Use of Social Media for Citizen Journalism: A Study of Pakistan's Youth

MS Thesis

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Dedication

I dedicate my work to my esteemed beloved

Ahl al-Bayt (blessings *and* peace of Allah be upon all)

Four rightly guided caliphs of Islam

Syedna Umer Bin Abdul Aziz R.A.

Four honorable imams of Fiqh

Six noble imams of Hadith

Sultan Muhamad Fateh the conquer of Constantinople

& all heroes of Islamic History.

Acknowledgement

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Finally, I am very thankful to my beloved **parents**, my brothers, sisters and all family members for their financial and moral support throughout the degree. Without their dedication and patience, I could not have pursue my degree.

<div align="right">
Regards

Zahoor Ahmed
</div>

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Date_____

Certificate of Approval

It is certified that we have read this thesis titled "Use of Social Media for Citizen Journalism: A Study of Pakistan's Youth" submitted by Zahoor Ahmed. It is our judgment that this thesis is of sufficient standard to warrant its acceptance by the International Islamic University Islamabad for award of MS Degree in Media & Communication Studies.

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Declaration

I, Zahoor Ahmed do solemnly affirm that this thesis, titled "Use of Social Media for Citizen Journalism: A Study of Pakistan's Youth" is entirely my own research work which has never been submitted before in any university or institute. I have exercised reasonable care to ensure that the work is original.

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Abstract

The present study investigates use of social media for citizen journalism. When a common man do what a professional journalist do like report a news in form of text, photo or video is called citizen journalism. After the invention of digital technology, the use of social media sites have increased especially among the youth and this thing is giving rise to citizen journalism. Data collected through survey using a questionnaire from three hundred young respondents. The data was analyzed with help of SPSS software and a theoretical framework developed from a synthesis of Uses and Gratification theory, Media Ecology theory and Technological Determinism theory. The general findings revealed that youth is performing citizen journalism. Youth use social media sites usually through smart phones and using it as a medium to get news updates. Facebook is most popular site among youth to get news updates. Youth share the content on social media generated by mainstream media and by other citizens. Youth also generate content personally in different forms and share it on social media to inform others. Before sharing the content mostly they check the authenticity of content.

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Chapter 1

INTRODUCTION

Present century is century of inventions, every day we listen news about new inventions. These new invention are rapidly changing our society and altering the working pattern of many fields. Digital technology like smart phone and internet are biggest invention that are heavily changing our all ways of life. Now internet is almost available everywhere and majority of mobile users now have new smart phones that are equipped with cameras and other latest functions. People spend a lot of time on internet through mobile phones, IPads and laptops. People use internet for many purposes like shopping online, watching dramas & movies online, using social media apps to stay connected with friends and family, majority of students use internet for study as lectures, articles and books are available on internet just one click away. Many people now prefer the online newspaper version rather than to buy the hard copy of newspaper as in this case people can read hundreds of newspapers in free. People watch news channels online and watch their favorite programs on YouTube or other such website when they feel free. Internet has altered the consumption pattern of people as now people mostly rely on online media. As internet speed is increasing everyday 2G to 3G and now 4G is available, these rapid changes in internet field influencing other fields of life. The world of digital technology is also changing rapidly, now smartphone having all apps and functions are very cheap in market, these smart phones have very smart cameras and all types of apps due to which people capture every moment, save it and share it with others. There are many ways to share the captured moment with others like chat apps like Imo, WhatsApp, Viber and many social media apps like Facebook, Twitter, YouTube and etc. People share their personal moments like visit of a historical place or an important event of life

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and also share some important things like if they capture an incident then they suddenly share it with family and friends. Further process begins when the captured photos and videos of incident goes viral on internet in few moments. This phenomena is giving birth to new terms in field of journalism that is now called "Citizen Journalism". Now people are very active due to access of internet and smartphones they capture an incident and upload it on social media sites to show other. Professional journalist cannot be everywhere but people with smartphone are everywhere, this thing has made every smartphone user a journalist. In many cases people played a very important role when they captured the footages and uploaded it on internet and main stream media used that content. People are amateur and do not know very much about media laws and ethics due to which sometime they upload inappropriate things on internet. This emerging phenomena of "citizen journalism" has some advantages and disadvantages also. But is present time main stream media organizations realizing that online news consumption is increasing so now they have online newspaper version, online live TV and social media pages and especial editors to handle these pages because now people prefer online news consumption. People use Facebook, Twitter and YouTube to get instant news. Main stream media organization are fully aware about choice of peoples that's why they are using every social media apps to satisfy the user. So we can say that internet, social media, mainstream media and common man are now linked with each other. Common man capture an incident or highlight an issue on social media and mainstream media takes notice of it and make it part of story. Common man through social media criticize the news story done by mainstream media and highlight the biasness and deficiency in the story. So people upload their genuine content and also take notice of content generated by mainstream media, these thing show the power of common man now known as "citizen journalist". It was all possible due

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to invention of new technologies like internet, smartphones and social media apps. Therefore, it is best time to conduct a research on these things and highlight the main points of these things.

Citizen Journalism

Citizen journalism is a new phenomenon different websites and the intellectual present different definitions of citizen journalism, the core idea of all is almost same. Here are different definitions of citizen journalism. When the people formerly known as the audience employ the press tools they have in their possession to inform one another, *that's* citizen journalism (Rosen, 2008). Common man without proper professional training of journalism now use modern technology and write article, fact check the stories created by main stream media to highlight errors or capture video and upload on YouTube. This thing is considered act of journalism that know common man can distribute any news on internet but many professional journalist criticize it because they say only a trained professional journalist know laws and ethics of publishing a news. Now professional journalists do not have hegemony about a subject that's why now they care about feedback of public and consider it very important thing (Glaser, 2006). When a common man do what a professional journalist do like report a news in form of text, audio, photo or video formally known as user generated content is called citizen journalism. The internet and social media apps made it possible for a citizen, in past this power was only limited to mainstream media houses (Rogers, 2017). Here are some main points that we can construct from different definitions, Citizen Journalism is done by the general public through different websites and social media apps. People upload content in form of text, audio, photos and videos. Citizen journalists discuss the events that are mostly ignored by mainstream media and exert pressure on mainstream media to listen the voice of common man.

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Similar Terms

There are some other terms used for citizen journalism, each name of citizen journalism describes its uniqueness. Citizen Journalism is in fact collection of all these terms because all these terms are qualities of citizen journalism.

Collaborative citizen journalism, Personal publishing, Grassroots media, Networked journalism, Open source journalism, Citizen media, Participatory journalism, Hyperlocal journalism, Distributed journalism, Stand-alone journalism, Bottom-up journalism, Non media journalism, Indymedia and Guerrilla journalism.

Types of Citizen Journalism

According to scholars there are two major types of citizen journalism, first is independent and second is semi-independent journalism. Both types of citizen journalism are very popular among peoples (Rogers, 2017).

Independent citizen journalism: in this form citizens are fully independent, they upload the things what they wish. People write blogs, make photos and videos and upload on different social media sites. With full freedom citizens create content and share with others on internet.

Semi-independent citizen journalism: in this form citizens contribute in existing professional work like they comment on a news stories created by professional journalist, highlight the biasness or disinformation in story. Sometime professional journalists request to citizens to give feedback and information about a particular subject

Advantages and Disadvantages of Citizen Journalism

Everything have some advantages and some disadvantages also, similarly citizen journalism has some advantages and some disadvantages also.

Citizen journalism is very beneficial for mainstream media, journalist cannot be everywhere so they cannot capture earlier footages of a happening, so citizen journalist provide them the footages. But it has some disadvantages like citizen journalists do not have any proper training, moments captured by citizen journalist can be harmful for others like capturing children without consent of their parents (Walker, 2012).

Citizen journalism provides different perspectives from citizens on an issue and it has become very easy to share the news after inventions of new technologies and social media apps and this thing

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provides instant news from citizens. Citizen journalist are also helpful for mainstream media and professional journalist, reports and footages created by citizen journalist now used by professional media.

There are also some dark aspects of citizen journalism like there could be biasness in reporting and also false information in story created by citizen journalist, they may accuse an innocent person. Due to lack of proper training and awareness of media laws and ethics citizen journalist violate many media laws like copyright issue and etc. (Lombardo, 2016).

Now people can use latest technology and worldwide distribution of contents. Now everyone is a journalist and member of public can alert mainstream media. But citizen journalist do not know about the standards and practiecs of professional journalism and this thing create many issues as they do not know what to report or not (Mecano, 2017).

Social Media

Different scholars and websites defined the social media, according to Webster dictionary "it is electronic communication in which user create online community and share information in form of text, audio, photos and videos by using websites of social networking sites and micro blogging.

The social media, emerging media, new media or wearable media is defined by two scholars US in this way: Social media is web-based services that allow someone to (1) create a public or semi-public profile within a limited system, (2) articulate a list of other users with whom they share a connection, and (3) view and cross their list of connections and those made by others within the system. The nature and terminology of these connections may vary from site to site (Boyd & Ellison, 2007).

Social media, defined as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content" (Kaplan & Haenlien, 2010).

Top Social Media Sites

There are hundreds of social media sites but few of them are very popular in the world. According to latest statistics these are mostly used social media sites have a very large number of active users (Kallas, 2017). Facebook, YouTube, Twitter and Instagram are more popular in the world.

No.	Site name	Active users
1	Facebook	2,000,000,000
2	YouTube	1,000,000,000
3	Instagram	700,000,000
4	Twitter	328,000,000

Overall in the world these social media apps are very popular

No.	Name of app	Users
1	FB messenger	1,200,000,000
2	WhatsApp	1,200,000,000

According to PEW research center Facebook is most popular site and has highest frequency of using. 76% of Facebook user daily login and 55% visit pages many times in a single day. After the Facebook Instagram and Twitter are most popular as 51% user daily check Instagram and 42% user of Twitter daily check account. WhatsApp is popular messaging app especially among youth (Greenwood, Perrin, & Duggan, 2016).

Social Media and Citizen Journalism

Social media and citizen journalism are interlinked with each other, it is fact that social media gave rise to citizen journalism. In fact social media is encouraging the citizen journalism. When a user uploads something on social media, that is shared and user get instant feedback. Many people consume news through social media and give their feedback, they like or dislike and comment on it, this interaction encourage citizen journalism (DeMers, 2013). The social media tools empowering the citizen journalism in whole world like in Arab springs citizens used social media

to tell the other about situation. Now professional journalists also use social media to get news alert and to get more information about a subject.

Importance of CJ & UGC

User-generated content (UGC) or User-created content (UCC) is content that is created by citizens and available publicly on internet. So, citizen journalists (CJ) create the content in different form like text, audio, photos and videos. There are different platforms for it like social media sites, blogging sites, and other big websites like Wikipedia a largest UGC database in the world. Now big media houses like BCC, Fox news and CNN also welcome user-generated content, this thing shows the importance of user-generated content by citizen journalist.

Journalist play a major role in accountability of government and considered fourth estate. Now the fifth state has risen that is social media, working as watchdog over mainstream media and government (Kostigen, 2011).

Social Media & Citizen Journalism in Pakistan

In Pakistan citizen journalism got exponential growth after the introduction of internet in Pakistan, there are different forms of citizen journalism in Pakistan now, people write a letter to editor via internet, post audios, videos and photos on different social networking sites like Facebook and Twitter. Peoples write blogs, comment on stories done by professional journalist and also send latest footages to TV channels. Social media is widely used in Pakistan and mostly social media user act as citizen journalist, they daily upload news content to inform others. People have created own pages to highlight issues of society and also follow pages of mainstream media.

According to latest statistics there are 35.1 million internet users, 31 million social media users, 140.2 million cell phone users and 28 million mobile social users[1]. There are almost 27 million Facebook users in country, Twitter 3.1 million and Instagram 3.9 million users[2]. These statistics indicate that most of the country has facility of internet and actively use the social media and among these social media sites Facebook is much popular in Pakistan and others are Twitter and Instagram. Digital technology is available in Pakistan now at very low rates, majority of cell phone user has smart phone equipped with cameras. Now mostly people use internet on smartphone and use social media sites, people capture images and videos and upload it on social media sites. Main stream media also welcome the content generated by citizen journalist, Express media group and Centre for communication programs have signed an agreement to promote citizen journalism in country. The best example of citizen journalism in Pakistan, GEO Dost, a program in which they just play the content sent by citizens. On special occasions like Eid, Independence day, Defense day and other special days TV channels ask people to send photos and videos about event and TV channels use this user generated content in news bulletins and programs.

1.1. Statement of Problem

There are few studies have been conducted to examine importance of social media & citizen journalism in present era and these studies show that social media and citizen journalism are now linked with each other. There is none study has been carried out in Pakistan regarding relation of social media and citizen journalism. With the invention on new digital technologies like smart

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[1] Digital in 2017: global overview | Pakistan Advertisers Society. (n.d.). Retrieved August 21, 2017, from http://www.pas.org.pk/digital-in-2017-global-overview/

[2] Over 44 million social media accounts in Pakistan. (n.d.). Retrieved August 22, 2017, from https://www.geo.tv/latest/131187-Over-44-million-social-media-accounts-in-Pakistan

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phones, cameras and fast internet services have increased the use of social media among youth. Now youth capture the things and share on social media sites and also share the content generated by others, this thing has made every social media user a citizen journalist. Therefore, present research is very important as it is first research in Pakistan to examine the use of social media for citizen journalism by youth.

1.2. Objectives

We are living in age of "new media" the digital interactive media. All types of people utilize social media nowadays especially youth utilize it for many purposes. The present study explores the utilization of social media pattern of Pakistan's youth and investigates that how much youth use social media to get news, to upload content and what type of content they upload.

The objectives of this research study are `

a) To explore the frequency and technology used for social media in Pakistan. .

b) To investigate how much youth use of social media for news consumption.

c) To find out how much youth upload content on social media.

d) To explore the nature of content that they share mostly like infotainment, news & etc.

e) To study how many users generate own contents in form of text, photos or videos.

f) To investigate that which thing motivates them to generate content on social media.

1.3.   Significance of Study

Now In Pakistan smart phones and computers are easily available. Internet is also available at very cheap cost, the number of internet users are increasing every day. Large numbers of people use social networking sites (SNS). Now almost everyone who has internet access use social media sites. People use Facebook, Twitter and many other sites, they produce and share a lot of content. Especially youth is very active on social media sites, they spend a lot of time on social media sites and generate content. Some people raise issues and highlight the problems of society, they share picture, videos and sometime written statements, they also comment on important issues. This process is simply called the citizen journalism. It is necessary to know why youth these social media sites, what types of content they share and produce and why. Now main stream media houses also use social media and give importance to user-generated content. Social media and citizen journalism are very important for a democratic country. Large number of people use social media sites to get news alert. Study is also important to know the role of social media sites in increasing the citizen journalism among youth. This study will be very help for media researcher, main stream media houses and social media owners.

Chapter 2

LITRERATURE REVIEW

Literature review is scholarly work that tell us about the past work done on particular topic, it tell us about the research design and theoretical work also. In present study researcher reviewed many thesis, research papers, articles and books related to my topic, here are the brief summaries of all reviews that researcher done for this study.

During the last one decade with the invention of new communication technologies, things in the field of media have witnessed great changes. Social media is emerging as a new powerful tool of communication. While investigating the effects of social media, Thomas (2013) argued that during the last ten years social media has greatly influenced the way of reporting and consumption of news. Traditional media journalist are taking full advantage of social media to deliver and promote their work. The present study is based on qualitative research by using in depth interview technique like face to face interviews, Skype interviews, e-mail interviews to know what journalists feel about professional interaction with social media. The study investigates the effect of social media on professional journalism. Many interviews conducted with journalists to know change in audience interaction and rise of citizen journalism. Social media has changed the journalism and advanced the profession. Social media is new source of information for journalist now, it helps in news gathering, news dissemination and to build new communities, new media like Facebook and Twitter inspire the rise of an identity on media. Citizen journalists now have more power and influence in online media and effecting the traditional media.

New communication tools gave a power to common citizen and now they also create and share new content on internet. Kokenge (2010) interviewed the five citizen journalist associated with

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Mymissourian.com, these five contributed well during year 2008. First generated many pieces of citizen journalism, second produces 100 photo essays and thousand photos, third produced written works, fourth generated 4 pieces of citizen journalism and fifth generated 20 citizen journalism pieces that covers many subjects. Respondents were asked many questions like

Why they produce citizen journalism pieces? What they gain from submitting and publishing the works? What effect work had on community? What is Community response to the work? What are responsibilities to reader and feelings?

Interviews recorded with help of digital voice recorder, interviews were analyzed by using theoretical framework of Uses and gratification theory and Weberian social action theory. The results of study expose that idea behind writing and sharing is same that is to share with community of media interest, sharing is not only motivator satisfaction from sharing as community gain from it. Some participants said there work have effect on community while some said it is hard to say that their work has affected the society. Responsibilities to reader can be described in one word 'honesty, participants said they always try to produce work honestly. The conclusion of study tell us that 'to share' is main answer of the question that why people produce citizen journalism. Dudley is good example of goal-directed user as his goal to post on web to change community.

Main stream media and citizen journalism have a beneficial relation with each other as it has covered the gap between professional media and common citizen. Goh (2007) interviewed eight peoples the professional journalists, professors of media studies and bloggers, data collected through emails. Researcher asked experts opinion on more than fifteen question related to citizen journalism like opinion about rise of citizen journalism , its effect on main stream media, effect on society, problems with citizen journalism, role of citizen journalism in fragmentation of society

and etc. Researcher also attended two conferences related the issue. After the combination of previous researches, interviews and conferences offered a solid ground to draw conclusion. Citizen journalism has increased the variety of voices, everyone can express the views. Citizen journalism also fill the gap that mainstream media left, intentionally or unintentionally. Citizen journalist highlights the issues of everyday life that mainstream media ignores. Due to problems of financial resources, many media organizations have closed the bureaus in other countries, citizen journalism is best way to fill this gap. Citizen journalism also helps mainstream media to improve standards. There are some problems with citizen journalism one of the main issue is accuracy and credibility of news. Citizen journalism is good for democratic process, it also involve majority of people to express views on important issues. Mainstream media and citizen journalism have a relation of mutual benefit with each other. Social media not only affected news media, society but also empowered the individuals.

Social media has many benefits for citizens and also for mainstream media. Bunz (2009) shared the views of media experts that they said in a conference held in Oxford to know the cooperation between internet and news industry. Director BBC Global News said mainstream media embracing social media as Twitter and blogging. Internet is not the place where news comes from. Information is not Journalism. Journalism has many values like discipline, context and judgment but we cannot deny the importance of internet. A columnist said two newspapers have competition with each other in case of readers. Social media is very important for citizen journalism as well as for reaching out the readers. Now mainstream media is dependent on social media to increase web traffic.

Social media has changed the dynamic of mass communication, now the flow of information is not limited to one-way as the audience are able to give feedback. Harper (2010) investigated the

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impact of social media on journalism and how this thing will effect in future. He argued that social media has changed media organizations and journalism from one-way communication to two-ways. Now people are able to choose the content of own choice and also want to participate in it. Researcher gathered data using two ways: staying up-to-date on current issues and following these things on Twitter, researcher also read many articles, books, magazines and blogs related to study. Report also focus on four events in which social media played a big role Mumbai attacks 2008, Montana explosion 2009, Iranian protest 2009 and Fort Hard shootings 2009. Combining information from different sources and secondary surveys gave researcher qualitative and quantitative data to draw the result. Researcher concluded that social media has great effect on journalism; social media provides new ways to journalist and also opened the doors for public who have something to say. But the interesting thing is that world will dependent on traditional journalist to confirm the facts.

Now people have new technology in hand and they share many thing on internet. Content produced by citizen is used by media organization as a new source. Armoogum (2013) said general public have journalistic skills, they produce content and media houses also use this content. Now people are very active on internet, they use social media to express their views. Content produced by citizen journalist provide more news stories to media organizations. Citizens plays an important role in dissemination of news, in past through word of mouth and now through social media. In 2005 London bombing citizen journalist produced to much content and BBC used it. In many other cases citizen journalists played vital role like New York terrorist attacks 2001, Tsunami in 2004, Arab spring and etc. Citizen journalists are more powerful than a traditional journalist as citizen journalists have more closeness with society, as citizen journalist played major role in exposing the offenders of gang rape of a girl in Delhi. These things show the importance of citizen

journalists. But there are some critiques on this, a journalist with university degree requires 4 to 5 years to get perfection in journalism, so a citizen journalist who has no training about media ethics does not deserve to be called a journalist, they are just news gatherer or news brokers. Now we are in age of hybrid media. Citizen journalism has some pros and cons, to overcome on issues there is need of code of ethics.

Mirvajova (2015) wrote that citizen journalism is very important aspect of journalism as citizen journalism is very strong now, in some cases citizen journalist played a very vital role. Now public have modern technology like cameras, smart phone and easy access to internet and produce content for mainstream media. There are five main things that differs citizen journalism from traditional journalism first one is source, border between facts and opinion, the audience, attitude to truth and independence. In May 2011 Osama Bin Laden killed by US forces in a military operation in Pakistan's city Abbott Abad. A citizen played his role as citizen journalist as he used social networking site Twitter. Through his tweets he informed to whole world what was happening at that time in Abbott Abad because he was eye witness of that event. This case shows the importance of a common man and also of modern technology. Eliot Higgins is also a good example who exposed the illegal weapons in Syria, he build the network of bloggers and social media users to highlight this issue. Both person's content used in mainstream media, this thing shows the cooperation between traditional media and citizen journalist is very beneficial.

Common citizens now have latest technology in hands and in many cases they report first the news story. Winchel (2013) argued in some situation citizen journalist are best options regarding breaking news because traditional media reporter cannot reach every place and it can be dangerous for them like in Egypt revolution it was very dangerous for American journalist to cover the events, now mobile phones have social media apps this things capable citizens to break a news faster than

mainstream media. Social media can provide a platform to many and unite them on a common issue. Citizen journalism changing the news media it allows more information, faster and from those who are victims. But a citizen journalist cannot replace the traditional journalist.

Kyger (2012) argued now we can link citizen journalism with mobile phones. Now anyone can share a picture, can tweet and can send a message to inform others. Social media apps like Facebook, Twitter allows everyone to become citizen journalist and giving them chance to share what they want and in which form they want. Citizen journalism is very helpful for mainstream media organization best example of it Indian Ocean Tsunami 2004 and occupy Wall Street. But there is problem with citizen journalism that is credibility. We cannot trust on everything. Traditional journalism have homework before reporting a story and in case of wrong reporting they bear consequences of it but in case of citizen journalism it is hard to say.

Social media is altering the consumption patterns of news and working as watchdog on mainstream media. Alejandro (2010) found the answers of many question like social media effect on news, effect of Twitter, effects of blogs, social media effect on journalists regarding gathering and distribution of news, the future of journalism, newsroom of future and link between journalism and social media. To know the answers of these question they conducted the survey from chief editors from different parts of world like UK, USA, Malaysia, India and Indonesia.

Results of study showed that social media is effecting the news, now the social media users play an important role in news media, social media is also changing the consumption patterns of news media like the news of death of Michael Jackson in 2009 on social media crashed some websites due to heavy traffic. Social media is emerging as fifth state as it also work as watchdog on mainstream media. Social media has altered the communication process from one way to two way

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communication as people now send photos and videos about a happening like in case of London bombing BBC received many photos and videos related bombing. Twitter a micro blogging tool playing a major role in distribution of news that have billions of users, it is effecting the news media in many ways. Social is also effecting the news room, as the media organizations receive news about an incident from social media platforms like Facebook, Twitter and blogs. Social media is strongly effecting the process of news gathering as public figures have social media accounts and journalist get news from their accounts. The change in social media will strongly effect the news media in future as they will introduce more desks in news room.

Heravi & Harrower (2015) wrote that journalist use social media content, in 2014 Irish social journalism survey found that in Ireland 99% journalist use social media to done their work as it provide many stories to journalists. After the growth of social media tools social media content created by citizens every day have a significance. As compare to traditional media social media break the news more rapidly. Traditional media have an order and well-planned practices to deal with news content but user generated content on social media do not have an order as citizen journalist is not bound of any office, so it is necessary to filter the information and store it for further use in news and complete story telling.

Riaz (2011) argued that after the inventions of new technologies new phenomena known as citizen journalism emerged. It is providing chance to people comment on news stories and also to generate their own content especially in countries where there is less press freedom. As in Iran, Kenya, Zimbabwe and especially in Pakistan during general election it played a great role. This research paper also highlight the some other things like situation of citizen journalism in Pakistan and relation between traditional journalism and citizen journalism. Here are some important points highlighted by the researcher, news media organization have lost hegemony over the news as

audience is playing very active role. People know capture photos and videos and send it to news media channels and also share it on internet like in case of 7/7 bombing in UK. In developing countries social media tool like Facebook, YouTube and Twitter can play good role to highlight the issues. Citizen journalism is also a challenge for main stream media in many cases like speed, biasness and its availability, citizen journalism is rapid in speed, less biased and is everywhere. In Pakistan citizen journalism is new and spreading rapidly, there are many social media websites and blogging websites. Private TV channels in Pakistan promoting the citizen journalism and encouraging people to send content. These TV channels use this content like in case of Shumaila Rana a MPA of PML-N tried to buy jewelry with a stolen credit card. This CCTV footage released to GEO news TV and it gone on--air after that party demanded resignation from her. This case shows role of citizen journalism in elimination corruption in society. Citizen journalism has some limitation because there is a big question mark on credibility of content generated by a citizen journalist but this problem is easy to handle if citizen journalism and traditional media work together. Mainstream media must encourage citizen journalism and train them because it is also possible for traditional media to be everywhere.

Dare (2011) explored effect of citizen journalism on main stream media, governance and democracy in Nigeria. For this purpose saharareporters.com is used as case study as Sahara reporters played a major in country giving awareness and more political participation. A survey conducted from 120 different Nigerian citizens with help of 12 questions, 70% participants were journalist and other were from different fields and by gender there were 90 males and 30 females. Results of survey showed that people use a lot Sahara reporter to get breaking news and have less trust on it as compare to mainstream media. It is popular but people depend on mainstream media for news source. Mostly people use internet 4 to 6 hours daily and mostly use Facebook. People

use internet to get news and send email. Sahara reporter is symbol of citizen journalism in country and a major source to highlight the corruption in the country.

Common citizen now can play an important in news media, they can send content to mainstream media about an incident. Allan (2007) examined role of ordinary people during London bombing 7 July 2005 in which people made photos and videos of incident and sent to mainstream media, it could possible with the help of new digital technology. People send photos, videos and text messages related to attack to BBC news, in few hours BBC received more than 1000 photos, 20 videos, 4000 text messages and almost 20,000 Emails. There are many other examples of news websites and blog who received a lot of content from people and many blogs were written on this incident like newspaper based site Guardian Unlimited received data through emails.

Social media has many positive aspects but there are some negative aspects of it like unawareness of citizen about media training and laws. Watson, Baruh, Fill, & Scifo (2014) highlighted use of social media and social and ethical security of citizen. False information can become a threat to an individual's privacy It is necessary to solve these problems. Security of citizen is very important during recording the incident of crisis. There are many ethical issues as citizen journalists are untrained they can post false facts and second major thing is to post others photos without their consent is unethical.

Citizen journalists and professional journalists have different role in news process. Long (2014) used in depth interview technique to get answers of these questions from 12 contributors to Kentucky.com that how online citizen journalist define professional and citizen journalism. How citizen journalist view their role and role of professional journalists and do the definition and role citizen and professional journalist vary across citizen contributors? Results of study showed that

when defining citizen journalism terms like blogger, no pay, lack of education emerged and when defining professional journalism the terms employment, education, salary etc. emerged. When researcher asked about the role of citizen journalism then respondent said that CJ working within four categories introduced by Weaver Wilhoit, investigating, interpreting information and disseminating to large public and expressing own views. Role of Professional journalist falls in two categories disseminator and investigative, respondents felt that professional journalist should work as disseminator.

Bowman, Willis, & Lasica (2003) highlighted many topics like introduction of participatory media, behind participatory media, rules of participation, and benefits of it and response of media. Things in media is changing rapidly as concept of "Daily me" is taking place of "Daily we" biggest example of this is ohmynews.com that have 26,000 registered citizen journalists have an online newspaper that is big challenge for others. Participatory journalism is increasing with help of internet and it is biggest threat for news business. Citizen or participatory journalism is main part of internet and social media working as fuel for it and news mainstream media also welcome the user generated content. There are many function of participation like commentary, fact checking, editing and filtering, grass root reporting, open source reporting and etc.

Jurrat (2011) says professional journalism cannot be everywhere so citizen journalism can contribute in many news stories. Paper highlights many topics like citizen journalism relation with internet, definition, history, risks and future of citizen journalism. In age of printing press there was only tool to raise your voice was broachers and pamphlets and it was have very limited reach but now with the help of internet we can share information to millions in few seconds. This thing gave birth to millions of citizen journalist in the world and share such things which professional media ignores. Many scholars defined this phenomena with many names like open source,

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participatory, guerilla, networked and street journalism. This phenomena emerged in 17th and 18th century and got power in 21st century, in the beginning of 21st century many events like 9/11 happened and people captured the incident and shared it on internet and send photos and videos to mainstream media. After that in 2004 Asian Tsunami term "citizen journalism" emerged. Many scholars says it is good thing to improve journalism as it can comment on story , can add more information and can upload content on demand by mainstream media like CNN iReport. In spite having many advantages there are some risks because citizen journalist are not trained so their information can be incorrect and harmful for others and biggest issue is authenticity of that information. In future things will be different as social media sites like Facebooks and Twitter now have special teams to deal with harmful content, this thing will increase credibility and authenticity of citizen journalism.

Kaufhold, Valenzuela, & Zuniga, (2010) focused on main question relation between using citizen journalism and political knowledge and relation between using professional news media and political knowledge. Researcher used web based survey method to collect data from adults of USA. Results of study shows that there is positive relation between using professional news media and political knowledge and it is also positively related to offline political participation. Online and offline political participation is also positively linked with use of citizen journalism content. Study also describe relation between professional and citizen journalism and both types of journalism have positive impact on political knowledge and participation.

Hood (2011) argued that after the invention of internet many changings are taking place in field of traditional journalism as now citizens can share their thoughts, photos and videos. Researcher used experimental design to know impact of biographies on credibility of news article for this purposes four treatment were given.

1-Feature article of professional journalist with biography of professional journalist.

2- Feature article of professional journalist with biography of citizen journalist.

3- Feature article of citizen journalist with hiography of professional journalist.

4- Feature article of citizen journalist with hiography of citizen journalist.

To determine the effect of these four treatment 278 participants participated in online survey in which 36%male and 64% female and scale of credibility & professionalism were made by researcher. Results of study show that news consumer consider article of traditional journalist more professional but they do not think that professional journalist are more authentic than citizen journalist.

Hong (2014) says after invention of new technologies things are changing in media field, now public is also participating in news media and this thing also creating some issues. Researcher tried to explore response of professional journalists toward citizen journalism, contributors and power of citizen journalism. From eight major newspaper of US researcher selected 308 news articles on citizen journalism for last 14 years and used both quantitative and qualitative approach for analysis. Result of this content analysis show that mainstream news articles take citizen journalism a new and valuable thing. Professional journalist took positive role of citizen journalism in society and in field of media. Professional journalist give credit to new technologies for this and geographical nearness to happening.

Newman (2009) tried to find out how mainstream media institutions are showing response toward citizen journalism and social media. Study also explores involvement of leading media

organization of UK and USA in user generated content and issues related to this. There are six main findings of study

1. After the internet and digital technology user generated content on internet is increasing and mainstream media is forced to consider it.

2. User generated content(UGC) is exerting pressure on mainstream media and changing their patterns as it is increasing pressure over media what to report and when.

3. Professional journalists are also adopting social media as they are using Facebook, YouTube and Twitter and media organizations are also appointing social media editors.

4. Blogs, user generated content and social media apps are not taking place of mainstream media but they are full with new information and people giving it importance.

5. Audience involvement is increasing.

6. In future social media sites will get more importance as search engines.

Tsegyu (2016) explores the role of citizen journalism through social media to monitor election. Survey research method was used to collect data from 150 respondent via questionnaire. Findings of study shows importance of citizen journalism in election process in Nigeria. Citizen journalism can play a positive role as it can enhance accountability and transparency of election. There are some issues with citizen journalism like it can become cause of mass protest, false information and disturbing privacy of others but these issues can be addressed through proper training of citizen journalists.

Howe (2011) says popularity of user generated content and social media is effecting news distribution and consumption. Researcher used web based survey method and applied media

ecology communication theory. Researcher found that youth mostly depend upon on social media sites to get news alert. Respondents said that are exposed to many news stories just because of Facebook and Twitter and feel more informed when using these sites. Social media and internet is rapidly changing the consumption pattern of news and allowing masses to discuss news with friends, family and peoples around the world.

2.1. THEORETICAL FRAMEWORK

Theoretical framework supports theory of research work as theories explain, predict and understand phenomena. Within boundaries we can extend existing knowledge and can criticize within boundaries. The present research comes under these main theories of media studies.

Media Ecology Theory

Now media ecology theory has become an important theoretical framework for media studies as it explores the media environment in which currently we are living. Digital technology that has too much effect on our society is main subject of media ecology theory. The theory say that medium is more important than the content, so media environment has effect on society. In 1968 Neil Postman formally introduced this term, while the main concept of this theory came from Marshall McLuhan in 1964. Many definition of Media ecology are used in studies but these are popular definitions,

According to Postman: Media ecology looks into the matter of how media of communication affect human perception, understanding, feeling, and value; and how our interaction with media facilitates or impedes our chances of survival.

According to Lanec Strate: It (media ecology) is the study of media environments, the idea that technology and techniques, modes of information and codes of communication play a leading role in human affairs.

According to Christian Nystrom: media ecology is broadly defined as the study of complex communication systems as environments.

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Briefly we can say that media ecology explains how new media effects our lives through media environment, media is effected by new technology, culture, language and vice versa. Media affect the society and human beings. We are living in media environment, all the time we are in center of media and messages (Kaialiisa, 2012).

Digital technology or new technology is main subject of media ecology theory and this new technology has deep effect on our lives. Media ecology theory is best relates with present study because this new technology like smart phones, IPads, Cameras, laptops and other communication technologies have changed our lives. New technologies changing our culture, language and many other social things. With help of this new technology we are able to use social media sites and to do many other activities on internet. These things are giving birth to new phenomena, like citizen journalism, so media ecology theory is linked with present study.

Marshal McLuhan's Technological Determinism Theory

Marshal McLuhan believed that three invention changed the world a lot, phonetic alphabet, printing press and telegraph. He divided history intro four major categories first is tribal age, second is literary age, third is print age and fourth is electronic age (McLuhan, Fiore, & Agel, 1967). Now some researcher like Robert K. Logan added new eras like latest era is new media or digital interactive media. This latest era is linked with present study.

In 60's McLuhan said internet and World Wide Web are creating concept of "Global Village". Technological determinism means invention in field of technology that change culture of society, McLuhan argued that channels of communication are main source of cultural change, these inventions are extension of human body like wheel is extension of foot, book is extension of eyes and now computer is extension of human nervous system. New technology (new media) is altering

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the how people use five senses. Content or message play a subordinate role so medium is message or medium is mass-age. Human history from media viewpoint, first is tribal age, second is literary age, third is print age and fourth is electronic age clearly support theory of technological determinism (McLuhan, Technological Determinism, 2017).

Robert K. Logan a professor who worked with Marshal McLuhan added a new era after the electronic media that is new media or digital interactive media (K.Logan, 2010). Now a days we are living in this era of communication.

This theory is linked with the present study because it talks about the effect of technology on society. No doubt in present age technology has altered everything of society. We are living in new media or digital interactive media. We use latest technology like smart phones and laptops, these things have made earth a "Global Village". We use internet and social media sites, these things are changing our everyday life and we are entering in new era of communication.

Uses and Gratification Theory

Blumler and Katz's (1974) uses and gratification theory suggests that media users play an active role in choosing and using the media. Users take an active part in the communication process and are goal oriented in their media use. The theorist say that a media user seeks out a media source that best fulfills the needs of the user. Uses and gratifications assume that the user has alternate choices to satisfy their need. This theory is audience oriented and mainly do not consider the power of media but the power of media consumer.

This theory explain the relation between media and media consumers, media fulfills need of peoples. There are five main needs of media consumer (J.Severin & Tankard,Jr., 2014).

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Cognitive needs: people use media to get information, education and awareness.

Affective needs: people use media to get pleasure, emotional support and entertainment.

Personal needs: people use media to gain credibility, confidence and status.

Social integrative needs: people use media to make contact with friends and family.

Tension release needs: people use media to escape from tension of everyday life.

Social media or new media fit into uses and gratification model, now brands use different social media sites to appeal costumers. Brands design messages according to nature of social media site like message on Facebook will be different from Twitter. The present research is linked with uses and gratification theory as youth choice the social media according to their choice and consume the content which fulfills their needs.

This theory best relates with present study as it talks about power of media consumers (social media users) and their needs. In new era of communication there are too many sites on internet that provide many options to social media users like social media sites, they have different options according to need of social media users. Social media users are free to choose the site and content of own choice and need. Social media users like the page, follow someone, share content or post the content independently.

2.3. Research Questions

Research questions of the study are as follows:

RQ1: Whether the young generation in Pakistan actively utilize social media sites as an important tool to get news alerts?

RQ2: Whether the youth actively share the content produced by others and give opinion on it with help of social media?

RQ3: Whether youth generate and share own content to inform other citizens through utilization of social media?

Chapter 3

METHODOLOGY

The chapter of research methodology comprises of different things like the research method used for study, population of study, sampling technique; sample size, tool of research, data collection, analysis and presentation. There are two main types of research that are qualitative research and quantitative research (Neuman, 2008). According to nature of study researcher used quantitative research method. This method has many types to collect data, in this study survey research method was used to collect data because this is most effective method for present study.

3.1. Survey Method

Survey is the most popular types of quantitative research, there are two major types of surveys. Descriptive survey: tries to describe or document current condition or attitudes that are to explain what exists at the moment. Analytical survey: try to describe and explain why situation exist, two or more variables are usually examined to test hypothesis.

This survey is descriptive in nature. Survey research produce information in statistical form to measure many variables and test hypothesis. In survey different things are asked like knowledge, expectations, attitudes, opinions, believes, behaviors and characteristics (Neuman, 2008).

3.2. Population

Population is a group or class of subjects, variables, concepts or phenomena. Population is complete set of population that has some common characteristics. Sometime entire group is examined and sometime not (Wimmer & Dominick, 2011). In present study population was

comprised of all the student of universities of Islamabad. There were more than twenty universities in Islamabad and many campuses of other universities. These universities have young population of active users of social media sites, so it was best population for present study.

3.3. Sample

Sample is subdivision of population that represents the whole population, each study has different sample sizes according to the need of the study. In present study sample was male and female students of three universities of Islamabad, IIU, NUML and QAU. There were more than twenty universities in city but researcher selected these three universities due to many reasons. First, in limited time it was not possible to collect data from all the universities and secondly, these universities have all disciplines and student from different parts of country. So it was appropriate sample for study.

3.4. Sampling Technique

There are two main types of sampling techniques: Probability sampling and non-probability sampling (Rasul, 2006).

Probability sampling :The probability sampling method use random selection, before a random selection set some process that assure the different objects of study have equal chance of selection. There are different methods to have probability sampling like simple random sampling, stratified random sampling, systematic random sampling, Cluster (Area) random sampling, multi stage sampling and etc.

Non-probability sampling: The non-probability sampling does not involve the random selection, it means that this sampling does not represent entire sampling. There are different types of non-

probability sampling like accidental, Haphazard or Convenience sampling, Purposive sampling, Quota sampling, Snowball sampling , self-selection sampling and etc.

In present study researcher used Quota sampling technique (non-probability sampling method). Researcher first made general categories and then selected predetermined numbers. In limited time and budget it was not possible for researcher to use probability sampling methods as it demand more time, money and support, so Quota sampling was most appropriate method to collect data in short time and budget.

3.5. Sample Size

Sample size of statistical sample is number of observations that constitute it, denoted by n and there is no fix sample size. Large sample size rises the accuracy. In present study sample size was three hundred students of three universities. One hundred student from each university. In limited time, money and without any help from others it was not possible for researcher to increase sample size.

3.6. Unit of Analysis

The unit of analysis is the main thing that is being investigated in study. These things could be the unit of analysis in a study; individuals, groups, artifacts (Books, newspapers), geographical units and etc. In present study students of three universities were unit of analysis who were social media users. One student was considered one unit of analysis. Data gathered from those student have helped in drawing conclusion.

3.7. Major Variables

The use of the social media sites like Facebook, YouTube & Twitter was independent variable of present study.

The effect of these social media sites on youth was dependent variable. Here effects meant content sharing and posting by the youth on social media sites in form of texts, pictures and videos that is called citizen journalism.

3.8. Conceptualization and Operationalization of Variables

Use of Social Media

Formal: To deploy something to achieve something or to take advantage of something or use a tool, skill for a purpose.

Operational: In present study use mean time daily spent on social media and what types of social media sites used by the youth.

Social Media

Formal: Social media sites allow user to create and share content with other through internet. It is electronic communication through this people make online communities and share information, ideas and messages with others.

Operational: In this study social media mean the main social media sites like Facebook, Twitter, YouTube and Instagram. Young people now a days use a lot social media site to share information and ideas.

Youth

Formal: Youth mean a time between Childhood and adulthood and almost age of 20 to 40 is considered young age.

Operational: In present study youth mean students of universities who have well knowledge and maturity. They use social media sties and share content on internet.

Share

Formal: Sending photos, videos, links of websites and recommendations to other with help of social media sites.

Operational: In present research share means to share the content in form of photos, audios, videos and etc. with others through social media sites. Sharing of content on Facebook pages or groups with others.

Post

Formal: It means piece of writing, photo, audio, video or other content posted online thorough a blog or social media site.

Operational: In present research posts mean the content uploaded on social media site by the user. It may be a photo, audio, video or some other type of content posted in a group or page.

Content

Formal: social content represent the content and links shared on different social media sites. It is a thing that is expressed by a medium of communication.

Operational: in present study content mean all the things shared or uploaded on social media sites by the social media users. This content may be original work or work of others. It may be a photo, audio, video or text.

Opinion

Formal: Opinion means judgement, statement or view about something, it may or may not be based on knowledge or facts.

Operational: in present study opinion mean the reaction of social media user toward a particular post, to like or dislike a post is opinion of social media user and comment on it is also an opinion in form of text.

3.09. Tools of Research

Tool of research means instrument that is used to collect data, the questionnaire is best tool of research to know feelings, perceptions, beliefs, experiences and etc. Questionnaire could be structured and unstructured. There are two main types of questionnaire open ended and close ended. In present study structured and close ended questionnaire used as tool of research.

3.10. Scale

There are four different levels of measurement, these four levels are nominal level, ordinal level, interval level and ratio level. A scale represents a compound measure of a variable. There are different scales of measurement like simple rating scale, transforming scale, Thurstone scale, Guttman scale, Lickert scale and semantic differential scale (Wimmer & Dominick, 2011). In present study different scale were used according to nature of questions because it is most appropriate to use the scale according the nature of question.

3.11. Pilot Study

A pilot study is small level study before full blown study in order to improve the quality. Researcher conducted a pilot study before full blown study to improve the quality of research.

3.12. Data Collection

Data collection is systematic technique to get the information from different sources to get clear picture of an area of interest. Data was collected from respondents by researcher. In limited time and resources researcher collected data personally, data collceted personally enhance the quality of data.

3.13. Data Reduction

In this phase numerical values are given to questions and their answers and stored in computer with help of software. Researcher gave numerical values to data and stored it in computer with help of SPSS software for further process.

3.14. Data Analysis Techniques

To analyze the quantitative data collected through distribution of standardized questionnaire, the SPSS (statistical software) was used. Crosstab technique was used for data analysis. The frequencies show the use of social media for citizen journalism, it helped in concluding the results.

3.15. Data Presentation

Data was presented in the form of charts and tables along with interpretation to make clear the finding of the study.

Chapter 4

DATA ANALYSIS

The present study focused on use of social media for citizen journalism among the youth of Pakistan. To investigate the use of social media for citizen journalism, researcher constructed three main research question.

First research question explores the frequency of usage of social media, how much time youth daily spend on social media, favorite social media website of youth, what types of technology they use and type of internet usually they use to access social media sites?

The second research question is about the first types of citizen journalism that is semi-independent journalism, how much youth use social media sites to get news updates and which is favorite social media sites to get news updates, favorite social media page of main stream media and other favorite social media page other than mainstream media. How much they share content on social media sites and in which form like photos and videos produced by these social media pages and by the other citizens. Either youth show reaction on the content in form of like, dislikes and comments.

The third research question is about the second type of citizen journalism that is independent citizen journalism. How much youth generate content personally, in which form and what subject they cover. Do youth discuss the issues ignored by the main stream media and they send content to main stream media or not?

In this chapter researcher analyzed the data using the SPSS software, first presented the demographic analysis and secondly addressed the three research questions of study to draw the final conclusion from these findings.

4.01. Demographic Analysis of Respondents

Table no.01   Demographic Analysis

Gender	Frequency	Percent
Male	150	50.0
Female	150	50.0
Total	300	100.0
Educational institution	Frequency	Percent
IIUI	100	33.3
QAU	100	33.3
NUML	100	33.3
Total	300	100.0
Age	Frequency	Percent
20-25	234	78.0
25-30	55	18.3
30-35	11	3.7
Total	300	100.0
Education	Frequency	Percent
BS	139	46.3
Masters	94	31.3
MS	60	20.0
PhD	7	2.3
Total	300	100.0
Faculty	Frequency	Percent
Social sciences	85	28.3
Natural sciences	67	22.3
Management sciences	51	17.0
Computer & IT	52	17.3
Engineering	45	15.0
Total	300	100.0

There has been a sample size of 300 respondents among them 150 males and 150 females. Researcher used equal distribution of both genders to make the data more representative. Three universities were selected and equally selected the respondents from all universities. So each university have 33 percent respondents. Results show that 78 percent of respondents belong to age group of 20-25 year, 18 percent have age 25-30 year and only 4 percent have age 30-35 year. There are more respondents who belongs to age group of 20-25 year because in universities there are more young students. In case of level of education 46 percent respondents enrolled in BS programs, 31 percent in master level, 20 percent M.Phil. And 2 percent PhD level. Both genders have almost same distribution. There are more respondents who have BS education level because in universities BS level students have higher number as compare to other programs. In case of faculty 28 percent respondents belong to faculty of social sciences, 22 percent natural sciences, 17 percent management sciences, 17 percent computer & IT and 15 percent belong to engineering.

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4.02. RQ1:

Whether the young generation in Pakistan actively utilize social media sites as an important tool to get news alerts?

The data from respondents was collected with help of well-constructed questionnaire and analyzed through Statistical Package of Social Sciences (SPSS) to find out the answer of first research question, following results were derived. The results of table no.02 to 07 show the usage frequency, favorite social media website, use of social media to get news updates and etc.

Table no.02   Frequency of Social Media Use Among Youth

			How often do you use social media sites?				Total
			Seldom	Sometime	Often	Always	
	Male	Count	3	50	43	53	149
		% of Total	1.0%	16.7%	14.4%	17.7%	49.8%
	Female	Count	10	40	43	57	150
		% of Total	3.3%	13.4%	14.4%	19.1%	50.2%
Total		Count	13	90	86	110	299
		% of Total	4.3%	30.1%	28.8%	36.8%	100.0%

			Daily time spend on social media sites?					Total
			1 hour	2 hours	3 hours	4 hours	More than 4	
	Male	Count	35	37	32	22	23	149
		% of Total	11.7%	12.4%	10.7%	7.4%	7.7%	49.8%
	Female	Count	31	29	29	21	40	150
		% of Total	10.4%	9.7%	9.7%	7.0%	13.4%	50.2%
Total		Count	66	66	61	43	63	299
		% of Total	22.1%	22.1%	20.4%	14.4%	21.1%	100.0%

Table no.02 shows the use of social media, majority 37 percent use social media always, 29 percent often, 30 percent sometime and 4 percent seldom. Average daily use of social media by respondents shows, 22 percent use 1 hour, 22 percent use 2 hours, 21 percent use 3 hours, 14 percent use up to 4 hours and 21 respondents use more than 4 hours. Among heavy users female students use more than male students. Overall both gender have same frequency of usage. From this data we can conclude that youth regularly use social media sites.

Table no.03   Type of Device and Internet Connection

			Which device you mostly use for social media?					Total
			Mobile	Laptop	Tablet	A&B	Other	
Male		Count	73	33	3	29	11	149
		% of Total	24.4%	11.0%	1.0%	9.7%	3.7%	49.8%
Female		Count	89	15	3	36	7	150
		% of Total	29.8%	5.0%	1.0%	12.0%	2.3%	50.2%
Total		Count	162	48	6	65	18	299
		% of Total	54.2%	16.1%	2.0%	21.7%	6.0%	100.0%
			Internet connection you usually use for social media?					
			Wi-Fi	EVO	Mobile data	All	Other	Total
Male		Count	79	9	30	28	3	149
		%	26.4%	3.0%	10.0%	9.4%	1.0%	49.8%
Female		Count	81	20	24	24	1	150
		%	27.1%	6.7%	8.0%	8.0%	.3%	50.2%
Total		Count	160	29	54	52	4	299
		%	53.5%	9.7%	18.1%	17.4%	1.3%	100.0%

Table no.03 shows the type of device used by respondents to access social media sites. Majority 54 percent use smart phones, 16 percent laptops, 22 percent use both mobiles and laptops, only 2 percent use tablet and 6 percent use some other technologies. Smart phone user are increasing every day so majority use social media sites on mobiles. Similarly, results show that majority of respondents use landline Wi-Fi, 18 percent use mobile data, 10 percent use EVO and 17 percent use all these things. Both male and female almost use same type of technology and internet connections. Trend of mobile data using is increasing among youth.

Table no.04   Opinion of Youth about the Social Media

			Social media is emerging as alternative of traditional media?					Total
			Strongly agree	Agree	Neutral	Disagree	Strongly disagree	
	Male	Count	40	76	22	8	3	149
		% of Total	13.4%	25.4%	7.4%	2.7%	1.0%	49.8%
	Female	Count	30	80	29	10	1	150
		% of Total	10.0%	26.8%	9.7%	3.3%	.3%	50.2%
Total		Count	70	156	51	18	4	299
		% of Total	23.4%	52.2%	17.1%	6.0%	1.3%	100.0%

			Social media is best medium to get news updates?					Total
			Strongly agree	Agree	Neutral	Disagree	Strongly disagree	
	Male	Count	53	68	14	11	2	148
		% of Total	17.8%	22.8%	4.7%	3.7%	.7%	49.7%
	Female	Count	55	65	16	10	4	150
		% of Total	18.5%	21.8%	5.4%	3.4%	1.3%	50.3%
Total		Count	108	133	30	21	6	298
		% of Total	36.2%	44.6%	10.1%	7.0%	2.0%	100.0%

Table no.04 shows that majority of respondents agreed that social media is emerging as alternative of traditional media. 24 percent strongly agreed, 52 percent agreed, 17 percent showed neutral response while 6 disagreed. Similarly results also show that majority of respondents 45 percent agreed and 36 percent strongly agreed that social media is best medium to get news updates. So we can conclude that both gender consider social media as an alternative of traditional media and use it to get news updates.

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Table no.05   Consumption of Social Media for News Updates
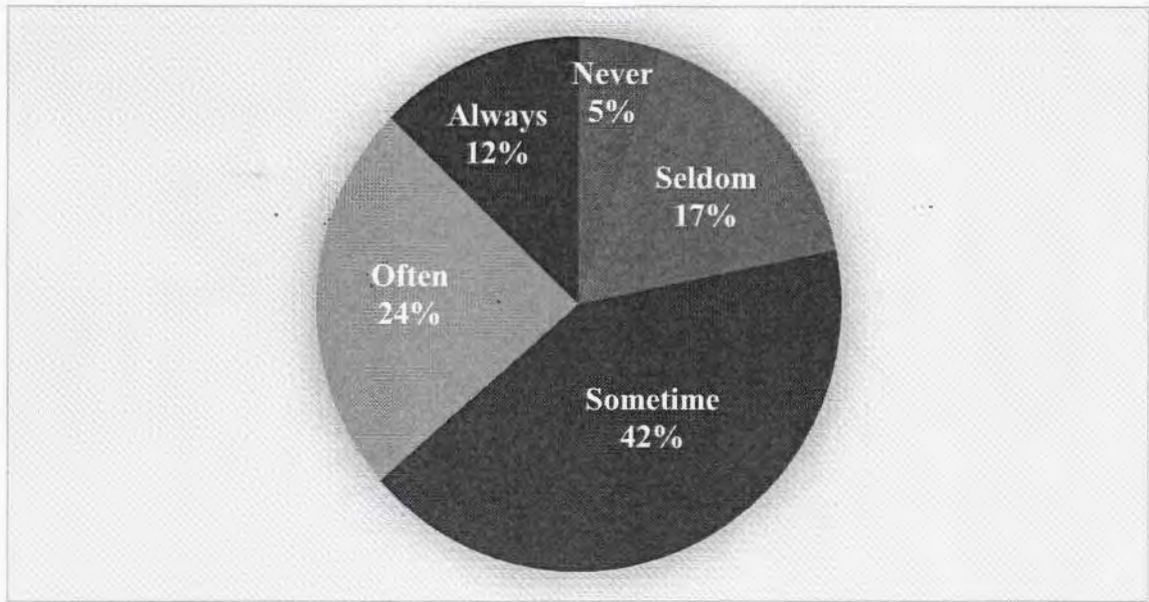
			How often you utilize social media for getting news updates					
			Never	Seldom	Sometime	Often	Always	Total
Your gender	Male	Count	3	26	62	31	27	149
		% of Total	1.0%	8.7%	20.7%	10.4%	9.0%	49.8%
	Female	Count	12	24	63	40	11	150
		% of Total	4.0%	8.0%	21.1%	13.4%	3.7%	50.2%
Total		Count	15	50	125	71	38	299
		% of Total	5.0%	16.7%	41.8%	23.7%	12.7%	100.0%

Table no.04 shows that 13 percent always utilize social media for getting news updates, 24 percent often use, 41 percent sometime use it to get news updates. While 17 percent seldom use and 5 percent never use social media to get news updates. Both gender have same response on it.

Trend of getting news updates from social media is increasing because there are different pages and groups on social media sites who constantly provide news updates.

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Table no.06   **Favorite Websites to Get News Updates from Social Media**

			Best social media site to get news updates?					Total	
			Fb	Twitter	YouTube	All	Other		
Your gender	Male	Count	66	27	13	36	7		149
		% of	22.1%	9.0%	4.3%	12.0%	2.3%		49.8%
	Female	Count	68	23	18	36	5		150
		% of	22.7%	7.7%	6.0%	12.0%	1.7%		50.2%
Total		Count	134	50	31	72	12		299
		% of Total	44.8%	16.7%	10.4%	24.1%	4.0%		100.0%

			How you get news from social media?					Total
			Like FB pages	Join FB pages	Follow Twitter	Subscribe YouTube	All	
Your gender	Male	Count	62	23	12	11	41	149
		% of	20.7%	7.7%	4.0%	3.7%	13.7%	49.8%
	Female	Count	68	16	13	19	34	150
		% of	22.7%	5.4%	4.3%	6.4%	11.4%	50.2%
Total		Count	130	39	25	30	75	299
		% of Total	43.5%	13.0%	8.4%	10.0%	25.1%	100.0%

Table No.06 shows that majority of respondents 45 percent consider Facebook as best social media site to get news updates, 17 percent Twitter, 10 percent YouTube and 24 percent like all these social media sites. Results also show that majority of respondents 44 percent like the Facebook pages to get news from social media, 13 percent join Facebook groups, 8 percent follow Twitter, 10 percent subscribe YouTube channels and 25 percent respondent do all things to get news updates from social media sites. Both gender almost have same choice.

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Table no.07   Favorite Social Media Pages Among Youth

			Favorite main stream social media's page for news alerts?					
			Express news	ARY news	Dunya news	SAMAA news	Other	Total
	Male	Count	39	57	8	12	34	150
		% of	13.0%	19.0%	2.7%	4.0%	11.3%	50.0%
	Female	Count	30	71	10	10	29	150
		% of	10.0%	23.7%	3.3%	3.3%	9.7%	50.0%
Total		Count	69	128	18	22	63	300
		% of Total	23.0%	42.7%	6.0%	7.3%	21.0%	100.0%
			Favorite social media page other than mainstream media?					
			Javed Ch	Urdu point	Zem TV	Siasat	Other	Total
	Male	Count	34	42	16	16	42	150
		% of	11.3%	14.0%	5.3%	5.3%	14.0%	50.0%
	Female	Count	32	41	8	10	59	150
		% of	10.7%	13.7%	2.7%	3.3%	19.7%	50.0%
Total		Count	66	83	24	26	101	300
		% of Total	22.0%	27.7%	8.0%	8.7%	33.7%	100.0%

Table No.07 shows that 23 percent respondent like social media page of Express news, 43 percent like ARY news, 6 percent like Dunya news, 7 percent like SAMAA news and 21 like others like Geo news. Results show that 22 percent like social media page of journalist Javed Chaudhary, 28 percent like Urdupoint, 8 percent like Zem TV, 9 percent like Siasat and 33 percent like other pages including some local and international pages. Both gender almost have same choice.

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4.03. RQ2:

Whether the youth actively share the content produced by others and give opinion on it with help of social media.

The data from respondents was collected with help of well-constructed questionnaire and analyzed through Statistical Package of Social Sciences (SPSS) to find out the answer of second research question. The results of table no.08 to 11 show the semi-independent journalism done by the respondents.

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Table no.08   Sharing Content on Social Media

			Do you share these news updates with others on social media sites?					
			Never	Seldom	Sometime	Often	Always	Total
Your gender	Male	Count	28	35	61	13	12	149
		% of	9.4%	11.7%	20.4%	4.3%	4.0%	49.8%
	Female	Count	37	29	59	19	6	150
		% of	12.4%	9.7%	19.7%	6.4%	2.0%	50.2%
Total		Count	65	64	120	32	18	299
		% of Total	21.7%	21.4%	40.1%	10.7%	6.0%	100.0%
			Do you share the content on social media generated by other citizens?					
			Never	Seldom	Sometime	Often	Always	Total
Your gender	Male	Count	13	42	70	16	8	149
		% of	4.3%	14.0%	23.4%	5.4%	2.7%	49.8%
	Female	Count	26	49	51	20	4	150
		% of	8.7%	16.4%	17.1%	6.7%	1.3%	50.2%
Total		Count	39	91	121	36	12	299
		% of Total	13.0%	30.4%	40.5%	12.0%	4.0%	100.0%

Table no.08 shows that 6 percent always share news updates with others on social media sites, 11 percent often, majority 40 percent sometime, 22 percent seldom and 22 percent never share. Results also show that 4 percent always share the content generated by other citizens, 12 percent often, 40 percent sometime, 30 percent seldom and 13 percent never share. Both gender have almost same response, when they find something worthy uploaded by main stream media and citizens they share it further.

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Table no.09   Types of Content

			What types of content usually you share on social media?					Total
			News	Infotainment	Social issues	Event updates	All	
	Male	Count	22	40	42	13	32	149
		% of	7.4%	13.4%	14.0%	4.3%	10.7%	49.8%
	Female	Count	17	37	38	20	38	150
		% of	5.7%	12.4%	12.7%	6.7%	12.7%	50.2%
Total		Count	39	77	80	33	70	299
		% of Total	13.0%	25.8%	26.8%	11.0%	23.4%	100.0%
			In which form you usually share content on social media sites?					
			Photos	Audio	Video	Text	All	Total
	Male	Count	37	3	32	29	47	148
		% of	12.4%	1.0%	10.7%	9.7%	15.8%	49.7%
	Female	Count	56	8	14	26	46	150
		% of	18.8%	2.7%	4.7%	8.7%	15.4%	50.3%
Total		Count	93	11	46	55	93	298
		% of Total	31.2%	3.7%	15.4%	18.5%	31.2%	100.0%

Table no.09 shows 13 percent share news, 26 percent share infotainment, 27 share social issues, 11 percent share event updates and 23 percent share all these thing on social media sites. Both gender have almost same choice and both share infotainment and social issues mostly. Majority of respondent 31 percent share content in form of photos, 3 percent in form of audios, 15 percent videos, 18 percent in from of text and 32 percent share content in all these forms. Females prefer photos and male prefer videos, overall both gender have same choice.

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Table no.10   Reaction on the Content

			Do you comment on the contents generated by other citizens?					Total
			Never	Seldom	Sometime	Often	Always	
Your gender	Male	Count	21	34	68	18	8	149
		% of	7.0%	11.4%	22.7%	6.0%	2.7%	49.8%
	Female	Count	33	30	66	18	3	150
		% of	11.0%	10.0%	22.1%	6.0%	1.0%	50.2%
Total		Count	54	64	134	36	11	299
		% of Total	18.1%	21.4%	44.8%	12.0%	3.7%	100.0%

			Do you comment on content produced by mainstream media (TV, Newspaper)?					Total
			Never	Seldom	Sometime	Often	Always	
Your gender	Male	Count	34	32	59	17	7	149
		% of Total	11.4%	10.7%	19.7%	5.7%	2.3%	49.8%
	Female	Count	51	37	44	13	5	150
		% of Total	17.1%	12.4%	14.7%	4.3%	1.7%	50.2%
Total		Count	85	69	103	30	12	299
		% of Total	28.4%	23.1%	34.4%	10.0%	4.0%	100.0%

Table no. 10 shows that 7 percent always shows reaction on content generated by other citizens, 21 often, majority 45 percent sometime, 18 percent seldom and 7 percent never. Both gender have same response. Results show that 4 percent always comment on content generated by other citizens, 12 percent often, 44 percent sometime, 21 percent seldom, 18 percent never comment. Both genders have same response. To comment on the content produced by mainstream media and other citizens is an important aspect of semi-independent journalism.

Table no.11   Care of Authenticity before Sharing Content

			Do you account for the authenticity of contents generated by other citizens?					
			Never	Seldom	Sometime	Often	Always	Total
Your gender	Male	Count	29	38	37	26	19	149
		% of Total	9.7%	12.7%	12.4%	8.7%	6.4%	49.8%
	Female	Count	38	38	40	27	7	150
		% of Total	12.7%	12.7%	13.4%	9.0%	2.3%	50.2%
Total		Count	67	76	77	53	26	299
		% of Total	22.4%	25.4%	25.8%	17.7%	8.7%	100.0%

|			Do you verify the authenticity before sharing contents on social media pages?					
			Never	Seldom	Sometime	Often	Always	Total
Your gender	Male	Count	28	31	34	24	32	149
		% of	9.4%	10.4%	11.4%	8.0%	10.7%	49.8%
	Female	Count	39	21	35	29	26	150
		% of	13.0%	7.0%	11.7%	9.7%	8.7%	50.2%
Total		Count	67	52	69	53	58	299
		% of Total	22.4%	17.4%	23.1%	17.7%	19.4%	100.0%

Table No.11 shows that just 9 percent account for authenticity of content produced by other citizens, 18 percent often, 26 percent sometime, 25 percent seldom and 22 percent never care about authenticity of content. Results show that 19 percent always check the authenticity of content before sharing, 18 percent seldom, 23 percent sometime, 17 percent seldom and 22 percent never. Both gender have almost same response. Authenticity of content on social media is serious issue, however, now youth is aware about it and check it before sharing something.

4.04. RQ3:

Whether youth generate and share own content to inform other citizens through social media?

The data from respondents was collected with help of well-constructed questionnaire and analyzed through Statistical Package of Social Sciences (SPSS) to find out the answer of third research question. The results of Table no.12 to 16 show the independent citizen journalism done by the respondents. Results also show why respondent do this i.e. which thing motivate them to generate and share the content on social media.

Table no.12   Generating Own Content
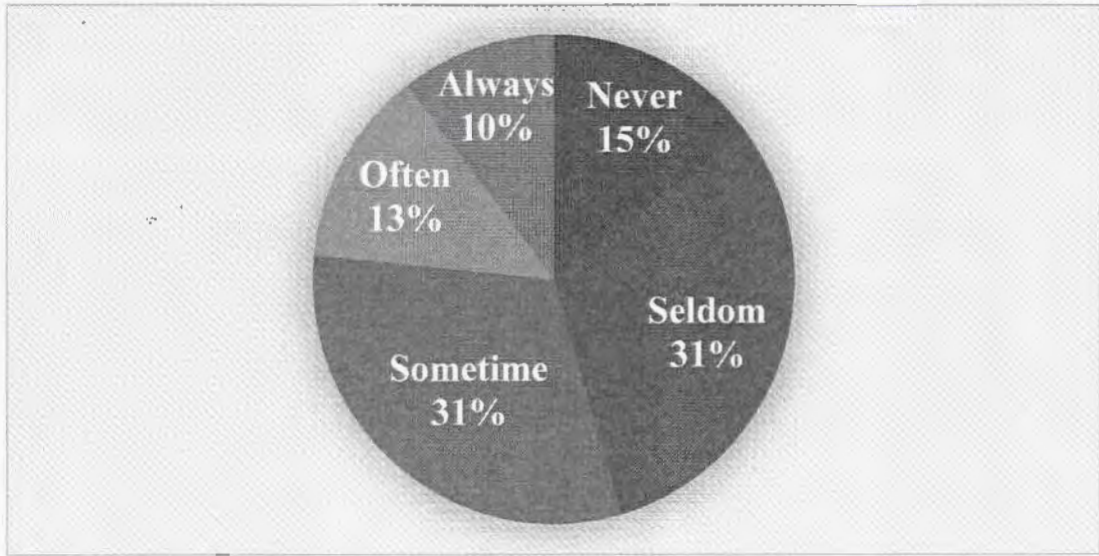
|			Do you also generate own content like photos, videos on social media sites other than personal photos?					
			Never	Seldom	Sometime	Often	Always	
Your gender	Male	Count	14	42	57	18	18	149
		% of	4.7%	14.0%	19.1%	6.0%	6.0%	49.8%
	Female	Count	30	50	36	21	13	150
		% of	10.0%	16.7%	12.0%	7.0%	4.3%	50.2%
Total		Count	44	92	93	39	31	299
		% of Total	14.7%	30.8%	31.1%	13.0%	10.4%	100.0%

Table no.12 shows that 10 percent respondents always generate own content to share on social

media sites, 13 percent often, 31 percent sometime, 31 percent seldom and 15 percent never

generate own content to share. The trend of generating content personally among youth is

increasing and its credit goes to new digital devices like smart phones and social media sites which

are providing a platform to share with others.

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Table no.13   Type of Content

			What type of content you usually generate personally to share on social media					
			News updates	Infotainment	Social issues	Event updates	All	Total
Male	Count		31	44	31	14	29	149
	% of		10.4%	14.7%	10.4%	4.7%	9.7%	49.8%
Female	Count		22	36	31	22	39	150
	% of		7.4%	12.0%	10.4%	7.4%	13.0%	50.2%
Total	Count		53	80	62	36	68	299
	% of Total		17.7%	26.8%	20.7%	12.0%	22.7%	100.0%
			In which form you usually create contents on social media sites?					
			Photo	Audio	Video	Text	All	Total
Male	Count		48	11	18	42	30	149
	% of		16.1%	3.7%	6.0%	14.0%	10.0%	49.8%
Female	Count		55	11	12	36	36	150
	% of		18.4%	3.7%	4.0%	12.0%	12.0%	50.2%
Total	Count		103	22	30	78	66	299
	% of Total		34.4%	7.4%	10.0%	26.1%	22.1%	100.0%

Table no.13 shows that majority of respondents share infotainment type content, 21 percent social issues, 18 percent news updates, 12 percent event updates and 23 percent share all types of content generated personally. Both gender have same choice. Results also show that majority of respondents 34 percent create content in form of photos, 7 percent in form of audios, 26 percent in form of texts and 22 percent in all forms. Both male and female respondents have same choice and using social media to share news and social issues with other in different forms of data.

Table no.14   Discussion of the Things Ignored by Mainstream Media
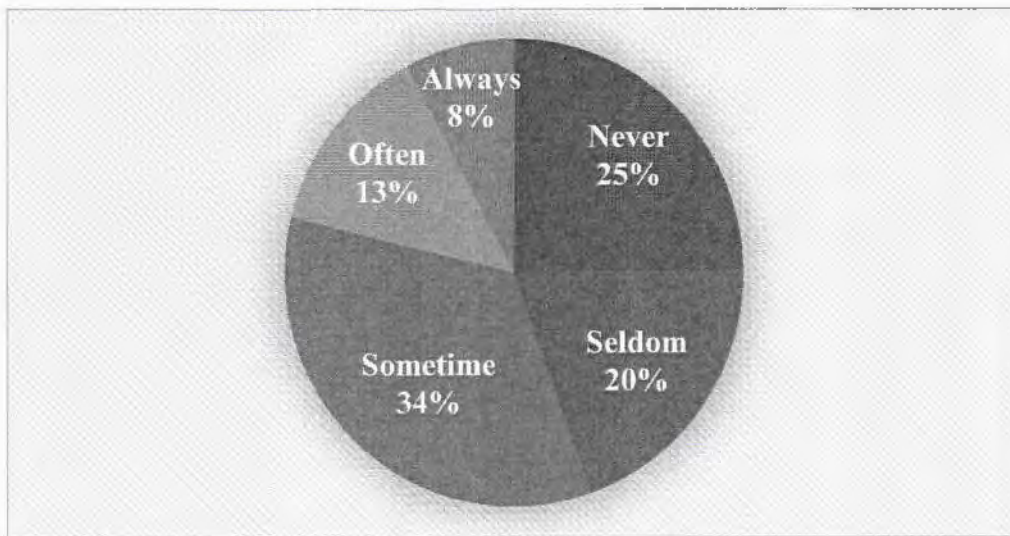
			Do you discuss things on social media ignored by mainstream media?						Total
			Never	Seldom	Sometime	Often	Always		
Your gender	Male	Count	29	25	56	25	13		149
		% of	9.7%	8.4%	18.7%	8.4%	4.3%		49.8%
	Female	Count	45	34	46	15	10		150
		% of	15.1%	11.4%	15.4%	5.0%	3.3%		50.2%
Total		Count	74	59	102	40	23		299
		% of Total	24.7%	19.7%	34.1%	13.4%	7.7%		100.0%

Table no.14 shows that 8 percent respondents always discuss the things on social media sites ignored by mainstream media, 14 percent often, 34 percent sometime, 20 percent seldom and 25 percent never discuss. A moderate majority using social media to discuss the issues that are ignored by mainstream media which is a basic aspect of citizen journalism. This trend is increasing among youth nowadays.

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Table no.15   **Sending Content to Mainstream Media**
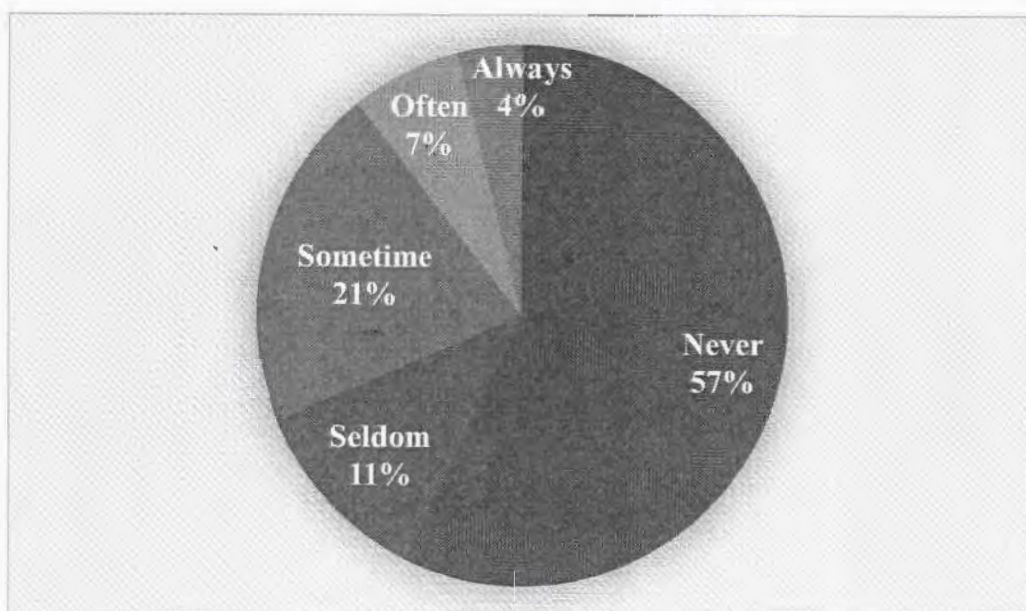
			Do you send your contents to mainstream media organizations (TV)?					
			Never	Seldom	Sometime	Often	Always	Total
Your gender	Male	Count	78	20	34	11	6	149
		% of	26.1%	6.7%	11.4%	3.7%	2.0%	49.8%
	Female	Count	93	14	28	9	6	150
		% of	31.1%	4.7%	9.4%	3.0%	2.0%	50.2%
Total		Count	171	34	62	20	12	299
		% of Total	57.2%	11.4%	20.7%	6.7%	4.0%	100.0%

Table no.15 shows that just 4 percent respondents always send content to mainstream media organizations, 7 percent often, 21 percent sometime, 11 percent seldom and 53 percent never. There is less percentage of respondents who send content to mainstream media because this is new phenomena. Now mainstream media consider user generated content a useful thing and use it in their news.

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Table no.16   **Reason to Share Content on Social Media**
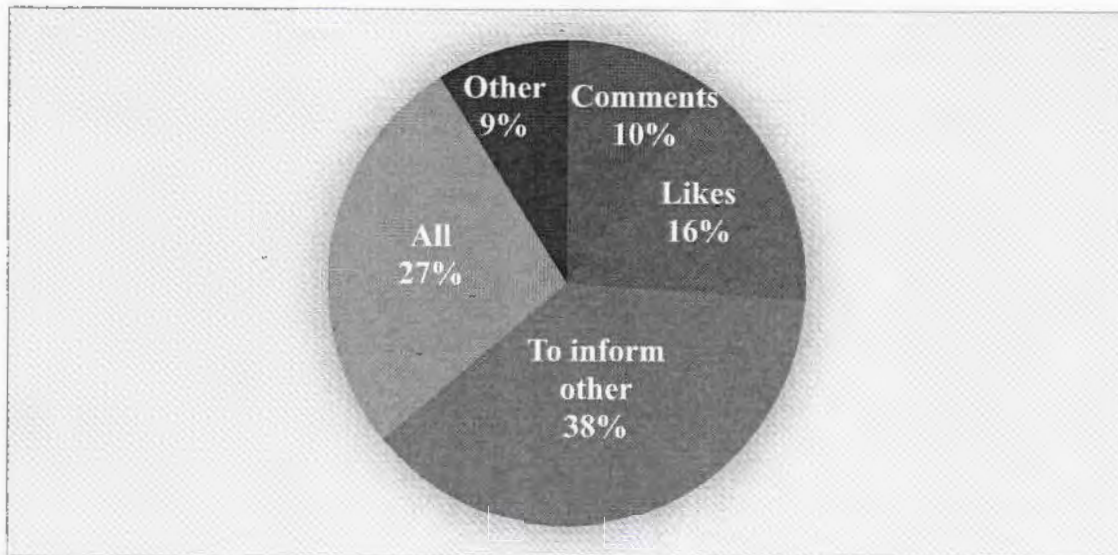
			Which thing urge you to upload the content on social media sites?					
			Comments by other	Likes by Other	To inform other	All	Other	
Your gender	Male	Count	17	24	55	39	14	149
		% of	5.7%	8.0%	18.4%	13.0%	4.7%	49.8%
	Female	Count	13	24	58	42	13	150
		% of	4.3%	8.0%	19.4%	14.0%	4.3%	50.2%
Total		Count	30	48	113	81	27	299
		% of Total	10.0%	16.1%	37.8%	27.1%	9.0%	100.0%

Table no.16 shows that majority of respondents 38 percent upload the content on social media to inform other, 16 percent upload because they get likes by others, 10 percent upload to get comments and 27 percent upload for all these things. Both gender have same response. Majority of respondents have passion to inform others and this is very noteworthy thing.

Chapter 5

DISCUSSIONS AND CONCLUSION

The present study explored the use of social media for citizen journalism. Social media is playing very important role in society, it is emerging as new source of information and entertainment. Digital technology like smart phones, laptops and IPads users are increasing in society especially the smart phone users are increasing every day. Smart phones are most preferred devices to use social media after the availability of internet. Now internet is available in different forms like landline Wi-Fi, EVO and mobile data. These things giving birth to new phenomena that is called "Citizen Journalism". When the people formerly known as the audience employ the press tools they have in their possession to inform one another, that's citizen journalism (Rosen, 2008). It has two main types independent and semi-independent. Researcher designed three research questions to find the answer of the main question. Results of three research question show link with previous studies and theories. Marshal McLuhan's Technological Determinism Theory argues that channels of communication are main source of cultural change, these inventions are extension of human body like wheel is extension of foot. Robert K. Logan a professor who worked with Marshal McLuhan added a new era after the electronic media that is new media or digital interactive media (K.Logan, 2010). Now a days we are living in this era of communication. The new digital technology and new social media sites are changing our life especially the life of young peoples who are more interested in new technology.

Demographic Analysis of Respondents

In present research there were total 300 respondents, researcher selected three main universities of Islamabad and equally distributed the respondent by gender 150 males and 150 females. Respondents from different faculties, different age groups and different education levels were selected to make the study more representative. There are more respondents who belong to age group of 20-25 because in universities there are more young peoples. In case of level of education 76 percent respondent have education level of BS and masters. Both genders have almost same distribution. There are more respondent who have BS education level because in universities BS level students have higher number as compare to other programs. In case of faculty 28 percent respondents belong to faculty of social sciences, 22 percent natural sciences, 17 percent management sciences, 17 percent computer & IT and 15 percent belong to engineering.

Use of Social Media

RQ1: Whether the young generation in Pakistan actively utilize social media sites as an important tool to get news alerts? Results of study shows that most of the respondent use the social media frequently, mostly use the social media more 2 and 3 hours and some use more than 4 hours daily. This things shows popularity of social media among youth is very high. Both genders male and female frequently use social media.

Type of digital technology and internet connection are directly linked with use social media, after the invention of new types of digital technologies and internet connections use of social media is increased among youth. Results shows that most of the respondents use smart phone and other use laptops and some use both mobiles and laptops. Popularity of smart phones is increasing among both male and female respondents. Kyger (2012) says now we can link citizen journalism with

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mobile phones. Now anyone can share a picture, can tweet and can send a message to inform others.

Availability of internet connections has made easy to use social media websites, wireless connections and high speed internet is linked with use of social media. Results show that half of the respondent use Wi-Fi to use social media, some use EVO and now some are using the mobile data. After the introduction of 3G and 4G internet in country the use of mobile data is increasing among youth. Blumler and Katz's (1974) uses and gratification theory suggests that media users play an active role in choosing and using the media. Users take an active part in the communication process and are goal oriented in their media use. The theorist say that a media user seeks out a media source that best fulfills the needs of the user. Uses and gratifications assume that the user has alternate choices to satisfy their need. This theory is audience oriented and mainly do not consider the power of media but the power of media consumer. Respondent of study are free to choose media of own choice and also independent to choose the pages which satisfy their needs.

Social media is emerging as new media, most of the people now use social media to get news updates. Results of study show that majority of respondent consider that social media is emerging as alternative of traditional media and majority of respondents agreed that social media is best medium to get news updates. Results show that both gender use social media to get news updates frequently. Similarly, Alejandro (2010) found that social media is effecting the news, now the social media users play an important role in news media, social media is also changing the consumption patterns of news media like the news of death of Michael Jackson in 2009 on social media crashed some websites due to heavy traffic.

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To get the news from social media most of the respondents consider Facebook is best social media site, Twitter and YouTube are also popular but majority of respondents like Facebook in this case. Similarly, the study of Howe (2011) also found that youth mostly depend upon on social media sites to get news alert. Respondent say that are exposed to many news stories just because of Facebook and Twitter and feel more informed when using these sites. Social media and internet is rapidly changing the consumption pattern of news and allowing masses to discuss news with friends, family and peoples around the world.

Most of the respondents like Facebook pages to get news updates, others join Facebook groups, follow the Twitter accounts and subscribe YouTube channels. There some pages of mains stream media as well as some other social media pages which are popular among youth to get news updates. In case of main stream media social media page of ARY news and Express news are very popular. Other than main stream media the page of journalist Javed Chaudhary and a news website Urdupoint.com are more popular.

Media ecology theory Neil Postman explains how new media effects our lives through media environment, media is effected by new technology, culture, language and vice versa. Media affect the society and human beings. We are living in media environment, all the time we are in center of media and messages (Kaialiisa, 2012). Theory is linked with present study because new digital inventions and social media changing our life rapidly.

Use of Social Media for Semi-independent Journalism

RQ2: Whether the youth actively share the content produced by others and give opinion on it with help of social media? Citizen journalism have two main types independent and semi-independent. Semi-independent is to share data produced by others and give opinion on it. Most of respondent share the content produced by main stream media and other social media news pages. Most of the respondent share the content produced by the other citizens. Both genders almost have same frequency of sharing the content. When respondent find something special and useful they share it with other on social media sites.

Majority of respondents like to share the content that highlight the social issues and infotainment type content, other like to share news and event updates. Majority of respondent share the content in form of photos and other popular form is videos and text, few of them share in form of audio. Females prefer photos and male prefer videos, overall both gender have same choice.

Results of study show that most of the respondents comment on the content produced by main stream media and also comment on the content produced by other citizens. Both genders almost have same frequency of commenting on the posts. Commenting on the posts of main stream media is one of the important aspect of semi-independent citizen journalism. Similarly, the study of Riaz (2011) argued that after the inventions of new technologies new phenomena known as citizen journalism emerged. It is providing chance to people comment on news stories and also to generate their own content especially in countries where there is less press freedom.

Authenticity of social media content is biggest problem in the whole world, social media is full with false news and this thing creates many problem. Results of study show that majority of respondent care about the authenticity of content produced by other citizens and majority of

respondents check the authenticity of the content before sharing on the social media sites. Similarly, study of Goh (2007) also argued that there are some problems with citizen journalism one of the main issue is accuracy and credibility of news. Watson, Baruh, Fill, & Scifo (2014) also indicated that false information can become a threat to an individual's privacy It is necessary to solve these problems. Security of citizen is very important during recording the incident of crisis. There are many ethical issues as citizen journalists are untrained these can post false facts and second major thing is to post others photos without their consent is unethical.

Use of Social Media for Independent Citizen Journalism

RQ3: Whether youth generate and share own content to inform other citizens through utilization of social media?

Citizen journalism has two main types, semi-independent and independent. The independent citizen journalism is a types in which citizens are fully independent, with full freedom citizens create content and share with others on internet (Rogers, 2017). Results show that 10 percent respondents always generate own content to share on social media sites, 13 percent often, 31 percent sometime, 31 percent seldom and 15 percent never generate own content to share. Majority of respondent share the content in form of photos, text and videos, most of them share content in all forms. The content uploaded by respondents covers many subjects, many respondent upload infotainment type content, other popular types are social issues, news updates and event updates. Both genders almost have same choice in sharing the content.

Nowadays social media working as watchdog on mainstream media, people discuss the things that are ignored by main stream media. Results of study show that many respondents discuss the issues ignored by main stream media, moreover, there are few respondent who never discuss things. Trend of discussing the issues on social media sites that are mostly not covered by main stream media is increasing and this thing compel the mainstream media to give them coverage. The study of Goh (2007) also concluded that citizen journalism also fill the gap that mainstream media left, intentionally or unintentionally. Citizen journalist highlights the issues of everyday life that mainstream media ignores. To generate the content and send to mainstream media news channels is increasing, now people have social media accounts of news channels and their number so it is very for people to inform media channels about an event. Results of study show that almost half

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of the respondents send content to main stream media but majority of respondent is not interested in this thing, both genders have same response. Similarly, Harper (2010) argued that social media has changed media organizations and journalism from one-way communication to two-ways. Now people are able to choose the content of own choice and also want to participate in it. It is new phenomena in country and increasing because main stream media channel give importance to user generated content and now there is two way communication model between media and media users.

Every action has some reasons, similarly there is always a reason to upload and share the content on social media sites. The results of study shows that majority of the respondent upload the content on social media sites because they have passion to inform others. The conclusion of study by Kokenge (2010) also found that 'to share' is main answer of the question that why people produce citizen journalism. A moderate majority upload the content on social media sites because they get comments and likes from other citizens and this thing encourage them to upload more content on social media sites.

Conclusion

This study explored the "Use of social media for citizen journalism among youth." Results of study show that after the invention of new digital technologies the use of internet has increased. Youth spend a lot of time on social media sites, these social media sites have become an important tool to get the news and information. Availability of smart phones and internet at cheap cost giving birth to a new phenomenon that is citizen journalism. In present study researcher explored the relation between social media and citizen journalism. Citizen journalism has two main types, first is semi-independent in which citizen add in existing content and second is independent citizen journalism in which a person create content personally and share it with other. Results of study show that both types of citizen journalism getting popularity among youth because of social media sites. Majority of respondents use social media sites to get news updates and they give opinion on the content produced by mainstream media and by other citizens. Respondent also create content personally to share with others on social media sites. Respondents share content in different form like photos, videos and text. Content produced by respondent has many genres like news, infotainment, news updates, event updates and social issues of society. Social media has become an important platform for media users to discuss the issues that are ignored by mainstream media. Now trend of sending content to main stream media is also increasing. Results of all the research questions show that both male and female respondents are equally participating in this phenomena. Although it is very positive change in our society but there are some serious issues with it, the most important question is about the authenticity and credibility of the content on social media sites. There are a lot of content on social media that is based on false information and rumors. The check of authenticity of the content before sharing can diminish this issue.

Suggestions and Recommendations

I would like to give some suggestion and recommendation for researchers, social media user and law making authorities.

- Researchers work on new aspects of social media sites as it has become new and powerful medium.

- Researchers work on the new emerging phenomena that is citizen journalism and explore its role and future.

- Researchers work on importance of citizen journalism for democracy and development of country.

- Social media users must upload and share the content after checking its authenticity.

- Social media users must use this tool for some positive cause and always upload the useful thing on social media sites.

- Government make new laws to deal with false data on social media, as in past government made laws for print and electronic media. Now there is great need to make proper laws for social media users.

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Appendix

Questionnaire

I Zahoor Ahmed, student of MS at Department of Media and Communication Studies at International Islamic University Islamabad. For the fulfilment of my degree doing thesis "Use of Social media for Citizen Journalism: A study of Pakistan's Youth". Kindly fill the research questionnaire carefully, your response will be kept anonymous. Thanks a lot.

Gender   1) Male   2) Female   **Age**   1) 20-25   2) 25-30   3) 30-35

Education 1) BS   2) Masters   3) M.Phil.   **Department**_____

No.1	Statement	1	2	3	4	5
1	**How often do you use social media sites?**	Never	Seldom	Sometime	Often	Always
2	**How much time you daily spend on social media sites?**	1 hour	2 hours	3 hours	4 hours	More than 4
3	**Which is your favorite social media site?**	Facebook	Twitter	YouTube	Instagram	Other
4	**Which technology you mostly use for social media?**	Mobile	Laptop	Tablet	Both A&B	All
5	**What type of internet connection you usually use for social media?**	Landline Wi-Fi	EVO	Mobile data	All	Other
6	**Social media is emerging as**	Strongly agree	Agree	Neutral	Disagree	Strongly disagree

	alternative of traditional media?					
7	Social media is useful to share your opinion with others?	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
8	Nowadays social media is best medium to get news updates?	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
9	How often you utilize social media for getting news updates	Never	Seldom	Sometime	Often	Always
10	How you get news from social media?	Like fb pages	Join fb groups	Follow Twitter	Subscribe YouTube	All
11	Which is best social media site to get news updates?	Facebook	Twitter	YouTube	All	Other___
12	Which one is your favorite main stream social media's page for news alerts?	Express news	ARY	Dunya	Samaa	Other___
13	Which one is your favorite social media page other than mainstream media?	Javed Ch	Urdu point	Zem TV	Siasat	Other___
14	Do you share these news updates with others on social media sites?	Never	Seldom	Sometime	Often	Always

15	Do you share the content on social media generated by other citizens?	Never	Seldom	Sometime	Often	Always
16	What types of content usually you share on social media?	News	infotainment	Social issue	Event updates	All
17	In which form you usually share content on social media sites?	Photos	Audio	Video	Text	All
18	Do you comment on the contents generated by other citizens?	Never	Seldom	Sometime	Often	Always
19	Do you comment on content produced by mainstream media (TV, Newspaper)?	Never	Seldom	Sometime	Often	Always
20	Do you account for the authenticity of contents generated by other citizens?	Never	Seldom	Sometime	Often	Always
21	Do you verify the authenticity before sharing contents on social media pages?	Never	Seldom	Sometime	Often	Always
22	Do you also generate own content like photos, videos on social media sites other	Never	Seldom	Sometime	Often	Always