable shows the findings of the statement "Interacting with people in my Facebook and YouTube network make me interested in things that happen outside of my town." First majority of the respondents 31.6% agreed while 19.1% of the respondents strongly agreed with the statement. However, 18 % of the respondents disagreed and 16.5 % of the respondents strongly disagreed. Nevertheless, 14.8 % of the respondents were neutral about this statement.

Tenth item of the variable reveals the findings about interacting with people in respondents' Facebook and YouTube network makes respondents feel like part of larger community. 42 % of the respondents agreed and 24.3% of the respondents strongly agreed. However, 16.5 % of the respondents strongly disagreed and 14.2 % of the respondents disagreed. Nevertheless, some of the respondents 2.9% were neutral.

Eleventh item of the variable shows the findings of the statement "Interacting with people in my Facebook and YouTube network reminds me that everyone in the world is connected." Firth majority of the respondents 30.4% were neutral. However, 23.2% of the respondents strongly agreed and 21.2% of the respondents agreed. Furthermore, 16.2 % of the respondents strongly disagreed and some of the respondents 9% disagreed with the said statement.

Twelfth and last item of this variable signifies the results of the statement "Through my Facebook and YouTube network, I come in contact with new people all the time." First majority of the respondents 29.9% agreed and 20.6% of the respondents strongly agreed. However, 19.7

% of the respondent disagreed and 14.2 % of the respondents strongly disagreed. Nevertheless, 15.7 % of the respondents were neutral.

Table 4.1.6: *Distribution of the Respondents with Respect to Freedom of Dissemination of information*

Freedom of Dissemination of information	S.A	A	N	D	S.D
I use Facebook to access and share information on civil rights.	78(22.6)	49(14.2)	84(24.3)	95(27.5)	39(11.3)
I can disseminate the information online in YouTube and Facebook etc. faster than offline.	40(11.6)	132(38.3)	74(21.4)	42 (12.2)	57(16.5)
To get and share information through the YouTube is the easiest and quickest for me.	66(19.1)	56(16.2)	119(34.5)	64(18.6)	40(11.6)
I use Facebook and YouTube to access and share information on social issues.	66(19.1)	87(25.2)	59(17.1)	94(27.2)	39(11.3)
I use Facebook and YouTube to access and share information on current affairs.	66(19.1)	105(30.4)	75(21.7)	52(15.1)	47(13.6)

Note: F (%)

Table 4.1.6 typifies the descriptive findings of independent variable of freedom of dissemination of information. The first item shows that the respondents used Facebook to access and share information on civil rights. The findings delineated that 27.5% of the respondents strongly disagreed. However, 24.3 % of the respondents were neutral about the statement. Furthermore, 22.6 % of the respondents strongly agreed and (14.2 %) of the respondent agreed that they used Facebook to access and share information on civil rights. Nevertheless, some of the respondents 11.3% strongly disagreed with the said statement.

The second item of the variable shows the findings of the indicator "I can disseminate the information online in YouTube and Facebook etc. faster than offline." First majority of the

respondents 38.3% agreed. However, 21.4% of the respondents were neutral about the statement. Furthermore, 16.5 % of the respondents strongly disagreed and 12.2 % of the respondents disagreed. Nevertheless, 11.6 % of the respondents strongly agreed with the said statement.

The third item shows the findings of the statement that getting and sharing information through the YouTube was the easiest and quickest for the respondents. First majority of the respondents 34.5% were neutral. However, 19.1% of the respondents strongly agreed. Furthermore, 18.6% of the respondents disagreed. Though, 16.2 % of the respondents agreed and 11.6 % of the respondents strongly disagreed with the mentioned statement.

Fourth item of the variable signifies the results of the statement "I use Facebook and YouTube to access and share information on social issues." First majority of the respondents 27.2% disagreed. However, one fourth (25%) of the respondents agreed and 19.1% of the respondents strongly agreed. while, 17.1 % of the respondents were neutral. Nevertheless, some of the respondents 11.3% strongly disagreed with the said statement.

Fifth item typifies the findings of the indicator "I use Facebook and YouTube to access and share information on current affairs." Less than one third of the respondents 30.4% agreed with the statement. However, 21.7 % of the respondents were neutral. Furthermore, 19.1 % of the respondents strongly agreed. Nevertheless, 15.1 % of the respondents disagreed and 13.6 % of the respondent strongly disagreed with the said statement.

Table 4.1.7: *Distribution of the Respondents with Respect to* Freedom of Discussion and Expression of Opinions

Freedom of Discussion and Expression of Opinions	SA	A	N	D	SD
I can question to anyone on Facebook about political problem.	33(9.6)	121(35.1)	104(30.1)	49(14.2)	38(11.0)
I can upload pictures of the various political events on my profile.	48(13.9)	126(36.5)	86(24.9)	77 (22.3)	8(2.3)
I motivate people though Facebook and YouTube to participate in welfare activities.	48(13.9)	78(22.6)	117(33.9)	82(23.8)	20(5.8)
I take part in the various online campaigns started for the awareness on social issues.	79(22.9)	82(23.8)	76(22.0)	71(20.6)	37(10.7)
I can give comments on others views on certain political and social issues.	56(16.2)	206(59.7)	11(3.2)	52(15.1)	20(5.8)
I always express political or social views first online on Facebook and YouTube.	56(16.2)	118(34.2)	52(15.1)	109(31.6)	10(2.9)
When I see a friend or acquaintance sharing good news or bad news on Facebook and YouTube, I try to respond.	38(11.0)	92(26.7)	115(33.3)	81(23.5)	19(5.5)
When I see someone for advice on Facebook and YouTube, I try respond.	30(8.7)	93(27.0)	89(25.8)	107(31.0)	26(7.5)
When I see someone asking a question on Facebook and YouTube that I know the answer to, I try to respond.	53(15.4)	140(42.9)	70(20.3)	36(10.4)	38(11.0)
I ask people to vote for particular party.	30(8.7)	70(20.3)	47(13.6)	166(48.1)	32(9.3)
I frequently engage myself on Facebook while people talking about public problems.	38(11.0)	123(35.7)	83(24.1)	71(20.6)	30(8.7)

Note: F (%)

Table 4.1.7 describes the descriptive results of independent variable i. e Freedom of Discussion and Expression of Opinions. There were eleven items through which this variable was measured. The first item reflects the respondents' view about the statement "I can question anyone on Facebook about political problem". The data disclosed that around one third of the respondents 35.1% pinpointed that they could question anyone on Facebook about political problem. The second majority of the respondents 30.1% were neutral about the statement. Likewise, 14.2 % of the respondents disagreed and 11 % of the respondents strongly disagreed with the above mentioned notion. Nevertheless, 9.6 % of the respondents were neutral on above cited item.

The second item shows that respondents could upload pictures of the various political events on their profile. The findings of the data showed that little more than one-third of the respondents 36.5% agreed that they could upload pictures of various political events on their profile. The second majority of the sample 24.9% was neutral about the statement. Furthermore, 22.3 % of the respondents disagreed. However, 13.9 % of the respondents strongly agreed. Nevertheless, few of the respondents 2.3% strongly disagreed with the above mentioned statement.

The third item indicates that respondents motivate people through Facebook and YouTube to participate in welfare activities. The findings showed that one third of the respondents 33.9% were neutral. However, 23.8% of the respondents disagreed that they motivated people through Facebook and YouTube to participate in welfare activities. Only 22.6% the sample agreed. Likewise, 13.9 % of the respondents strongly agreed. Nevertheless, few of the respondents (5.8%) strongly disagreed with the above mentioned statement.

The fourth item shows the respondents' taking part in the various online campaigns started for the awareness of social issues on Facebook and YouTube. As per findings, first majority of the

71

respondents 23.8% agreed with the statement. Likewise, 22.9 % of the respondents strongly agreed, while 22% of the respondents were neutral. Furthermore, 20.6 % of the respondents disagreed with the statement. Similarly, 10.7 % of the respondents strongly disagreed with the above indicator.

The fifth item shows the respondents' giving comments on others views on certain political and social issues. Findings show that more than half of the respondents 59.7% agreed with the statement. Likewise, the second majority 16.2% of the respondents strongly agreed, while, 15.1% of the respondents disagreed. Furthermore, some of the respondents 5.8% disagreed with the statement. Similarly, few of the respondents (3.2%) were neutral.

The sixth item shows the respondents' expressing political or social views first online on Facebook and YouTube. Around one third of the respondents 34.2% agreed with the statement. However, second majority of the respondents 31.6% disagreed. Furthermore, 16.2 % of the respondents strongly agreed with the statement. Nevertheless, 15.1 % of the respondents were neutral. Though, few of the respondents (2.9%) strongly disagreed with the above indicator.

The seventh item shows the findings of the statement "When I see a friend or acquaintance sharing good news or bad news on Facebook and YouTube, I try to respond." One third of the respondents 33.3% were neutral. However, second majority of the respondents 26.7% agreed. Furthermore, third majority 23.5% of the sample disagreed while 11 % of the respondents strongly agreed with the above mentioned statement. However, few of the respondents 5.5% strongly disagreed that when they see a friend or acquaintance sharing good news or bad news on Facebook and YouTube, they tried to respond.

The eighth item of the variable exhibits the results of the indicator "when I see someone for advice on Facebook and YouTube, I try to respond." Little less than one third of the respondents 31% disagreed with the above mentioned statement. However, 27 % of the respondents agreed. Nevertheless, one fourth 25.8 % of the respondents were neutral. Furthermore, 8.7 % of the respondents strongly agreed though, 7.5 % of the respondents strongly disagreed.

The ninth item of the variable reveals the findings about the statement "When I see someone asking a question on Facebook and YouTube that I know the answer to, I try to respond." Less than half of the respondents (42.9%) agreed with the above mentioned indicator. However, the second majority of the respondents (20.3%) were neutral. Furthermore, 15.4 % of the respondents strongly agreed, while 11 % of the respondents strongly disagreed. Similarly, 10.4 % of the respondents disagreed with the said statement.

The tenth item exhibits the results of the respondents 'asking people to vote for particular party. The findings illuminated that little less than half of the respondents (48.1%) disagreed that they asked people to vote for particular party. The second majority of the respondents 20.3% agreed. Nevertheless, 13.6 % of the respondents were neutral. Furthermore, 9.3 % of the respondents strongly disagreed while 8.7 % of the respondents strongly agreed with the above mentioned statement.

The eleventh item shows about the respondents' engaging on Facebook while people talking about public problems. The data disclosed that one third of the respondents 35.7% were agreed with the statement. However, 24.1 % of the respondents were neutral. Furthermore, 20.6 % of the respondents disagreed that they engage themselves on Facebook while people talking about public problems. Eleven percent of the respondents disagreed while 11 % of the respondents

were strongly agreed. Likewise, 8.7 % of the respondents strongly disagreed with the above mentioned statement.

Table 4.1.8: *Distribution of the Respondents with Respect to* Political Participation

Online Political Participation	Always	Very Often	Sometime	Rarely	Never
I invite people through Facebook and YouTube in different political activities.	39(11.3)	54(15.7)	124(35.9)	74(21.4)	54(15.7)
I share the policy of a particular party on my timeline.	31(9.0)	42(12.2)	114(33.0)	104(30.1)	54(15.7)
I support the political party through my posts.	48(13.9)	66(19.1)	42(12.2)	127(36.8)	62(18.0)
I post text about public issues on my profile page.	47(13.6)	61(17.7)	125(36.2)	52(15.1)	60(17.4)
I post video clip about political issues on my profile page.	57(16.5)	57(16.5)	38(11.0)	113(32.8)	80(23.2)
I post pictures about political issues on my profile page.	48(13.9)	48(13.9)	118(34.2)	66(19.1)	65(18.8)
I discuss various public issues in Facebook and YouTube based online social groups.	39(11.3)	65(18.8)	53(15.4)	128(37.1)	60(17.4)

Note: F (%)

Table 4.1.8 highlights the detailed findings of dependent variable i.e. online political participation. The variable was measured by seven items. The first item indicates the respondents' inviting people through Facebook and YouTube in different political activities. Little more than one third of the respondents 35.9% reported that they sometimes while 21.4% of the sample rarely invited people through Facebook and YouTube in different political activities. Furthermore 5.4 % of the respondents reported 'never' in response to above mentioned statement. Likewise, 15.7 % of the respondents reported 'very often'. Nevertheless, 11.3 % of the respondent reported 'always' in response to said statement.

The second item exhibits results about the statement "I share the policy of a particular party on my timeline."The findings illuminated that one third of the respondents 33.0% reported that they sometimes shared policy of particular party on their timeline. The second majority of the respondents 30.1% rarely shared it on their timeline. Likewise, 12.2 % of the respondents reported 'very often' in response to above mentioned statement. However, nine percent of the respondents reported 'always' in response to the said statement.

The third item includes that they support the political party through posts. The findings revealed that little more than one third of the respondents (36.8%) pinpointed that they rarely supported the political party through their posts. Additionally, second majority of the respondents 19.1% reported that they 'very often' supported the political party through their posts. However, 18 % of the respondents reported as never. Similarly, 13.9 % of the respondents reported as always in response to it. Nevertheless, 12.2 % of the respondents 'sometimes' supported the political party through their posts.

The fourth item was "I post text about public issues on my profile page." Little more than one third of the respondents 36.2% 'sometime' posted text about public issues on their profile page. However, 17.7 % of the respondents 'very often' posted text. Furthermore, 17.4 % of the respondents 'never' posted text. Similarly, 15.1 % of the respondents rarely posted text. Nevertheless, 13.6 % of the respondents 'always' posted text about public issues on their profile page.

Fifth item exhibits about respondents' posting video clip about political issues on their profile page. One third of the respondents 32.8% rarely posted video clip about political issues on their profile page. Likewise, 23.2 % of the respondents never posted video clip. Furthermore, 16.5 % of the respondents always posted video clips. Similarly, 16.5 % of the respondents very often

posted video clips. However, 11 % of the respondents sometimes posted video clips about political issues on their profile page.

The sixth item shows the results about the statement "I post pictures about political issues on my profile page." Around one third of the respondents (34.2%) 'sometimes' posted pictures about political issues on their profile page. Furthermore, 19.1% of the respondents 'rarely' posted. However, 18.8% of the respondents 'never' posted. Likewise, 13.9 % of the respondents 'very often' posted. Similarly, 13.9 % of the respondents 'always' posted pictures about political issues on their profile page.

The seventh and last item of this variable indicates about respondents' discussing various public issues in Facebook and YouTube based online social groups. First majority of the respondents 37.1% rarely discussed various public issues in Facebook and YouTube based online social groups. Second majority of the respondents 18.8% very often discussed. Furthermore, 17.4 % of the respondents never discussed. However, 15.4 % of the respondents sometimes discussed various public issues in Facebook and YouTube based online social groups. Nevertheless, 11.3 % of the respondents reported as always in response to above mentioned statement.

Table 4.1.9: *Distribution of the Respondents with Respect to Offline Political Participation*

Offline Political Participation	Always	Very Often	Sometime	Rarely	Never
In 2013 general election, I tried to persuade someone to vote or against a candidate or party.	62(18.0)	51(14.8)	99(28.7)	20(5.8)	113(32.8)
In 2013 general election, I worked as a party member for national election.	62(18.0)	42(12.2)	129(37.4)	23(6.7)	89(25.8)
In 2013 general elections, I motivated other people to vote for a particular candidate or party.	49(14.2)	42(12.2)	115(33.3)	57(16.5)	82(23.8)
In 2013 general election, I attended political protest.	49(14.2)	46(13.3)	65(18.8)	56(16.2)	129(37.4)
I am willing to spend time to support political activities at my locality.	72(20.9)	92(26.7)	75(21.7)	45(13.0)	61(17.7)
Note: F (%)					

Table 4.1.10 represents the descriptive results of dependent variable i.e offline political participation. There were five items through which this variable was measured. The first item reveals the findings about "In 2013 general election, I tried to persuade someone to vote or against a candidate or party." One third of the majority of the respondents 32.8% never tried to persuade someone to vote or against a candidate or party in 2013 general election. However second majority of the respondents 28.7% sometimes tried to persuade. Likewise, 18% of the respondents always tried to persuade. Furthermore, 14.8 % of the respondents very often tried to persuade. Nevertheless, some of the respondents 5.8% rarely tried to persuade someone to vote or against a candidate or party in 2013 general elections.

The second item indicates the respondents' opinion about their working as a party member for national election in 2013 general election. The findings delineated that 37.4% of the sample said that they sometimes worked as a party member for national election in 2013 general election. One fourth of the respondents (25.8%) reported that they never worked as a party member.

Furthermore, 18% of the respondents reported 'always' in response to the said statement. However, 12.2 % of the respondents reported 'very often' in response to the above mentioned statement. Likewise, some of the respondents 6.7% rarely worked as a party member for national election in 2013 general election.

The third item signifies about respondents' motivating other people to vote for a particular candidate or party in 2013 general election. The findings elucidated that one third of the respondents 33.3% sometimes motivated other people to vote for a particular candidate or party. The second majority of the respondents 23.8% never motivated other people to vote for particular candidate or party. Moreover, 16.5% of the students rarely motivated. Likewise, 14.2 % of the respondents always motivated. Nevertheless, 12.2 % of the respondents very often motivated other people to vote for particular candidate or party in 2013 general election.

The fourth item shows the findings of the statement "In 2013 general election, I attended political protest." The findings revealed that first majority of the respondents 37.4% said that they always attended political protest in 2013 general election. The second majority of the respondents 18.8% very often attended political protest in 2013 general election. Likewise, 16.2 % of the respondents rarely attended political protest in 2013 general election, while 14.2% of the respondents always attended political protest. However, 14.2 % of the respondents said 'very often' in response to the above mentioned statement.

The fifth item shows the results about the statement "I am willing to spend time to support political activities at my locality." One quarter of the respondents 26.7% were 'very often' willing to support political activities at their locality. Similarly, 20.9 % of the respondents said 'always' in response to above statement. Furthermore, 21.7 % of the respondents were some time willing to spend time to support political activities at their locality. Likewise, 17.7 % of the

respondents said 'never' as response to the above mentioned statement. Nevertheless, 13 % of

the respondents were rarely willing to spend time to support political activates at their locality.

Likewise, 13.9 % of the respondents reported 'very often' willing to spend time to support

political activities at their localities.

4.2 Bivariate Analysis

Relationship between freedom of networking and online political participation among youth in Pakistan

Null Hypothesis: There is no a positive relationship between freedom of networking and online political participation among youth in Pakistan.

Alternate Hypothesis: There is positive relationship between freedom of networking and online political participation among youth in Pakistan.

Table 4. 2.1: Relationship between freedom of networking and online political participation among youth in Pakistan.

		Online political participation
Freedom of networking	Pearson Correlation	.434**
	N	345

*P<.05=, P<.01=**, P< .001=***

Table 2.1 presents correlation and level of significance between freedom of networking and online political participation. The data in table under discussion indicates that freedom of networking moderately correlates with online political participation (r= .434**).There was significant relationship between freedom of networking and online political participation at (P<.001=***). These statistics imply that positive freedom of networking was related to online political participation. By implication, changes in freedom of networking were likely to have a corresponding effect on online political participation and the reverse is also true. Moreover,

there will be a higher tendency of freedom of networking whenever; there will be a high level of positive online political participation.

Relationship between freedom of networking and offline political participation among youth in Pakistan

Null Hypothesis: There is no a positive relationship between freedom of networking and offline political participation among youth in Pakistan.

Alternate Hypothesis: There is positive relationship between freedom of networking and offline political participation among youth in Pakistan.

Table 4. 2.2: Relationship between freedom of networking and offline political participation among youth in Pakistan.

		offline political participation
	Pearson Correlation	.326*˙
freedom of networking	N	345

*P<.05=, P<.01=**, P< .001=***

Table 2.2 indicates that freedom of networking moderately correlates with offline political participation(r= .326*).It was found that there was significant relationship between freedom of networking and offline political participation at (P<.001=***). These statistics imply that freedom of networking had strong relationship with offline political participation. By association, changes in freedom of networking were likely to have a corresponding effect on online political participation and the reverse is also true. Furthermore, there will be higher

tendency of freedom of networking whenever; there will be a high level of positive offline political participation.

Relationship between freedoms of dissemination of information and online political participation among youth in Pakistan.

Null Hypothesis: There is no a positive relationship between freedom of dissemination of information and online political participation among youth in Pakistan.

Alternate Hypothesis: There is positive relationship between freedom of dissemination of information and online political participation among youth in Pakistan.

Table 4. 2.3: Relationship between freedom of dissemination of information and online political participation among youth in Pakistan.

	online political participation
Pearson Correlation	565[**]
freedom of dissemination of N	345
information	

*P<.05=, P<.01=**, P< .001=***

Table 2.3 reveals correlation and level of significance between freedom of dissemination of information and online political pacification. The data in table under discussion indicates that freedom of dissemination of information had strong correlation with online political participation (r=-565[**]) It was also found that there was significant relationship between freedom of dissemination of information and online political pacification at <0.001). By implication, changes in freedom of dissemination of information were likely to have a corresponding effect

on online political participation. Furthermore, there will be a higher tendency of online political participation whenever, there will be high level of freedom of dissemination of information.

Relationship between freedom of dissemination of information and offline political participation among youth in Pakistan

Null Hypothesis: There is no a positive relationship between freedom of dissemination of information and offline political participation among youth in Pakistan.

Alternate Hypothesis: There is positive relationship between freedom of dissemination of information and offline political participation among youth in Pakistan.

Table 4.2. 4: Relationship between freedom of dissemination of information and offline political participation among youth in Pakistan.

		Offline political participation
Freedom of dissemination of information	Pearson Correlation	.402**
	N	345

*P<.05=, P<.01=**, P< .001=***

Table 2.4 depicts that the correlation between freedom of dissemination of information and offline political participation was positive (r= .402** P<.001). These statistics imply that freedom of dissemination of information was related to offline political participation. By association, changes in freedom of dissemination of information were likely to have a conforming effect on offline political participation and the reverse are also true. Moreover, there

will be a higher tendency to have offline political participation whenever; there will be a high level of freedom of dissemination of information.

Relationship between freedom of discussion and expression of opinions and online political participation among youth in Pakistan

Null Hypothesis: There is no positive relationship between Freedom of discussion and expression of opinions and online political participation among youth in Pakistan.

Alternate Hypothesis: There is a positive relationship between Freedom of discussion and expression of opinions and online political participation among youth in Pakistan.

Table 4.2.5: Relationship between Freedom of discussion and expression of opinions and online political participation among youth in Pakistan.

		Online political participation
	Pearson Correlation	.639**
Freedom of discussion and expression of opinions	N	345

*P<.05=, P<.01=**, P< .001=***

Table 2.5 depicts that the correlation between freedom of discussion and expression of opinions with online political participation was positive(r= .639** P<.001). These statistics imply that freedom of discussion and expression of opinions had very strong relationship with online political participation. By implication, changes in freedom of discussion and expression of opinions were likely to have a corresponding effect on online political participation and the reverse is also true. Moreover, there will be a higher tendency to have online political

participation whenever, there will be a high level of freedom of discussion and expression of opinions.

Relationship between freedom of discussion and expression of opinions and offline political participation among youth in Pakistan

Null Hypothesis: There is no positive relationship between Freedom of discussion and expression of opinions and offline political participation among youth in Pakistan.

Alternate Hypothesis: There is a positive relationship between Freedom of discussion and expression of opinions and offline political participation among youth in Pakistan.

Table 4.2.6: Relationship between freedom of discussion and expression of opinions and offline political participation among youth in Pakistan.

		Offline political participation
Freedom of discussion and expression of opinions	Pearson Correlation	.481**
	N	345

*P<.05=, P<.01=**, P< .001=***

Table 2.6 shows that the correlation between freedom of discussion and expression of opinions with offline political participation was positive(r= .481**P<.001=***). These statistics imply that positive freedom of discussion and expression of opinions moderately correlates with offline political participation. By implication, changes in freedom of discussion and expression of opinions were likely to have a corresponding effect on offline political participation and the reverse is also true. Moreover, there will be a higher tendency to have offline political

participation whenever, there will be a high level of freedom of discussion and expression of opinions.

Relationship between Political efficacy and online political participation among youth in Pakistan

Null Hypothesis: There is no positive relationship between political efficacy and online political participation among youth in Pakistan.

Alternate Hypothesis: There is a positive relationship between political efficacy and online political participation among youth in Pakistan.

Table 4.2.7: Relationship between political efficacy and online political participation among youth in Pakistan.

		Online political participation
	Pearson Correlation	.625**
Political efficacy	N	345

*P<.05=, P<.01=**, P< .001=***

Table 7 depicts that the correlation between political efficacy and online political participation was positive(r= .625**P<.001). These statistics imply that political efficacy had a very strong relationship with online political participation. By association, changes in political efficacy were likely to have a conforming effect on online political participation and the reverse is also true. Moreover, there will be a higher tendency to have online political participation whenever; there will be a high level of political efficacy.

Relationship between political efficacy and offline political participation among youth in Pakistan

Null Hypothesis: There is no positive relationship between political efficacy and offline political participation among youth in Pakistan.

Alternate Hypothesis: There is a positive relationship between political efficacy and offline political participation among youth in Pakistan.

Table 4.2.8: Relationship between political efficacy and offline political participation among youth in Pakistan.

		Offline political participation
Political efficacy	Pearson Correlation	.523**
	N	345

*P<.05=, P<.01=**, P< .001=***

Table 2.8 shows that the correlation between political efficacy and offline political participation was positive(r= .523**P<.001=***). These statistics imply that political efficacy was strongly related to offline political participation. By implication, changes in political efficacy were likely to have a corresponding effect on offline political participation and the reverse is also true. Moreover, there will be a higher tendency to have offline political participation whenever, there will be a high level of political efficacy.

Relationship between social media intensity and freedom of networking among youth in Pakistan

Null Hypothesis: There is no positive relationship between social media intensity and freedom of networking among youth in Pakistan.

Alternate Hypothesis: There is a positive relationship between social media intensity and freedom of networking among youth in Pakistan.

Table 4.2. 9: Relationship between social media intensity and freedom of networking among youth in Pakistan.

		Freedom of networking
	Pearson Correlation	.726**
Social media intensity	N	345

*P<.05=, P<.01=**, P< .001=***

Table 2.9 depicts that the correlation between social media intensity and freedom of networking was positive(r= .726**P<.001). These statistics imply that social media intensity had a very significantly strong relationship with freedom of networking. By association, changes in social media intensity were likely to have a conforming effect on freedom of networking and the reverse is also true. Moreover, there will be a higher tendency to have freedom of networking whenever there will be a high level of social media intensity.

Relationship between social media intensity and freedom of dissemination of information among youth in Pakistan

Null Hypothesis: There is no positive relationship between social media intensity and freedom of dissemination of information among youth in Pakistan.

Alternate Hypothesis: There is a positive relationship between social media intensity and freedom of dissemination of information among youth in Pakistan.

Table 4.2.10: Relationship between social media intensity and freedom of dissemination of information among youth in Pakistan.

		Freedom of dissemination of information
Social media intensity	Pearson Correlation	.829**
	N	345

*P<.05=, P<.01=**, P< .001=***

Table 2.10 reveals that social media intensity and freedom of dissemination of information had positive correlation (r=-.829**p<0.0001). These statistics suggest that social media intensity had very significant strong relationship with freedom of dissemination of information. By implication, alterations in social media intensity were probable to have a corresponding effect on freedom of dissemination of information and the reverse is also true. Moreover, there will be a higher propensity to freedom of dissemination of information whenever, there will be a high level of social media intensity.

Relationship between social media intensity and freedom of discussion and expression of opinions among youth in Pakistan

Null Hypothesis: There is no positive relationship between social media intensity and freedom of discussion and expression of opinions among youth in Pakistan.

Alternate Hypothesis: There is positive relationship between social media intensity and freedom of discussion and expression of opinions among youth in Pakistan.

Table 4.2.11: Relationship between social media intensity and freedom of discussion and expression of opinions among youth in Pakistan.

		Freedom of discussion and expression of opinions
Social media intensity	Pearson Correlation	.930**
	N	345

*P<.05=, P<.01=**, P< .001=***

Table 2.11 depicts that the correlation between social media intensity and freedom of discussion and expression of opinions was positive (r= .930**P<.001). These statistics imply that social media intensity had a very significant strong relationship with freedom of discussion and expression of opinions. By association, changes in social media intensity were possible to have a conforming effect on freedom of discussion and expression of opinions and the reverse is also true. Moreover, there will be a higher inclination to have freedom of discussion and expression of opinions whenever; there will be a high level of social media intensity.

Relationship between social media intensity and online political participation among youth in Pakistan

Null Hypothesis: There is no positive relationship between social media intensity and online political participation among youth in Pakistan.

Alternate Hypothesis: There is a positive relationship between social media intensity and online political participation among youth in Pakistan.

Table 4.2.12: Relationship between social media intensity and online political participation among youth in Pakistan.

		Online political participation
Social media intensity	Pearson Correlation	.656*˙
	N	345

*P<.05=, P<.01=**, P< .001=***

Table 2.12 shows that the correlation between social media intensity and online political participation was positive (r= .656*˙P<.001). This data indicate that social media intensity had a very strong relationship with online political participation. By association, changes in social media intensity were likely to have a corresponding effect on online political participation and the reverse is also true. Moreover, there will be a higher tendency to have online political participation whenever, there will be a high level of social media intensity.

Relationship between social media intensity and offline political participation among youth in Pakistan

Null Hypothesis: There is no positive relationship between social media intensity and offline political participation among youth in Pakistan.

Alternate Hypothesis: There is a positive relationship between social media intensity and offline political participation among youth in Pakistan.

Table 4.2.13: Relationship between social media intensity and freedom of discussion and offline political participation among youth in Pakistan.

		Offline political participation
	Pearson Correlation	.551**
Social media intensity	N	345

*P<.05=, P<.01=**, P< .001=***

Table 2.13 presents correlation and level of significance between social media intensity and freedom of networking. The data in table under discussion indicates that correlation between social media intensity and offline political participation was positive (r= .551**P<.001). It was found that there was a strong relationship between social media intensity and offline political participation. By association, changes in social media intensity were likely to have a parallel effect on offline political participation and the reverse is also true. Moreover, there will be a higher tendency to have offline political participation whenever, there will be a high level of social media intensity.

CHAPTER FIVE

Major Findings, Conclusion and Recommendations

This chapter concludes the study by highlighting the research conducted on the topic. The conclusion given is drawn from the outcomes of the research and analysis of the role of virtual public sphere in manifesting political participation among youth. Moreover, recommendations are based on the findings and conclusion of the study.

5.1 Major Findings

- Majority of the respondents (71.3%) were male while 28.7% were female who used Facebook accounts.

- Little less than half of the respondents (49 %) belonged to 25-28 year age group. Furthermore, Most of the respondents (62.9 %) were post-graduate who used Facebook.

Social media profile information

- Most of the respondents (63.8%) had 1-5 Facebook accounts. Likewise, the average frequency usage of YouTube (number of time in a week) was who used 1-15 times in week, reported by (43.2%) of the respondents.

- Majority of the respondents (81.4%) had 5-8 years of duration of their Facebook account.

- A high majority of the respondents (91.6%) spent 1-25 hours in week on Facebook and little more than one third of the respondents (36.2%) had 101-200 total friends on Facebook.

- Majority of the respondents (71.6%) had 1-100 actual or close friends on Facebook.

Political efficacy

- More than half of the respondents (64.7%) agreed that they could understand the political terms whenever used.

- Little more than half of the respondents (57.4%) agreed that they usually participated in discussion on political problem or issue.

- Most of the respondents (64.6%) agreed that they had the ability to understand the political issues easily.

Social media intensity

- Little more than half of the respondents (52.2 %) agreed that social media was the part of respondent's every day activity.

- Fifty two percent of the respondents agreed that they were proud to tell people about their being on social media.

- Little more than half of the respondents (51.6%) disagreed that Facebook were part of their daily routine.

- Little more than half of the respondents (51.4 %) agreed that they felt out of touch when they had not logged onto Facebook for a while.

- Most of the respondent (64.6 %) agreed that they felt being part of Facebook community.

Freedom of Networking

- Most of the respondents (56.2%) agreed that they could create group on Facebook, twitter, Skype or any other social Networks.

- Most of the respondents (56.8%) agreed that they could become the member of any group on Facebook.

- Most of the respondents (54.8%) agreed that they could share their views with others through Facebook, YouTube and twitter.

- Majority of the respondents (64.4%) agreed that Facebook allowed them to make a lot of new friends through this platform.

- More than half of the respondents (52.8%) agreed they used Facebook to communicate with their existing friends.

Freedom of Dissemination of information

- Almost half percent of the respondents (49.9%) agreed that they could disseminate the information online on YouTube and Facebook etc. faster than offline however, 28.7% of the respondents disagreed and remaining remained neutral.

- Little less than half of the respondents (49.4%) agreed that they used Facebook and YouTube to access and share information on current affairs, however, 28.7% of the respondents disagreed and remained neutral.

Freedom of Discussion and Expression of Opinions

- Almost half of the respondents (50.4%) agreed that they could upload pictures of the various political events on their profile.

- Majority of the respondents (75.7%) agreed that they give comments on others views on certain political and social issues.

- Almost half of the respondents (50.4%) agreed that they expressed political or social views first on Facebook and YouTube.

- Little less than half of the respondents (58.3%) agreed that when they see someone asking a question on Facebook and YouTube that they knew the answer to and they tried to respond.

Online political participation

- Less than forty percent of the respondents (35.9%) sometimes invited people through Facebook and YouTube in different political activities.

- Little more than one third of the respondents (36.8%) pinpointed that they rarely supported the political party through their posts.

- Little more than one third of the respondents (36.2%) rarely posted text about public issues on their profile page.

- Less than half of the respondents (37.1%) rarely discussed various public issues in Facebook and YouTube based online social groups.

Offline political participation

- Less than half of the respondents (37.4%) said that they sometimes worked as a party member for national election in 2013 general election.

- Little less than half of the respondents (37.4%) always attended political protest in 2013 general election.

Correlation

- The correlation between freedom of discussion and expression of opinions with online political participation was positive(r= .639** P<.001). These statistics imply that freedom of discussion and expression of opinions had a very strong relationship with online political participation.

- The correlation between political efficacy and online political participation was positive(r= .625** P<.001). These statistics imply that political efficacy had a very strong relationship with online political participation.

- The correlation between social media intensity and freedom of networking was positive(r= .726** P<.001). These statistics imply that social media intensity had a very significant strong relationship with freedom of networking.

- Social media intensity and freedom of dissemination of information had positive correlation (r=-.829**p<0.0001). These statistics suggest that social media intensity had significantly a very strong relationship with freedom of dissemination of information.

- The correlation between social media intensity and freedom of networking was positive (r= .726** P<.001). These statistics imply that social media intensity had very significantly a very strong relationship with freedom of networking.

- The correlation between social media intensity and online political participation was positive (r= .656* P<.001). This data indicate that social media intensity had a very strong relationship with online political participation.

5.2 Conclusion

The virtual public sphere is a combination of private sphere and public sphere on internet which came into being for discussing all issues related to the society. It provides a platform to form virtual groups that results in virtual communities to participate in all private and public issues of the society. The virtual public sphere plays a key role in political participation in a society.

Thus, the study was conducted to explore the role of virtual public sphere in manifesting political participation among youth. Quantitative research method was used in the current study. The youth of Pakistan was selected as population of current study because youth is a major part of the etire population (Khan and Bhatti, 2012) and higher user of Facebook and YouTube in Pakistan. Researcher used Morgan's (1970) formula to draw sample size. The data was collected through online Google survey. According to Pakistan social media report (Feb-2014) published by Pakistan Advertisers Society (PAS), Facebook users in Pakistan are 12.8 million and above of the total population (196,174,380 Published by Pakistan Demographics Profile 2014).

The results of the study concluded that majority of Facebook users were male and using Facebook for above 8 years. Nevertheless, majority of the respondents spent 1-25 hours in a week on Facebook. Most of the respondents could share their views with others through Facebook, YouTube and twitter. Additionally, majority of the respondents gave comments on others' views on certain political and social issues on Facebook. Similarly, most of the respondents sometimes invited people through Facebook and YouTube in different political activities. Furthermore, less than one third of the respondents worked as a party member for national election in 2013 general election.

Political participation through virtual public sphere was very high as they can easily and quickly share their views and give comments on political issues, For example social movement on virtual

public sphere against the administration of Pakistan in November, 2007 showed collective action of people when social movement activists and especially youth participated to raise its worries about suspending the nation's constitution.

The study further concluded that virtual public sphere improved political efficacy and political knowledge of the people to respond in any political and social problems. By having freedom of building social networks, freedom of expression of opinions and dissemination of information, people particularly youth get encouragement to let their voices heard. Most of the respondents used Facebook and YouTube to access and share information on current affairs and majority of the respondent could question anyone on Facebook about political problem. Furthermore, freedom of networking, dissemination of information, expression of opinions, political efficacy and social media intensity had very strong correlation with online political participation while the same variable are moderately correlated with offline political participation because comparatively , people who participated in online political participation may not necessarily involve in offline political participation.

5.3 Recommendations:

After concluding the results of the study following suggestions were elaborated to strengthen the role of virtual public sphere in the promotion of democracy through political participation and integration in the society.

1. Virtual public sphere is based on freedom of networking, freedom of dissemination of information and expression of opinions on internet. Importance of virtual public sphere for political participation among people is the key to develop mutual cooperation for collective action. The collective social action depends on the socialization towards common goal. The core theme in the political participation through virtual public sphere is to bring them into freedom of networking like creating group on Facebook, Twitter, Skype or any other social network. In the virtual public sphere people must have freedom of creating groups, becoming member of other group and freely share their views with others and take part in social issues. Through communication and interaction with people on Facebook, Twitter and YouTube people and particularly youth will establish connectivity and rapport with one another and they will raise their voice for collective action. The freedom of social networking could ultimately foster the behavior of political participation through socialization.

2. Other important factor of the virtual public sphere is freedom of discussion and expression of opinions. People should be aware of the importance of discussion and expression of opinions on the political and social issues. The best way to make them aware of their social and political right is to involve them in virtual public sphere. The virtual public sphere through internet has access to people at large scale to motivate them for participation in political and social issue. Thus, engagement of the youth in virtual public sphere through sharing news, advising, commenting

and responding would bond people for online and offline political participation based on their political efficacy and political knowledge.

3. In the view of the role of virtual public sphere, the freedom of networking, dissemination of information and sharing of opinions, Government should not ban the means of virtual public sphere occasionally or regularly because of some events. It can limit the people to traditional way of sharing views and participating in social activities. Resultantly, it would lessen the understanding of political terms and political knowledge. Thus, limiting the means of virtual public sphere would limit political participation of individual in society that would be a hindrance in democratic process in the society.

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Role of Virtual Public Sphere in Manifesting Political Participation among Youth

(Questionnaire)

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Note: This interview is a part of data collection process which is being conducted for a study on Male Youth Violence. This research study is being conducted under the supervision of Dr. Muhammad Babar Akram, Assistant Professor (Sociology) IIUI, and will be reported as dissertation of MS Sociology. It is purely an academic exercise. Therefore, your factual responses are requested. The researcher ensures that all information will be kept confidential. However, if any information is required then please feel free to contact researcher at sarfraz.masih@gmail.com

1-What is your gender?   Male   ☐   Female ☐

2- What is your current age? _____ (in completed years)

3- What is your academic qualification?

Below intermediate ☐   Graduation   ☐   Post graduation and above   ☐

Q.4 Please provide your social media profile information	
No. of Facebook Accounts	
Average frequency usage of YouTube (No. of times in a week)	
Duration of Facebook Account (In Years)	
Average Time spent on Facebook in a week.	
Total number of Friends on Facebook.	
Close/Actual Friends on Facebook.	

Q.5 Political Efficacy

(Strongly Agree=SA, Agree= A, Neutral= N, Disagree=D, Strongly Disagree=SD)
Note: SA=5, A=4, N=3, D=2, SD=1

Statement	SA 5	A 4	N 3	D 2	SD 1
I understand the political terms whenever these are used	SA	A	N	D	SD
I have more political knowledge than other persons of my age	SA	A	N	D	SD
During discussion on political problem or issue, I usually participate in it.	SA	A	N	D	SD
I have ability to understand political issues easily	SA	A	N	D	SD

Q.6 Social Media Intensity

(Strongly Agree=SA, Agree= A, Neutral= N, Disagree=D, Strongly Disagree=SD)
Note: SA=5, A=4, N=3, D=2, SD=1

Statement	SA 5	A 4	N 3	D 2	SD 1
Social media is the part of my every day activity.	SA	A	N	D	SD
I am proud to tell people that I am on social media.	SA	A	N	D	SD
Facebook has become part of my daily routine	SA	A	N	D	SD
I feel out of touch when I have not logged onto Facebook for a while.	SA	A	N	D	SD
I feel I am part of the Facebook community.	SA	A	N	D	SD

YouTube has become part of my daily routine.	SA	A	N	D	SD
I feel informed through YouTube videos.	SA	A	N	D	SD

Q.7 Freedom of Networking

(Strongly Agree=SA, Agree= A, Neutral= N, Disagree=D, Strongly Disagree=SD)

Statement	SA 5	A 4	N 3	D 2	SD 1
I can create a group on Facebook, twitter, Skype or any other social Network.	SA	A	N	D	SD
I can become the member of any group on Facebook.	SA	A	N	D	SD
I can encourage others to take part in political issues through Facebook and YouTube.	SA	A	N	D	SD
I can encourage others to take part in social issues though Facebook and YouTube.	SA	A	N	D	SD
I can freely share my views with others through Facebook, YouTube and twitter.	SA	A	N	D	SD
Facebook allows me to make a lot of new friends through this platform.	SA	A	N	D	SD
Through YouTube, I can find people sharing the same interest with me.	SA	A	N	D	SD
I use Facebook to communicate with my existing friends.	SA	A	N	D	SD
Interacting with people on my Facebook and YouTube network make me interested in things that happen outside my town.	SA	A	N	D	SD
Interacting with people on my Facebook and YouTube network makes me feel like part of a larger community.	SA	A	N	D	SD
Interacting with people on my Facebook and YouTube network reminds me that everyone in the world is connected.	SA	A	N	D	SD
Through my Facebook and YouTube network, I come in contact with new people all the time.	SA	A	N	D	SD

Q.8 Freedom of Dissemination of Information

(Strongly Agree=SA, Agree= A, Neutral= N, Disagree=D, Strongly Disagree=SD)

Statement	SA 5	A 4	N 3	D 2	SD 1
I use Facebook to access and share information on civil rights.	SA	A	N	D	SD
I can disseminate the information online on YouTube and Facebook etc.faster than offline.	SA	A	N	D	SD
To get and share information through YouTube is easiest and quickest for me.	SA	A	N	D	SD
I use Facebook and YouTube to access and share information on social issues.	SA	A	N	D	SD
I use Facebook and YouTube to access and share information on current affairs.	SA	A	N	D	SD

Q.9 Freedom of Discussion and Expression of Opinions

(Strongly Agree=SA, Agree= A, Neutral= N, Disagree=D, Strongly Disagree=SD)

Statement	SA 5	A 4	N 3	D 2	SD 1
I can question anyone on Facebook about political problem.	SA	A	N	D	SD
I can upload pictures of the various political events on my profile.	SA	A	N	D	SD
I motivate people through Facebook and YouTube to participate in welfare activities.	SA	A	N	D	SD
I take part in various online campaigns started for the awareness on social issues.	SA	A	N	D	SD
I can give comments on others views about certain political and social issues.	SA	A	N	D	SD

I always express political or social views first online on Facebook and YouTube.	SA	A	N	D	SD
When I see a friend or acquaintance sharing good news or bad news on Facebook and YouTube, I try to respond.	SA	A	N	D	SD
When I see someone for advice on Facebook and YouTube, I try respond.	SA	A	N	D	SD
When I see someone asking a question on Facebook and YouTube that I know the answer to, I try to respond.	SA	A	N	D	SD
I ask people to vote for a particular party.	SA	A	N	D	SD
I frequently engage myself on Facebook while people talking about public problems.					

Q.10 Online Political Participation

(Always=A, Very Often= VO, Sometimes= S, Rarely=R, Never=N)
Note: A=5, VO=4, S=3, R=2, N=1

Statement	A 5	VO 4	S 3	R 2	N 1
I invite people through Facebook and YouTube in different political activities.	A	VO	S	R	N
I share the policy of a particular party on my timeline.	A	VO	S	R	N
I support the political party through my posts.	A	VO	S	R	N
I post text about public issues on my profile page.	A	VO	S	R	N
I post video clip about political issues on my profile page.	A	VO	S	R	N
I post pictures about political issues on my profile page.	A	VO	S	R	N
I discuss various public issues in Facebook and YouTube based online social groups.	A	VO	S	R	N

Q.11 Offline Political Participation

(Always=A, Very Often= VO, Sometimes= S, Rarely=R, Never=N)

Statement	A 5	VO 4	S 3	R 2	N 1
In 2013 general election, I tried to persuade someone to vote for or against a candidate or party.	A	VO	S	R	N
In 2013 general election, I worked as a party member for national election.	A	VO	S	R	N
In 2013 general elections, I motivated other people to vote for a particular candidate or party.	A	VO	S	R	N
In 2013 general election, I attended political protest.	A	VO	S	R	N
I am willing to spend time to support political activities at my locality.	A	VO	S	R	N