

Role of Social Networking Sites in Building Bonding Social Capital

MS Thesis



By

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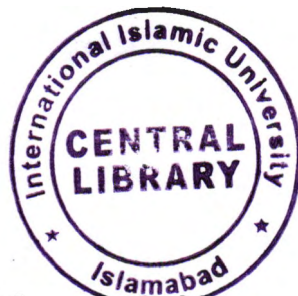
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**This thesis is presented to *Center for Media and Communication
Studies (CMC)* of IIUI in partial fulfillment of MS Degree**

Department of Media and Communication Studies

International Islamic University Islamabad

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Dedication

This thesis is dedicated to the memory of my loving brother Malik Javeed Akram and everyone who has lost a loved one.

INTERNATIONAL ISLAMIC UNIVERSITY ISLAMABAD
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MEDIA AND COMMUNICATION

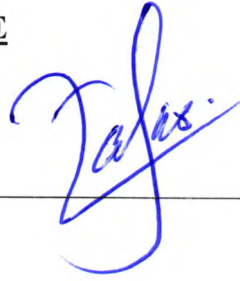
FINAL APPROVAL

It is certified that we have read this thesis submitted by Malik Irfan Akram. It is our judgment that this thesis is of sufficient standard to warrant its acceptance by International Islamic University Islamabad for the MS degree in Media and communication studies.

COMMITTEE

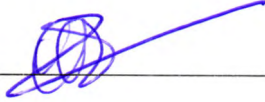
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Declaration

This thesis has been submitted as partial fulfillment of MS in Media and Communication Studies to the Department of Media and Communication Studies. I solemnly declare that this is my original work and no material has been plagiarized and any material quoted from a secondary source has been provided with proper citations and references.

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Dated: 24-12-2012

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Malik Irfan Akram

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SNSs: Social Networking Sites	1

Abstract

The study assesses certain connections between intensity of Facebook use and the creation and maintenance of bonding social capital, in addition to exploring a dimension of bonding social capital that analyzes a user's ability to keep in touch with people belonging to a formerly inhabited community, which is called maintained social capital and offline bonding social capital.

Frequency table analysis conducted based on results from a survey of university students (N=300) suggest that there is a strong relationship of the Facebook use with bonding social capital.

CHAPTER-1

1.1 INTRODUCTION

“Instant information creates involvement in depth”: Marshal McLuhan

The last century was the century of prompt information. Electronic communication has taken over the rule of letters in reign of communication. Wide spread of radio, television and telephone has changed the ways in which people interacted with each other in the past. But real revolution came since the upswing of the Internet in the early 1990s; the virtual world has changed the entire face of communication. Interlink networked population has increased from millions to billions over the same period of time .Now messages can transmitted promptly around the globe with a fraction of second.

1.2 Social Networking Site

Human nature always initially restricts people to accept innovation which challenge their exiting tradition, values and ways of life. People feel that new change will add problem to their life so they become reluctant to accept it. Some goes with all the form of electronic media from the birth of radio to diffusion of Internet. The story of SNS is not all that different, privacy issue, addiction and risky behavior were some of the major features of SNSs which were criticized and still being criticized by its critics. But with a passage of time like its prototype SNSs paid their way into the society. Chiefly young people are always first buyer of any new technology and innovation. Now a day SNS are shaping the life of educated youth, frequently called as “beta generation”.

Social networking sites have practically changed the pattern of internet use and interpersonal communication among people. It has been witnessed that youth is the quick learner to use any new technology SNSs has become the main interest of youth around the world and more importantly SNSs are increasingly parting the distance between their online and offline social activities. SNSs are kept on transforming themselves with the demand of rapid technology change like new mobile scopes and features. Social networking services are on the up worldwide, and this revolution can be seen in Pakistan as well.

Social networking sites can be defined as computer-generated social places where people can interact, cooperate and share contents across networks of acquaintances. These sites not only

allow their individuals to create and manage their social contacts but also companies and political parties as well to reach their desire public. These sites make people able to add someone in their networks as a friend after asking the other party consent. Authorization is a very important feature of SNSs. These sites enable their users to control the access and the degree of access of other people to reach to their personal information. May be this privacy level differs from sites to sites but all SNSs allow their users to keep their information private. Mainly SNSs allows their members to restrict the visibility of their information to others. The degree of this restriction can be as under.

1-People who signed in service can see your personal information.

2-People on you contacts list can approach to your personal information.

3-Members of particular group have an access to you your personal information.

However with the help of the combination of privacy and permission a user can set a particular setting how he or she wants to appears to his or her friends, associates and to the common public .Generally young individuals are expected to develop personal plans to appear on SNSs than mature people. SNSs usually fluctuate in the types of services they provide. Social networking sites have a closed environment and they are considered as a private space for their users where they can talk and share privately. There are many types of social networking sites.

1.2.1 Profile Based SNS

Profile based social networking sites can be considered the most famous kind among all types of social networking sites, Facebook and MySpace are the brand leader of this class. In these sites users are allowed to create their profile based account and through account they can interact with their contacts.

1.2.2 Content Based SNS

YouTube.com is the best example of these sites, in these sites user's profile has a subordinate role than the content which is shared here. Users create account on these sites and then they are able to share videos and audio clips and the visitors can comment on their sharing. "Flickr" a

photo sharing site is another example of content based SNSs where comments are based upon pictures.

1.2.3 White label SNS

Members of these sites can create mini social networking sites within these sites to initiate their own particular interests and activities. They can also join communities of other people as well. MySpace is one of such SNSs.

1.2.4 Virtual Environments SNS

Among many others Second Life and World of Warcraft are such online virtual environments sites. On these sites online image is created which is called "Avatar" that represents a user in chat rooms or in a virtual universe. Users interact with each through their avatar.

In simple meaning social networking sites (SNS) are online communities where people share their ideas, interests and events and also interested in exploring the interests and activities of others people as well. In many ways Social Networking Sites (SNS) have replaced the ways in which internet has been used previously. Social networking sites provide many categories of web facilities and by consuming these facilities users can create online personae and interact with each other. (Boyd, 2006; Ellison et al, 2007)

1.3 People's Motivation of Using Social Networking Sites

Among so many personal motives of using SNSs the most common motivates of people to use SNSs are as under.

1.3.1 Creating, Developing and Maintaining Existing Networks

The prime attraction for young people to use SNSs is to socialize themselves with their friends and families and to create new or to reinforce their existing networks. However it is perceived that some young people use social networks just to add more and more contacts in their friend list to show their popularity among their peer groups.

1.3.2 Online Representation

Members of the SNSs keep in touch with their friends, family and with wider networks just for their online representation. This has become a sort of fashion nowadays.

1.3.3 To Seek Information

There are very many member's designed web page, where not only members are allowed to get their desired information but also enable to customize the page according to their will .Mostly these contents include videos, images and music related web pages.

1.3.4 Uploading Content

According to Boyd and Ellison (2007) social network sites are unique on a way that not only they provide individuals a chance to meet with other people but also an opportunity to make their social networks visible. This very feature of SNSs forms connections between individuals that are not possible otherwise. Members upload their content usually in a shape of messages, photos, videos and blog posts to find out their desired social network.

1.3.5 Sharing

Users of SNSs share links with each other which are in fact being hosted somewhere else .YouTube the video hosting service is the prime example of people's motive of sharing on SNSs .Sharing information through links is an easy way to move information from one place to another.

1.3.6 Instant Messages

Apart from posting messages some SNSs give their users an opportunity to chat with their social network through an instant messages for example Facebook has Instant messaging facility.

1.4 Social Capital

The concept of social capital was originally introduced by sociologists and political scientists. Lately, organizational and management sciences show an increased interest in the concept. Social capital refers to network ties of goodwill, mutual support, shared language, shared norms,

social trust, and a sense of mutual obligation that people can derive value from. Social capital is understood as the glue that holds together social aggregates such as networks of personal relationships, communities, regions or even whole nations.

Social capital is value which one has by being a member of a community. This very value gives permission to the members of a certain community to enjoy the resources which are not available for non-members. Mutual support, shared language, shared norms, social trust, and a sense of mutual obligation are the resources from which people can derive value. Social capital has earned a lot of reputation in research of almost every branch of social science.

Social capital's definition is not a one-liner. It is a term which explains the outlines and qualities of relationships among the members of a same society. Many social scientists have endeavored to explain it but yet all these attempts have failed to fabricate one single unanimous definition of social capital. Nevertheless there are many definitions of social capital that possibly describe this social phenomenon.

Pierre Bourdieu labels social capital as it is the collection of real and computer-generated social resources that an individual possess through a certain network which is more or less based on affiliation and recognition (Bourdieu, in Bourdieu & Wacquant, 1992: 119).

According to Putnam (1995), a professor of public policy at the Harvard University, social capital is network that establishes norms, social linkages and mutual trust among the members of the society. These elements improve the trades of teamwork and synchronization which support them to get their shared benefits.

Winter (2000) described social capital as it is a sign of healthy communication through shared and commonly favorable interests mostly these are practiced through social and community membership.

Coleman (1988) has defined social capital as it is a set of social arrangement like expectation, information, obligation and norms that encourage people to convince certain kind of social conduct.

Alejandro Portes (1998) is a well-known American social scientist and head of the sociology department at Princeton University. He describes social capital as it is grid of norms and networks that allow individuals to act mutually.

According to Narayan (1997) social capital includes social customs and responsibilities in social relations which enable members of the community to achieve their individual and community goals.

World Bank (2000) has defined social capital as, the organizations, relationships, and types that shape the quality and quantity of a society's social interactions is social capital.

In these above definitions researchers have tried to capture the soul of social capital concept in connection to social interaction and attitudes of people in a society. In contrast with other form of capital, social capital can only be accumulated through a result of its used. Social capital in a same time is input and output of a member of a community in a collective action. This collective action is practiced to produce a mutually benefits. However the fruit of social capital cannot be reaped in days as Putnam shows in his study of civic relations in Italy. According to him social capital needs continues process of shaping and reshaping from generation to generation to construct and to become completely operational in a society.

After going through all the definitions of social capital researcher can say that the core concept of social capital is that our family, friends, and acquaintances are our important assets and we can call them in any situation to share our problems, issues and joys. When people are in trouble they look for their friends and family members to get their social, moral and financial support, knowing that they will help them overcome the situation and this very expectation and trust is the second name of social capital. However it is important to keep in mind that social capital can be proved not only an asset but also a liability as well, for example most of the parents of teenagers are worried about the social network of their children.

1.5 Bonding and Bridging Social Capital

Putnam (1995) has a clear division between bonding and bridging social capital. According to him bridging social capital includes networks that are outwards looking and they are created by people across the social and ethnic boundaries, civil rights movement is the example of bridging

social capital. This term also refers to individual's social ties that establish his or her widespread social web (Burt, 2001). According to Wuthnow (2002) bridge capital has two types 'identity bridging and status bridging'. Identity bridging discusses the cultural differences which people have within a wide social networks for example religion identity and ethnic origin is one of the prime example of identity bridging social capital. While status bridging refers to the social status of the members within a group like differences in their wealth, power, education and social prestige.

Hughes, Black and Bellamy (1999) had classified the trust as 'Thick and Particular' and 'Thin and Generalized'. 'Thin and Generalized Trust' is considered as weak form of trust while 'Thick and Particular' trust is considered as a strong trust 'It is worth mentioning that bridging social capital is associated with thin and general trust and the relations which are based on these types of relations are considered as secondary relations. Thin and general relations also attached with individual's relations with government and organization. Bridging social networks always have outward direction.

While bonding social capital helps people to form communities which or more inwards looking and uniform in its nature. The members of these communities need some specific trades to qualify for the community membership. Bonding Social capital points out toward solid and thick social relationship among individuals and this close and strong relation is the basic principal in the formulation of bonding social capital. In this type of relationship every member of a group has a direct and active bond with all other members of a group. According to Lin (2001) the power of the relationships between individuals can be gaged in terms of time they have spent together, their emotional attachment, and their exchange of thoughts and ideas. It refers to certain ties that make a certain bond between people and raise the level of closure of networks. The best example of closure of network is a family, a member of a family usually share his or her problems and issue with his or her parents or siblings. The family support emerge from self-interest because member of family equally enjoy success of other member of his or her family so ultimately helping other becomes their own self-interest and their interest straighten the family's ties.

Again bonding capital comes under the umbrellas of 'Thick and Particular' form of trust Coleman (1988) further explain this closure of trust as have a certain advantage over 'Thin and

Chapter-2

2.1 Literature Review & Theoretical Framework

The research work done earlier suggested that social activities had been paid less attention since the time people started giving a huge amount of time to online activities. Therefore, it started looking very hard for the people to develop and sustain social capital. (Kraut, 1996; Nie & Erbring, 2002).

However, Internet has provided new ways of establish social network via websites like Facebook and MySpace. These sources have made it very convenient for an individual to get in touch with so many other individuals with ease. Creating a visual identity, an individual can easily be a part of a network without much effort and expense. Such networking is possible with online as well as offline acquaintances. Social networking websites provide an individual a platform to communicate and interact with numerous other individuals. So, there is a strong involvement and contribution of such networking sites toward building social capital.

2.2 Social Capital & Social Networking

The idea of social capital was popularized by Coleman (1988), who broadly defined it as the resources available to individuals through their membership in community networks. However, among various definitions of social capital, Putnam's (2000) definition connections among individuals and the social networks and the norms of reciprocity and trustworthiness that emerge from them is perhaps most well-known.

Wellman and colleagues (Wellman & Frank, 2001) noted that Putnam's evidence in the influential *Bowling Alone* encompasses two forms of social capital: participatory capital and network capital. Participatory capital includes involvement in civic, political, and community life that affords opportunities for people to bond, create joint accomplishments, and aggregate their demands and desires. Participatory capital might include engaging in political discussions and belonging to community or political organizations. In contrast, network capital includes relationships with friends, neighbors, relatives, and work colleagues that provide companionship, emotional aid, goods and services, and a sense of belonging (Wellman & Frank, 2001).

Putnam (2000) further categorized social networking into two types - bridging and bonding. Bridging comes into play when people from different walks of life and with different backgrounds establish contact with each other being part of a social network (Williams, 2006). Such connections are weakly linked due to the lack of emotional involvement and little trust in each other. Bridging definitely helps individuals broaden their social circle by getting in touch with various new people. On the other side, bonding takes place when individuals are strongly connected to each other, supporting each other. Bonding occurs among people who have strong connections with one another.

In some case some people are engaged in both bonding and bridging but most often people like to prefer one of the two types and stick to it (Putnam, 2000). Sometimes individuals are part of a network based on bridging but they just go on with it in a way that they turn out to be part of bonding type of social network by developing close relationships with other members and having deep and strong trust in one another. Williams (2006) noted that both bonding and bridging were strongly related to each other but at the same time not exactly the same. They are somewhat the same having so much in common but still two different types of social network. Williams (2006) also talked about online and offline aspects of both bonding and bridging and deemed them quite related and applicable both offline and online. It is easy for an individual to initiate and then maintain an online network very much like people have offline networks socially. As most of the researches in the past put huge emphasis on the offline social activities and networks, it had always been very tough task to track the record of the actual utility and advantages of Internet in developing and strengthening social capital.

2.3 Putnam's work on Social Capital

As Coleman's theory of social capital was appropriated by Putnam (1993) to see the level of effectiveness of institutions and individuals in societies that have democracy in place, Coleman's theory was initially taken as something to explain variations in a society but later very soon it was used as a way of evaluating political and social standards of the members of a society. Assessment of variations in social engagement of a society's individuals and mutual trustworthiness among the members is easily possible at the level of an individual. A study of an individual's activities and effectiveness gives an idea how healthy civic relationship and bonding a society has. Taking a look at various studies, it is apparent that the measures Putnam favored –

trustworthiness and social participation - had close relationship and high value in assessing the standard and utility of social capital in any successful democracy, per the respondents of survey. (Brehm & Rahn, 1997; Shah, 1998).

These measures help assess and indicate the level and standard of social capital in a democratic society. The measures in fact make it very easy to determine the quality of social capital in a society and its individuals. The more members of a society are connected, the stronger democratic process a region or society carries through (Putnam 1993). While on the contrary, weak connections among the individuals bring about limping democracy. In the United States' political science, it has been a permanent issue to deal with the fall of the standard of these measures. (Putnam, 1995, 2000; Skocpol & Fiorina, 1999). Educated and well informed citizens play a big role in the making of a strong democracy. These traits are the components of social capital. Knowledge of politics guarantees establishment of an organized democracy. Political awareness and education ensures that the individuals can work in collaboration to achieve their common goals without panic. They know their rights as well as duties so they help strengthen the democratic process all the time. They know the importance of being united and work in collaboration for collective goals.

Putnam (2000) actually spotted a very vital relation between political activism and social capital via his research work. The findings of his such research work proved to be the guiding light for so many other researchers in the field who later found that a society or region can easily be democratic and successful when there is political awareness, social engagement and mutual trust among citizens. (Lake & Huckfeldt, 1998; Putnam, 2000; Shah et al., 2001a; Scheufele & Shah, 2000). Similarly the use of the Internet has made it very fast and easy to spread such knowledge of an individual to so many people. It helps all members get important information instantly without much effort, having the Internet as a socializing medium. This is proving to be a magical in building bonding social capital in recent times. All the important measures are now being spread through the Internet and huge numbers of members of a society are connected to it and therefore building bonding with one another.

Putnam (2000) related the down fall of social capital with the lack of interest and involvement of youth in political debates and other such political activities (Brody, 1978; Cassell & Luskin, 1988; Levine & Lopez, 2002). The fading interest and decreasing participation of the young poplar in politics has been observed at all levels such as abstaining from casting votes during elections, avoiding participation into political debates and gatherings held by political parties and various other institutes and organizations, and lack of interest in becoming full time politician (Putnam, 2000). While pointing out the reasons for the decline in social capital in the United States, it had been noted that the major cause of this was the diminishing participation of youth in political activities. Youngsters in recent times have been observed as opposed to the idea of getting involved in politics and other social activities. They show lack of political knowledge, disliking for community work and involvements in gatherings on social issues, and they have weak level of mutual trust (Miller, 1992; Putnam, 2000; Soule, 2001).

2.3.1 Developing Bridging Social Capital Measures

In Putnam's (2000) view the social capital that comes out of weakly linked networks and bridging is helpful in developing links with external assets and also in defusing information. This aspect of social capital was very befitting for the case study of Granovetter's (1973) that was related to the people seeking jobs. The aspect of social capital having connections with external assets was something very much related to the persons looking for jobs. They could fine connections externally and find jobs for themselves through such relationships and connections.

The information diffusion part of this aspect was about the awareness of the opportunities available for such job seekers. Members of such networks create external links and just make sure that information is spread for the other members. This way a network comes into existence and through the bridging members can reach out to the information shared and seek help of other members that are their external assets. According to Putnam (2000) there were four categories such as outward looking; contact with a broader range of people; a view of oneself as part of a broader group; and diffuse reciprocity with a broader community.

2.3.2 Outward Looking

Outward looking is looking for external contacts to have a wide range of connections with others so that one can make use of those contacts when one needs. This is about broadening horizon and penetrating in new areas by getting in touch with people from different parts of the world and belonging to different fields. This gives an ample opportunity to analyze different things and concepts existing in different parts of the globe.

2.3.3 Contact with a Broad Range of People

Networks with weak links have members who are from different backgrounds but they develop relationships and take advantage of each other's expertise, knowledge and information. In such links people get into contact with others who belong to different age groups, professions, religions, societies, races and genders.

2.3.4 A View of Oneself as Part of a Broader Group

The definition of a border group may be different to different people according to their experiences. In general, an individual becomes part of a group by developing connections with others belonging to different parts of the world and having a feeling that he is connected to the whole world.

2.3.5 Diffuse Reciprocity with a Broader Community

Reciprocity is a sense of doing something for others without expecting them to repay the favors. It is an important trait of an individual of a group which makes others feel good and if a group has a large number of such individuals then it turns out to be a valuable group of people. In such state, one helps others without making them do something in response but having a sense of security that such people may help someday in return when it will really be needed (Cialdini, 1993). To see the reciprocity, measures should focus on its occurrence of without expecting immediate payoff. This idea is about getting in touch with strangers irrespective of the fact they are similar or not. So, questions should aim at addressing the nature of connections an individual establishes by meeting strangers through interaction with them.

2.4 Developing Bonding Social Capital Measures

Concept of bonding social capital presented by Concept of Putnam's (2000) is not inclusive, it rather is exclusive. The effects of such bonding are considered dominantly based on emotional state and strong inward impetus toward mobilizing solidarity, along with access to limited resources. This is why the networks with strong links include the following elements.

2.4.1 Emotional Support

Like so many other generally accepted measures, emotional support is also an established measure of bonding social capital (Cohen & Hoberman, 1983). In order to measure the concept, questions should find out if people have mutual trust and feel that others will help them when they need it and if they have a confidence that they can share their problems with someone who would care for them by supporting them.

2.4.2 Access to Scarce or Limited Resources

Scarce resource is the value that one can obtain from someone else. It is scarce asset for an individual and therefore limited resource is considered something of important for both the parties, receive party and giving party. This becomes a very vital aspect of bonding social capital.

2.4.3 Ability to Mobilize Solidarity

Mobilizing a group takes huge effort as it may need an access to a large number of people to motivate them toward a certain goals. This is a complex dimension the most suspect dimension as mobilizing solidarity may turn out to be problematic. In case the activity occurs via a big community like an ethnic one, social capital immersed then haply becomes really of the weak-tie type and more defuse with the increase in the size of the community.

In a small church, one can easily be able to mobilize the people along the dimension of bonding since its members are almost familiar with each other and know each other but a when one thinks about mobilizing the members of a religion in its entirety, it becomes really challenging because

then there will be a large number of people involved. Such people would likely be of different backgrounds having so many dissimilarities. In order to mobilize such large number of people would require bridging among them. It would not be possible then to mobilize members without proper bridging. This concept carries one more measure that is not directly related with the size of a group but deals with motivation of an individual for others to make them have collective stance toward something very important. For example, fight against an injustice. This is a tough way of mobilization since it needs time, courage, strong will and sense of sacrifice.

2.4.4 Out-Group Antagonism

Another dimension suggested by Putnam (2000) is out-group antagonism and it is very straightforward one. There are so many online groups with different labels, like we have a huge number of offline groups with various labels. The divisions are based on various elements like common interests, objectives and goals. For some researchers in the field of Internet, as mentioned earlier, it is almost worthless for the greater cause of accumulating social capital because such communities or groups usually have petty interests and cannot do anything substantial for the development of social capital on a large scale (Preece, 1999; Stolle, 1998; Sunstein, 2001). To assess this, questions should focus racial differences, age and country in networks which are not linked with an individual's social circle. The questions should take into account how people connect with others who have similar interests and beliefs with keeping an eye on the potential differences.

2.5 Internet-Focused Social Capital Researches

The purpose of research work on Internet in relation with social capital is always to find how positive impact Internet has displayed in the development of social capital. This research deals with social impacts and effects at the level of an individual and a community. The research works done as of now can be categorized into three groups:

- 1) Studies that show the pioneering efforts on the initial stages.
- 2) Researches describing betterment in people's lives via Internet.
- 3) Research works that point out the problems caused by Internet.

The differences in the results and findings of those research works are due mainly to the problem of coping with the vast expanse and range of the use of Internet in terms of time-line. It is tough to make a study to involve repeated observations of the same variables over long periods of time. It becomes almost impossible to expand research work to cover all the areas and put together detailed and comprehensive data.

In a bid to overcoming this hurdle, a study dubbed "Home.net" tracked the use of Internet and its impacts longitudinally (Kraut et al., 1996). This work described the bad effectives that Internet can potentially inflict upon its users, showing that some users prefer spending time with online friends even discussing and sharing less important information instead of dealing with serious and more important issue related to the offline friends. In the initial study, it was pointed out that users hardly spend as much time with family and friends offline as they spend online. But in the follow-up report, the research team didn't highlight these effects due probably to the reason that the families of the subjects had gotten in touch with them online (Kiesler et al., 2002).

The use of Internet was mainly considered dependent upon the stronger ties within a community for the sake of carrying out some activities of common interest along with trust (Kraut et al., 2002). Similar sort of conclusions were drawn by researchers who used General Social Survey data (Neustadt & Robinson, 2002). However, the study Home.net and the resultant attention from the media were focused on the offline portion and the online part could fetch hardly any attention.

The Internet proved to be very facilitating for human communication especially via email (Horrigan & Rainee, 2002; Howard, Rainie, & Jones, 2001). Also, the medium of chat can be very helpful in exchanging views with each other being part of chat rooms by sharing political as well as other ideas with so many other people (Price & Cappella, 2002). Chat via messengers provides a platform to coordinate with each other and build an opinion on a certain topic or convince other to work for a collective goal (Spears, Postmes, Lea, & Wolbert, 2002). Therefore the Internet is useful for in increasing social networking both online and offline as well. People familiar online also coordinate with each other for the tasks being done offline. The studies based on time diary particularly focusing the citizens of Canadian and the United States (Provonost, 2002) and also focusing the families whose members are doing work (Qiu, Pudrovsk, & Bianchi, 2002) come to the conclusion that the use of Internet use did not was not spoiling

relationships among family members or friends but it somewhat made people give less time to other media (UCLA Center for Communication Policy, 2001).

Giving a different point of view altogether compared with the above mentioned research work, Nie called the Internet a medium that isolates people from family and friends (Markoff, 2002; Nie & Erbring, 2002). Nie was of the view that some studies favoring Internet just put too much emphasis on the current users and ignored the users who started using Internet in its initial launch. Thus, the findings of those studies were impartial and their interpretation was not correct and credible. He said he studies - the PEW Internet and American Life Project and UCLA's Surveying the Digital Future project – contained claims which were not authentic and has invalid material of analysis and findings (Nie, 2001). Nie has a stand point that the propel who start spending time online have great tendency of becoming isolated because they then cut ties with offline people and activities. He said the people just start reducing their offline activities in order to give more time to online activities, hence, separating from the people around them. So, Nie did not consider that Internet could not be the hub of social networking and therefore did not have the potential to build social capital (Nie & Hillygus, 2002). His research found that online networking cannot do wonders in growing meaningful social activities. He considered online networking something damaging for already established offline social activities and networking. Thus, socializing online can never compensate for lost socializing offline.

There is a clear difference between traditional media and new media and therefore a typical way of time displacement does not take into account the changes taking place at the time when people started shifting to new media from the traditional one. Whatever has been suitable for the traditional media is not essentially workable for new media (Weston, 1997). There are differences in the functionality of Television and the Internet (Kestnbaum et al., 2002) since TV is not as interactive as the internet is and TV does not have the variety of applications and uses which Internet offers to the users. The users of TV play a silent role unlike the Internet users who interact with so many other people, playing an active part in various types of communication and networking.

The viewers of TV do not have any sort of two way communication because they just watch and listen to whatever is being televised without getting a chance to give their view point into that. According to the standards set for the establishment of social capital by Nie and Putnam, the TV

medium is a source of displacement of the individuals as they being the viewer's cannot develop a two way communication. Such viewers do not communicate with other viewers as well. So, the role of TV in strengthening social networking is not as strong as that of the Internet. The studies against and in favor of the utility of Internet focused on the points whether or not the medium helped people get together, displaced them or just did not make any difference to their routine already set before the arrival of Internet in their lives. In general, it's hard to see if the total social values and activities are declining. An individual's time spent online is not always fully devoted to social networking.

Some part of the total time spent online is usually given to social activities where users just interact in a way that social networking gets strengthened. Not everyone being online is spending time for socializing. In order to have more minute details and analyses about the topic, a little more in depth sort of measures are needed to look into the minor differences to understand the usage and advantages/disadvantages of the Internet precisely.

Internet communication has the unique ability to transmit information and build relationships among large groups of physically disconnected individuals. Indeed, these potential 'virtual communities' were hailed as novel new ways to jump-start civic engagement and diminish the cost of collective action (Delli Carpini, 2000; Rheingold, 2000; Sproull & Kiesler, 1991). Early studies, however, identified just the opposite effect. Internet users were spending less time in social interactions and tended to become depressed and lonely as they engaged with the new medium (Kraut et al., 1998; Nie & Erbring, 2000). Similarly, young Internet users were less trusting than young people who were not on the Internet (Jennings & Zeitner, 2003).

More recent analyses suggest that an individual's overall Internet use has a generally positive relationship with his/her level of social capital. Kraut and colleagues (2002) conducted a follow-up analysis of the individuals from their initially pessimistic study. In contrast to their earlier work, they found that Internet users, over the long term, were no more depressed or lonely than non-users. Other evaluations have identified broader social ties among Internet users and have been unable to replicate findings of reduced interpersonal trust. Though views on the Internet have now come full-circle, the medium is no longer viewed as a panacea for civic society. Instead, many studies are finding evidence of limited social network expansion, but stop short of declaring Internet use a universal positive (Katz & Rice, 2002; QuanHaase, Wellman, Witte, &

Hampton, 2002; Shah, Cho, Eveland Jr., & Kwak, 2005; Shklovski, Kraut, & Rainie, 2004; Wellman et al., 2001).

Despite these checkerboard results, many researchers still see considerable promise in Internet use. Young people, in particular, have readily adopted various uses of the medium, and the Internet now accounts for a large portion of younger generations' political information (Eveland Jr., Marton, & Seo, 2004; Kohut et al., 2000; Levine & Lopez, 2004). If the Internet can be used as a tool to build civic engagement, interpersonal trust, and political knowledge, it offers hope that we can stem the tide of youth civic disengagement. Yet simply encouraging young people to use the Internet are unlikely to make a difference. Indeed, most young people are already online (88% in 2006), and little evidence suggests that social capital has correspondingly skyrocketed (Pew Internet and American Life Project, (2006).

The inconsistent pattern of demonstrated Internet effects" stems from a lack of methodological consistency across studies. Researchers need to be careful when comparing time diary studies with longitudinal analyses or contrasting the effects of types and hours of use. By examining Internet use as a broad category, it has been easy to conflate measures about "information" gathered on the Internet with measures of time spend on the computer.

In response to these concerns, many have called for the differentiation of Internet use, where the subjects of measurement are more specifically and carefully addressed (Bimber, 2000; Shah et al., 2001a; Zhao, 2006). A variety of studies have categorized general types of Internet use that are thought to encompass the major differences between websites. Informational uses, social uses, recreational uses, communicative uses, and others are identified as fundamentally different media use patterns. By incorporating these categories into our analyses, their proponents argue, we can gain a more nuanced picture of Internet effects (Bimber, 2000; Shah et al., 2001a; Zhao, 2006). Indeed, the debate about broadcast television has evolved toward a similar "mixed bag" consensus (Norris, 1996; Pasek et al., 2006; Putnam, 2000).

Two studies in particular explore various Internet uses as they relate to civic outcomes. In one study, Shah, Kwak, and Holbert (2001a) divide Internet use into four categories: social recreation (i.e. playing an online game or participating in a chat room), product consumption, financial management, and information exchange (i.e. exploration of interests, searches for information, and sending email). They find consistently positive relationships between information exchange and social capital measures (trust, engagement, knowledge, friend network size, etc.) while

identifying consistently negative correlations with social recreational uses. In the second study, Zhao (2006) divides Internet user's into three categories: web users, email users, and chat users. Chat users demonstrate the most social connections followed by email users, but email users are the most likely to interact with their social connections offline. By examining users and uses in a more differentiated way, researchers have much more nuanced, and sometimes actively different, conclusions about Internet effects.

A number of studies have found that informational Internet use, in particular, is related to the products of social capital. Those using the Internet for information demonstrate higher levels of internal efficacy, political knowledge, and civic participation (Johnson & Kaye, 2003; Kenski & Stroud, 2006; Pasek et al., 2006; Eveland Jr. et al., 2004). Differing levels of civic engagement across various uses of the medium confirm the trend toward differentiation. But how much do we need to differentiate Internet use? The categories proposed by Shah, Kwak, and Holbert (2001a) and those introduced by Zhao (2006) all seem to capture meaningful differences in media effects, but they also gloss over huge distinctions between site types, features, and designs. They also ignore user characteristics and their relationship with the medium.

2.6 Facebook Focused Researches

Facebook is one of the most famous and frequently used social network sites. The popularity of Facebook among young people is always on the higher scale with especial interest of college and university students (Baloun, 2006), who use it very regularly to develop strong social networking for their benefits. This social network site is not very old one as Harvard students started using it in 2004 but in a very short period of time the Facebook has become an integral part of millions of people all over the globe now. According to the Facebook's estimate, roughly 67% of college students have created Facebook accounts (Alexander, 2007). A study at Midwestern University looked into the usage of Facebook and found that about 94% of its total samples were using it (Steinfeld, Ellison, & Lampe, 2006). The number of Facebook users increased to 12 million when it allowed registration to all of the users of Internet in second half of 2006 (Lupsa, 2006).

Another social network site is MySpace which is gaining popularity among general masses. With its emphasis on politics and music, MySpace, focused on music and politics, had seventh position on the ranking table in connection with the frequency of its usage. In September 2006, it had nearly 47 million users.

Various sites have almost similar sort of features of social networking. They offer more or less same kind of facilities to help the users become online to develop social networks for mutual benefits. People start using these sites by creating their profiles online, giving basic information about themselves and uploading a profile picture (Hass, 2006). All the users can communicate with one another by writing things on their walls, sending messages, and sharing various documents and files. They create and maintain virtual community through the use of these sites. As Face book claims that it is a networking site which facilitates users to build social circles by interacting with several people being online. Supporting this statement by the Facebook, Valkenburger et al. (2006) found out that out of its total samples of Dutch youth, about 35% have developed friendship with other users through the social network sites. So, this is how these sites are helpful for the users to get new friends and relationships online.

Another very charming and appealing feature of Facebook for its users is that it offers an ample opportunity to find friends belonging to high school (Hass, 2006; Meade, 2006). Being in college, students keep on making new friends as they are exposed to so many new people and fellows around them but they still can carry on with old school time friends (Steinfeld et al., 2006). With the changed routine and new phase of life, most of the students cannot maintain friendship offline with even their very good high school friends. So, they can keep in touch with those friends through the help of Facebook features such as sharing on the wall, messaging and online chats (Cummings, Lee, & Kraut, 2006). Facebook facilitates such students and they always stay in touch with their friends from their high school. This feature makes SNS a way of carrying on with old and offline relationships by transferring them to online mode. Such extensions of the relations are helping social bonding a great deal.

According to the views of some analysts (De Kerckhove, 1997; Gershuny, 2002), Internet is a tool of encouraging people to acquire information, build their knowledge, develop new relationships and form groups of individuals to take on a task for collective benefits (Gershuny, 2002; Norris & Jones, 1998). Therefore the primary purpose of the networking websites is always helping users find new ties with others and gather good quality contacts.

Taking a look at the other side of the picture, one comes to know that a section of press likes to point out the less positive or in some cases negative image of social network sites by telling how useless it is to spend time on such sites. Sometimes media highlights less productive usage of

Internet and especially SNS when some newspapers or TV channels exaggerate about the promotion of racial and sexual harassment being promoted via such sites. Additionally, there is blame on such SNS that they just attract people to get them involved in useless gossips and chit chats. There are some cases where school administrators and even students have been complaining about the addition of using Facebook (Hass, 2006). Taking these negative if these negative aspects interfere with the community building functions of these sites, it is conceivable or less productive aspect of these networking websites in mind, it can be considered that SNS have the potential to be destructive for social capital.

Some researchers are of the view that Internet has a bad effect on social capital. They argue that it disturbs the mental health of its users, destroys offline ties and bonding among people, and discourages involvement in real social activities (Kraut et al., 1996; Nie & Erbring, 2002).

The use of Internet keeps the users to be personally isolated and that isolation is brought to them by the virtue of technology. The regular users of Internet are the ones who stay alone for hours looking into a bright screen of their computer (Gershuny, 2002, p. 56). The study work, Home.net, done by Kraut and his colleagues (1996) pointed out initially that the use of Internet was a big reason to spread depression by making the users stay alone for long periods of their daily life. Those researchers had a theory that the people who start spending time online actually reduce their offline activities to manage to give time to online activities. However, in the following study by those researchers did not put huge emphasis on these damaging effects of the Internet use (Kraut et al., 2002).

As social networking is basically a social activity be it offline or online, it is hard to call out one of those useful banishing the other. In both offline and online ways of social networking, development of social capital is obvious. Some part of media and press is always trying to show the negative side and effects of the Internet medium of social networking. This sort of tendency by the media stems from the general apprehensions that the negativity would be produced by the new mediums due mainly to the misuse of new technology. There are just a few papers which have the tendency to highlight the negative aspects of the use of Internet and networking websites.

The study on the young users of Internet in the Netherlands, Valkenburg et al. (2006), reflects that the users felt they had self-respect socially. They thought that networking websites provide them with open opportunities to interact with so many other people all around the world and this

way they can get candid feedback about themselves so easily by several people online. They considered it a blessing for them to judge themselves and improve their image and personalities day by day. Another study, Steinfeld et al.'s (2006), found that the users using Facebook and having online relationships with other fellows had a very good feeling about their university and social life and community in the university. These two studies found that social network websites are strongly linked with the benefits and advantaging and therefore these sites are sources of building social capital. An important thing is that the link between social capital and social networking sites should be causal and cyclical. Resnick (2001) highlighted two aspects of social capital. Firstly, it is social interaction's side effect and secondly it enables future interactions as it is both produced as well as reproduced. So, it can be concluded saying that SNS are the sources of developing social relationships and creating new networks for the well-being of a large number of people. Such sites are helping the users create social networks and connections online. With growing number of large networks in a society, it becomes obvious that more people would start using Internet and networking sites, strengthening and building social capital.

2.6 Social Capital and SNS

All over the world, people have welcomed Social network sites (SNS), using those to develop their contacts, express them and exchange information swiftly. (Ellison, Steinfield, & Lampe, 2007). Network sites like Facebook and MySpace are very popular and most frequently used by the people. Such sites have a deep impact in society and on the minds of users, particularly young ones, bringing changes to their behavior and modes of communication. (Pempek, Yermolayeva, & Calvert, 2009). If we have a look at the figures in Pakistan, users of SNS are approximately 6423800 and still growing day by day. This number shows that almost 34.72% of users of Internet are using SNS (socialbakers.com). The people who use such sites find it very convenient for themselves to interact with others. They get into new relations via such sites and also keep in touch with their offline acquaintances as well over the SNS. Facebook claims even on its opening page that it is a site there to its users who want to build up relations and share things with people (Facebook.com, 2009).

Using Facebook, a user can share a lot of things and information by creating an independent profile and having access to so many other users' profiles to connect with them and develop relationships. The network site makes it possible for the users that they can add comments on

one another's walls or can send confidential messages. It also enables users to share pictures and other documents with each other. The users can also chat over the Facebook with utmost ease and if a person is offline when a user wants to share something, the user can leave a message or post things on the offline person's Facebook page. Such sharing would stay there and the offline user would be able to get to that on coming online. Personal relations and bonding for benefits coming from interpersonal is what makes social capital different from financial capital (Williams, 2006).

Growth of social capital can guarantee better civil life and a closely connected community (Putnam, 2000). This phenomenon has taken a new shape in modern times with the emergence of Internet and SNS. Now the opinions are different regarding social capital's effectiveness due to the Internet (Wellman, Quan-Haase, Witte, & Hampton, 2001). The availability of Internet was taken as a blessing since it helped people having same interests gather despite being miles away from each other. (Wellman et al., 2001). However, some researchers are of the view that Internet is damaging to the social networking because it keeps a user involved online so much so that the user does not pay attention to his/her surroundings and therefore does not properly address the issues and problems at hand. (Nie, 2001).

SNS are not only well known but also have become very frequently used sites during the last few years, having huge number of users all over the globe (Boyd & Ellison, 2008). If we talk about the youth, it is definitely the main age group using SNS on daily basis. Among the youth, the university students have made full use of such sites (Pempek et al., 2009). The users know the importance of these sites in strengthening the relationships and being in constant contact with other people to stay well informed and updated.

According to Hampton (2001) and Wellman et al. (2001), information technology brings about encouraging novelty in users' life by helping them establish strong bonding geographically. Prior research had found that SNS users mostly look for online contacts with the ones they already know offline, paying almost no attention to getting in touch with the strangers (Lampe, Ellison, & Steinfield, 2006).

There are so many works done by different researchers with an aim to assess what kind of role Facebook is playing in building social capital in a Western societies and regions (Cheung, Chiu, & Lee, 2010; Ellison et al., 2007; Lampe et al., 2006; Mehdizadeh, 2010; Sheldon, 2008a, 2008b). Unfortunately, very fewer number of researchers have taken up the task of such

assessments in context of Eastern communities, including Pakistan. This study is an effort to make up for the lack of attention toward this region by looking to see Facebook's contribution in accumulating social capital.

It is generally very tough to judge the exact impact of Internet and SNS on the social capital. The use of Internet is considered very helpful in growing social capital by some researchers, whereas some other researchers deem it negative thing that is harming social activities and therefore they think it is a source of decrease in social capital (Ellison et al., 2007). Those who are optimists take it as a medium of easy and swift communication that helps build stronger ties with a society (De Kerckhove, 1997). On the contrary, pessimistic people are of the view that Internet is keeping people busy online at the cost of actual social relations that are in the surroundings. An Internet user spends more time chatting or sharing information with online people by giving almost no time to his/her family and friends who need immediate attention. (Stoll, 1995). However, the concept that Internet is useful and handy in the development of social networking is presently dominant (Bargh & McKenna, 2004). Quite a lot of researchers have started preferring the combination of both offline and online social capital, creating a new term – perceived social capital. This term came into existence due to the limitation of Internet's involvement and contribution offline (Wellman et al., 2001).

Putnam (2000) views social capital as something that drags people of a society closer to each other to support family and friends in the time of need. Such bonding provides opportunities to all members to have emotional, physical, financial and moral support of other members all the time. When people of a society start trusting each other and are willing to work together for the achievement of collective goals, it is a state of social bonding. Internet is a kind of expansion of offline connections among people as it penetrates in people's life in a way that they use it to carry on and strengthen their relationships. Internet provides the users with additional facilities to sustain and expand their offline relationships (Leung, Fung, & Lee, 2009).

Information technology has brought about great changes in people's lives as it has bridged their communication and mediated their interactions to help them get more involved in community activities and social networking (Hampton, 2001; Kavanaugh, Carroll, Rosson, Zin, & Reese, 2005), There are two parts online connection and offline connection of social network sites like Facebook due mainly to the strong presence of technology in people's life in recent times. The low cost and easy availability of Internet has encouraged people to transfer and maintain their

offline relationships online now. Tools for the online communication are greatly useful in cases where the users are unable to create and maintain a social network.

Users of Facebook find it very convenient to interact with others with a room of thinking before communicating or even editing their communication before sending it to others. Such liberty makes it easy for people to develop social relations because they are not exposed face on face with others and don't have to give prompt and real time responses to others during conversations (Pierce, 2009). The tools available via Internet are ensuring the connections and communication channels which without the availability of Internet would have not been possible. The time to think and react while communicating with others is such a big advantage of online mode of communication that catches the attention of so many users, especially the ones who are not very good with offline and face to face communication with others. Therefore, the contribution and importance of Internet in increasing bridging and bonding social capital is obvious (Bargh & McKenna, 2004; Tidwell & Walther, 2002). The psychological aspect has a big part to play in this case as people feel better interacting via Internet and SNS (Leung, 2009), therefore it is of importance to evaluate utility of SNS like Facebook for the user while communicating with others.

2.7 Theoretical Framework

Among all concepts of the social sciences brought in since 1980s, the social capital is the one which has almost always been highlighted as the most extraordinary concept since it plugged the theoretical gap between socio-structural limitation and individual deeds (Lin, 2001; Woolcock, 1998, etc.). In the theory of social capital, it's highly important and essential to lessen the possibility of 'us,' coming near to the trend of fragmentation of the audience. It basically is such an asset that helps members of a society to be resourceful even when each individual personally is short of resources as individuals can get to the resources hidden in the social relationships. This way, social relations become important type of capital. (Lin, 2001; Burt, 1997a).

Researchers Pierre Bourdieu (1983) and James Coleman (1988) are the ones who originated the theory of social capital and their works are used to form an opinion and deduce a unanimously accepted definition of social capital. According to the definition by Bourdieu (1983, p. 248), social capital is formed when some real and possible resources are present tied together to create a network of different sort of relationships where there is mutual bonding and recognition. In the same way, the definition Coleman (1988, p. 98) presented is that social capital includes various

types of entities that have two common elements – The entities comprise some sort of social structures and secondly they help various actions to take place within a certain structure.

Bourdieu (1986) and Coleman (1988) were by Putnam (1993; 1995a; 1995b), Newton (1997), Portes, (1998) who worked on the theory and developed it. Later, some more innovative ideas were brought in to expand the range of the concept of social capital by other researchers (Burt, 1992/1997). Researchers had different view-points about it depending upon their different origins and concepts. Looking deeply into it, we can classify the research on the social capital into two parts. One of them concentrates on the distinctiveness of a whole society, while the other focuses on the social actors and the ways such actors develop active relations among themselves. The studies at the first level take a look at the social capital in context with civil, cultural and organizational features of a society. It mainly focuses on the level of support these features provide to social values and standards (Lin, 2001: p. 21). Such research works attempt to find out the ways through which all the features of a society collectively strengthen democratic values and economic growth (e.g., Coleman, 1988; Putnam, 1995a; Fukuyama, 1995, et. al.). While in the second type of research methodology, an individual's ease of access to the resource available in a certain social network of which the individual is a part is considered the social capital.

The focal point of these studies is to find out the models of relationships and dealings among individuals of a community. Both ways of researches are distinguishable as far as their manners and approaches are concerned. The first, macro-collective level, approach puts forwards that a unified social networking guarantees solid social capital. The more compact inner cohesion the members of a community have, the stronger the social capital will be (Bourdieu, 1986; Coleman, 1988; Putnam, 1993/1995a/1995b, et. al.) On the other hand, the study at micro-individual level relies on outer linkages which help develop and strengthen social capital. Such type of study focuses on the effectiveness of relation giving it huge importance for all individuals to get entry into social capital, pointing out the less effectiveness and competence of internal unified linkages (Burt, 1992/2001).

These two types of approaches of study are quite obviously different in nature but they still share a common denominator: no individual can own social capital the way he or she can possess human and economic capital since social capital lies in a relation of minimum two people or more such as social network of several people connected to one another. The social capital is

made up of relationships and not just because of an individual or just his or her personal qualities. According to Bourdieu (1986), unrelenting relations and bonding produce social capital.

Lin (2001) said that the difference between social capital and human capital is clearly that an individual can possess human capital but he or she can not possess social capital. In Coleman's (1988) view social capital lies in the relationships of individuals instead of the individuals themselves. Putnam (2000) was of the view that social network carrying social capital should have mutual obligation so there is no way for a single member of a community to attempt creating the social capital. Taken as a whole, the social capital is something that can be produced, developed and sustained through regular interactions and strong relations among the individuals of a community.

Where both types of study have different angles to define how social capital is created, they also have played a big role in narrowing down the theoretical gap between socio-structural limitation and individual deeds. In recent times, a new perspective has emerged to explain the creation of social capital. This new approach emphasizes on outer and cross linkages between some factions at the macro-collective level (Putnam, 2000; Paxton, 2002; Newton, 1997; Cohen & Levinthal, 1990, et. al.). This approach primarily concentrates on bridging social capital rather than bonding social capital. In bridging part, there are usually some vibrant relations among varied subgroups across the boundaries, whereas; bonding social capital has restricted utility to build up the unity of individuals of a certain subgroup.

The third approach considers bonding social capital as something that is likely to weaken social stratification since it supports relationships only among those individuals who have similar mental approaches. This perspective shows that bonding social capital ignores mixture of a variety of individuals and relationships among subgroups. The worst part of it is formation of anti-social groups, such as different Mafias that leave bad and evil influences on the entire society (Yamagish & Yamagish, 1994; Wallis, Crocker, and Schechter, 1998). In contrast, bridging social capital contains a variety of individuals and relationships due to cross-cutting nature of relations. Such ties bring about patience and tolerance in a community (Allport, 1954), in addition to heartening and boosting positive competitions between different groups (Foley & Edwards, 1996).

Portes (1998, p. 6), another researcher, also has a similar definition of social capital. He says social capital means the capability and strength of the members of a society or group to ensure mutual benefits for all due to their membership of a social network. Putnam (2000, p. 19) has a strong view point that the theory of social capital stems from the idea that social networks are of high importance and value.

Durlauf and Fafchamps (2004, p. 5) presented a very open and straightforward summary related to the theory of social capital after a detailed review of the existing literature on the social capital put together by different researchers. According to them, there are three primary points of focus. Firstly, social capital is a source of creating highly positive relations of a member of a group with other members due to the generation of externalities. Secondly, mutual trust, values, various norms and the resultant impacts of these elements on the attitude and expectations of members help the establishment of externalities. Thirdly, different norms, values and mutual trustworthiness come out of social networks and organizations formed informally.

2.8 Research Questions

The review of relevant literature facilitated researcher to build these research questions.

RQ: 1. Does the intensity of Facebook use by Pakistani university students increase their bonding social capita?

RQ: 2. Does online bonding social capital increase offline bonding social capital in Pakistani university students?

RQ: 3. Does bonding social capital depend on the degree of their maintained bonding social capital?

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CHAPTER NO -3

3.1 Research Methodology

In this chapter the researcher presented the procedures through which research has been conducted. This study was designed to investigate the baseline status of SNS' role in building bonding social capital in university students. The nature of the study demanded the use of descriptive survey research method. Surveys are used in social science to evaluate attitudes and individuality of a wide range of subjects. Attitude and individuality was measured by the researcher via investigating frequency and time spent by the Pakistani university student on their Facebook account. This survey technique was applied to a research methodology designed in order to collect data from a specific population. The study used quantitative data. Further Statistical Software for Social Scientists (SPSS) was used for data interpretation and analysis.

3.2 Population

The population of the study consisted of media students from two universities situated in Islamabad. The students surveyed, were the regular user of Facebook. Basha and Harter (1980) state that "a population is any set of persons or objects that possesses at least one common characteristic." Since populations can be quite large, researcher directly questioned only a sample (small proportion) of the population.

3.3 Sampling

Sampling is the accessible population within the population in research to which the researchers can apply their conclusions. This sample is a subset of the target population and is also known as the study population. The researcher used purposive sampling technique to get the appropriate sample for this research study. Due to the nature of this study, the purposive sampling technique was the most fitted technique for data collection. With purposive sampling, the researcher was able to get responses from the students of International Islamic University and National University of Modern Languages in the area of Islamabad who were the regular user of Facebook. A total of 300 respondents were selected as a sample (n=300) from these two universities.

3.4 Rational for Selection of Universities

There is strong perception among the students that International Islamic University and National University of Modern Languages have the most diverse cultures in terms of economic social and ethnic grounds. Therefore, these universities were selected for this study.

3.5 Pre-Testing

To finalize the close ended questionnaire, pre-testing was done by distributing 30 questionnaire and very minor changes were made accordingly.

3.6 Instrument for Data Collection

Based on review of literature a closed ended questionnaire was developed and distributed amongst the sample. To determine the relationship between social capita and SNS, The researcher developed a survey instrument which addressed SNS usage, bonding social capital, and demographics. All responses were taken by self-report measure on a 5-point Likert scale. The scale ranged from 1-5 where, 1= strongly agree, 2 = disagree, 3 = neither agree not disagree, 4 = agree, 5 = strongly agree. As English is the medium of instruction in the both selected universities, all questions were asked in English.

3.7 Rational for Selection of Facebook

The researcher interviewed 30 university students before the construction of the instrument for collecting data and founded that SNS are very popular among the university students and Facebook is clearly the choice of majority of SNS users with winning the favor of 85% of university students. Here are some facts about Facebook.

- “Facebook has over 350 million active users. More than 35 million users update their status each day, with more than 55 million status updates each day.”
- “More than 2.5 billion pictures are uploaded to Facebook each month.”
- “The average Facebook user has 130 friends and sends eight friend requests per month.”
(Facebook.com)

3.8 Conceptual Definition of Key Terms

3.8.1 Online to Offline

This study encompasses "online to offline" as a key variable of the research with particular meanings. "online" indicates a state of connectivity of a person to the Facebook through computer, cellular telephone or any other device through which internet can be used, while "offline" indicates a disconnected state, it is an opposite of online state. The term offline here refers to a person's life in the real world without the use of the Internet.

3.8.2 Bonding Social Capital

The bonding social capital in this investigation refers to the use of social networking sites by the people to link with their close previous and present relationships (with real life friends and family) in order to strengthen them. For example, the users of Facebook are likely to contact with an existing friend than look for someone new (Ellison et al. 2007).

Putnam (2000) claims that increasing trend of moving families from one place to another for jobs reasons is one of the major factor of decrease in social capital in U.S. According to him social linkages are modified with the passage of time as new relations are shaped and old relations are left behind. This very change in social networks always affects one's social capital.

3.8.3 Facebook Intensity

In this study, the "Facebook intensity" refers to the number of Facebook contacts (friends) and the amount of time spent on Facebook by university students every day. This variable was used to measure frequency and duration of Facebook users.

3.8.4 Maintained Social Capital

The variable "Maintained social capital" in this study represents the online acquaintances of people which they have converted into their real life relationship. Through SNSs people create

new acquaintances and try to keep them in good condition despite even living geographically away from each other.

3.8.5 Data Analysis

In order to analyze the collected data Statistics Package for Social Sciences (SPSS) was used by applying frequency table and Microsoft Excel.

3.9 Limitation of the Study

Although the result of the study proved significant, still the study has some limitations.

Limitations of this study may include a reduced sample size due to time and availability of funds constraints.

CHAPTER NO-4

4.1 Analysis and Interpretation of Data

The below tables include 5-point Likert-scale response categories - strongly agree, agree, neutral, disagree and strongly disagree, in order to present percentages of respondents. While describing the tables, the researcher uses cumulative figures for the first two categories as agree and the last two categories as disagree, while the third category stands alone.

4.2 Research Question # 1

Does online bonding social capital increase offline bonding social capital in Pakistani university students?

4.2.1 Indicator 1- I use Facebook to connect with existing friends

Table 1

	Frequency	Percent
Strongly Agree	107	35.7
Agree	147	49.0
Neutral	28	9.3
Disagree	15	5.0
Strongly Disagree	3	1.0
Total	300	100.0

An overwhelming majority of the respondents have agreed that Facebook is used to develop and maintain a permanent contact with their existing friends. Approximately 85% of the respondents agreed to this, with just about 6% disagreeing. This shows how useful this medium is nowadays to stay connected with current friends on daily basis even when they are living miles away.

4.2.2 Indicator 2-I use Facebook to keep in touch with my old friends

Table 2

	Frequency	Percent
Strongly Agree	123	41
Agree	132	44
Neutral	33	11
Disagree	12	4
Total	300	100

Quite similar to the response on the question of Facebook being accommodating for users regarding staying connected with their current friends, the response on the point of the users finding the networking site helpful for them in keeping in touch with the old friends is also overwhelming, with about 85% of the respondents agreeing to this. Facebook is heavily deemed as a source for the users to carry on their relationships from the past and maintaining it due to mutual sharing via Facebook.

4.2.3 Indicator 3-I have used Facebook to check out someone I met socially

Table 3

	Frequency	Percent
Strongly Agree	64	21.3
Agree	115	38.3
Neutral	76	25.3
Disagree	33	11
Strongly Disagree	12	4
Total	300	100

Facebook users mostly use it to develop relationship with the people they come across offline. They consider it a source that can provide them a platform where they can improve and then maintain their offline social connections for longer period of time with a gradual growth of the relation. To endorse this view point, about 60% of the respondents agreed that Facebook is used to maintain such sort of relationships.

4.2.4 Indicator 4-I use Facebook to learn more about other people in my university

Table 4

	Frequency	Percent
Strongly Agree	37	12.3
Agree	107	35.7
Neutral	58	19.3
Disagree	83	27.7
Strongly Disagree	15	5
Total	300	100

As far as knowing about other people in a user's university via Facebook is concerned, about 48% of the respondent report that the networking site is actually facilitating in this connection, whereas around 32% saying that it is not helpful regarding this.

4.2.5 Indicator 5-I use Facebook to learn more about other people living near me

Table 5

	Frequency	Percent
Strongly Agree	49	16.3
Agree	123	41
Neutral	29	9.7
Disagree	75	25
Strongly Disagree	24	8
Total	300	100

Roughly 57% of the respondents agreed that they use Facebook to seek more information about people living within their surroundings. They think Facebook is impactful in this regard as they can know more about the people within their area having them added on the list of Facebook friends. However, around 33% of the respondents disagreed to this.

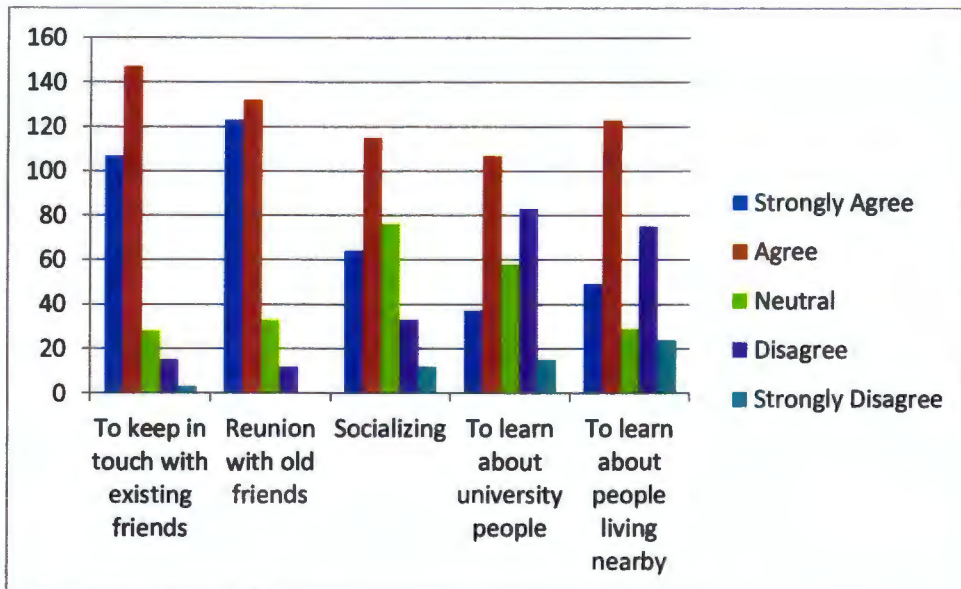


Figure Complete Responses Chart of Research Question # 1

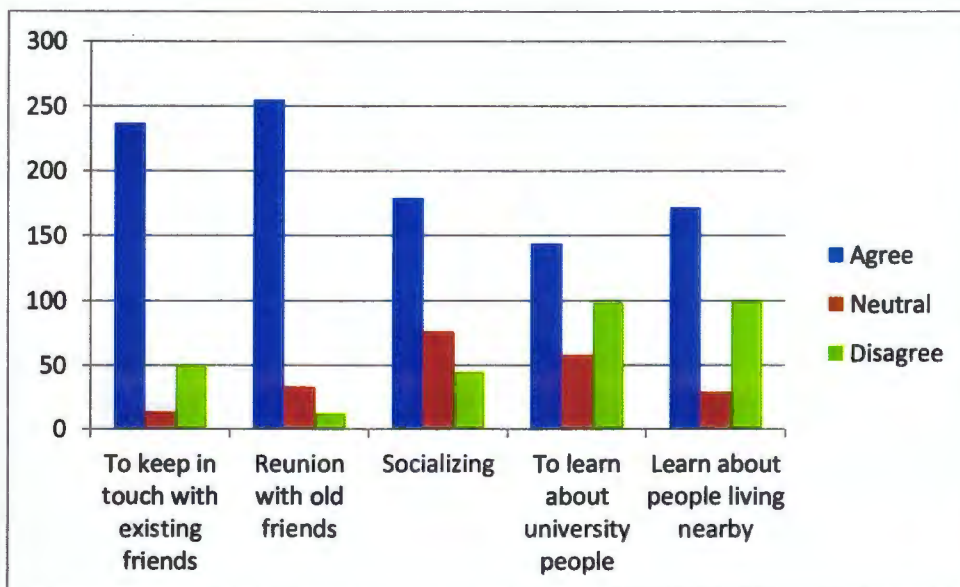


Figure Cumulative Responses Chart of Research Question # # 1

4.3 Summary of Data Analysis of Research Question 1

In a short period of time, Facebook has caught the attention of a very strong percentage of SNS users from university campuses. From Table 1 and 2, it is shown that 85% of respondents reported that they use Facebook either to keep in touch with an existing friend or to reunion with their old friends. Significantly, this behavior increases their bonding capital. These two indicators of online to offline use of SNS have a high percentage than the remaining three indicators, either to know about university people, someone living near them, or someone they met socially. The best thing about Facebook is the ability to find old friends. When students find old friends using Facebook they can start over and they become best friends again. To meet again with someone they already met in social life and people living near their surrounding have also got a rational percentage of around 60%. Almost half of the population reported that Facebook is a good source to meet with people they previously met in the campus

4.4 Data Analysis of Research Question # 2

Does the intensity of Facebook use by Pakistani university students increase their bonding social capita?

4.4.1 Indicator 1-There are several people at Facebook I trust to solve my problems

Table 6

	Frequency	Percent
Strongly Agree	44	14.7
Agree	113	37.7
Neutral	41	13.7
Disagree	67	22.3
Strongly Disagree	35	11.7
Total	300	100

Quite a lot of Facebook users think they have Facebook contacts that can lend them a helping hand in the time of need as about 52% of the respondents agreed to this. The users have

trustworthy Facebook contacts who can be of a meaningful help to them. This is certainly a big advantage of the social networking site since it is strengthening bonding social capital a great deal.

4.4.2 Indicator 2-There is someone at Facebook I can turn to for advice about making very important decisions

Table7

	Frequency	Percent
Strongly Agree	49	16.3
Agree	100	33.3
Neutral	63	21
Disagree	63	21
Strongly Disagree	25	8.3
Total	300	100

To have someone who can honestly help you take an important decision is none less than a blessing. Facebook is considered a source of providing its users with one or more such contacts as approximately 50% of the respondents agreed that they have such contact at Facebook and they can seek fair and useful pieces of advice from them when they want. **4.4.3 Indicator 3-The people I interact with at Facebook would be good job references for me**

Table 8

	Frequency	Percent
Strongly Agree	39	13
Agree	139	46.3
Neutral	61	20.3
Disagree	45	15
Strongly Disagree	16	5.3
Total	300	100

As shown in the table 9, about 60% of the respondents were of the view that they would be able to get employed with the help of one of the Facebook contacts. Whereas just around 20% of the respondents were in disagreement to this. They think that Facebook can play an important role in their lives by helping them get a job and have a career. This being the highest indicator of intensity of Facebook use and suggests that the network site is becoming a reliable source for the students who use it.

4.4.4 Indicator 4-Facebook has become part of my daily routine

Table 9

	Frequency	Percent
Strongly Agree	55	18.3
Agree	122	40.7
Neutral	26	8.7
Disagree	70	23.3
Strongly Disagree	27	9
Total	300	100

As far as Facebook becoming part of daily routine, around 59% of the respondents agreed to this, while about 32% disagreed. They consider Facebook as something necessary for their lives and tell that they use it every day benefiting themselves from the utilities for the site. The study shows how popular and important Facebook has become nowadays among university students.

4.4.5 Indicator 5-I feel I am part of the Facebook community

Table 10

	Frequency	Percent
Strongly Agree	42	14
Agree	130	43.3
Neutral	60	20
Disagree	46	15.3
Strongly Disagree	22	7.3
Total	300	100

Approximately 58% of the respondents agreed that they are active participants of Facebook community. They feel that they can easily interact with so many other members of Facebook community and share mutual experiences as well as information. They can express themselves in front of a big audience and at the same time can get benefited by the valuable sources of information available being part of the community.

4.4.6 Indicator 6-I would be sorry if Facebook shut down

Table 11

	Frequency	Percent
Strongly Agree	56	18.7
Agree	89	29.7
Neutral	59	19.7
Disagree	68	22.7
Strongly Disagree	28	9.3
Total	300	100

Since a majority of Facebook users agree that it is part of their daily routine, it is most likely that they would feel sorry if it is not working somehow. Unavailability of Facebook hurts about 48% of the users, according to data from the respondents. These respondents say that their lives are not as meaningful as it should be when Facebook is shut down.

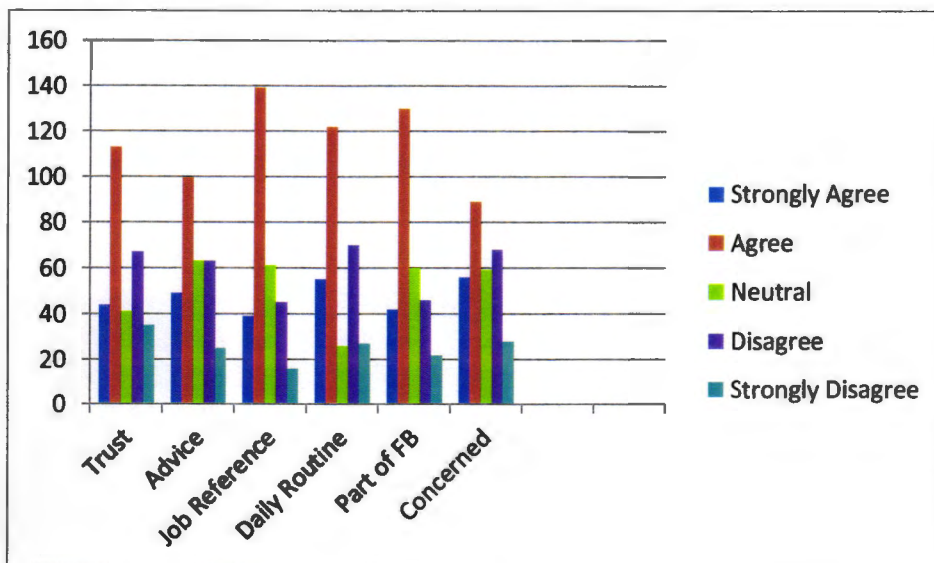


Figure Complete Responses Chart of Research Question # 2

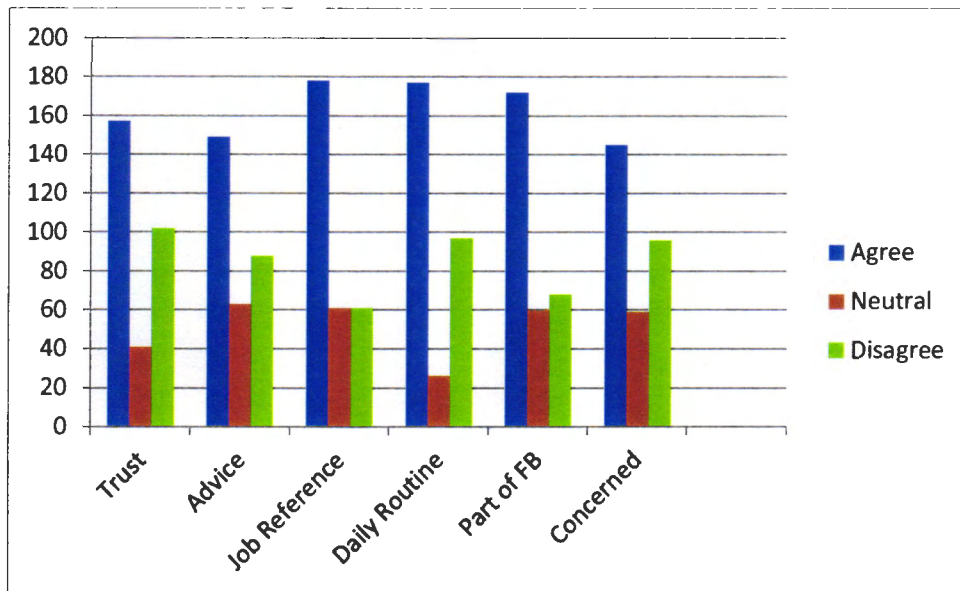


Figure Cumulative Responses Chart of Research Question # 2

4.5 Summary of Data Analysis of Research Question 2

The Facebook intensity variable was created in order to find a measure of Facebook usage. A series of Likert-scale attitudinal questions designed to tap the extent to which the participant was emotionally connected to Facebook and the extent to which Facebook was integrated into the user's daily activities. As shown in table 1 and 2, this study found that around 60% (accumulated percentage of strongly agree and agree) of university student are agreed and reported that Facebook is part of their everyday activity and also has become their daily routine to use it. The same percentage goes with the response when they were asked to report, can the people with whom they interact with at Facebook be good job references for them?

As shown in (Table 7, 8 and 10) bonding social capital was also significantly predicted by the intensity of Facebook used. Majority of the respondents of this study believe that they have someone at Facebook they can turn to for advice about making very important decisions or to solve their problems and if somehow Facebook shut down, they would feel sorry. We can also see that respondents reported meaningful Facebook use involving people with whom they share an offline connection either an existing friend, a classmate, someone living near them, or someone they met socially.

4.6 Data Analysis of Research Question # 3

➤ Does bonding social capital depend on the degree of their maintained bonding social capital?

4.6.1 Indicator 1-I would be able to find out about events in another town from a Facebook friend living there

Table 12

	Frequency	Percent
Strongly Agree	57	19
Agree	107	35.7
Neutral	71	23.7
Disagree	57	19
Strongly Disagree	8	2.7
Total	300	100

Facebook can be a source for getting to know about happenings in another town from a contact living in that area, about 55% of the respondents believe. They think Facebook may enable them to keep an eye on events occurring in areas other than their own because of having a friend in that particular area.

4.6.2 Indicator 2-If I need, I would ask a Facebook friend to do a small favor for me

Table 13

	Frequency	Percent
Strongly Agree	33	11
Agree	119	39.7
Neutral	79	26.3
Disagree	61	20.3
Strongly Disagree	8	2.7
Total	300	100

Roughly half of the targeted population is of the view that they can look up to a Facebook friend for a small favor in the time of need. They think Facebook friends can be such resources that are available to them to seek help and get benefitted from that.

4.6.3 Indicator 3-I would be able to stay with a Facebook friend if traveling to a different city

Table 14

	Frequency	Percent
Strongly Agree	56	18.7
Agree	106	35.3
Neutral	66	22
Disagree	65	21.7
Strongly Disagree	7	2.3
Total	300	100

Facebook is thought to be beneficial in one more regard as 54% of the people surveyed reported that they have Facebook friends who can host them if they travel to those friends' place. This seems to be a big advantage of Facebook since it is becoming facilitating for the users by giving them chances to develop associations with the people living in far flung areas.

4.6.4 Indicator 4-I would be able to find information about a job or internship from a Facebook friend

Table 15

	Frequency	Percent
Strongly Agree	60	20
Agree	144	48
Neutral	44	14.7
Disagree	28	9.3
Strongly Disagree	24	8
Total	300	100

Approximately 68% of the respondents are of the view that they have Facebook friends who can help them get to the information about some job or internship opportunities. With just about 17% of the people surveyed disagreeing to this. This is obviously something very encouraging to find out because such type of social bonding can lead a society to a higher level of cooperation.

4.6.5 Indicator 5-It would be easy for me to invite Facebook friend in my private party

Table 16

	Frequency	Percent
Strongly Agree	45	15
Agree	137	45.7
Neutral	26	8.7
Disagree	63	21
Strongly Disagree	29	9.7
Total	300	100

With roughly 60% of the population believing that it is possible for them to have a Facebook friend attend their private party, it looks like Facebook contacts are strong enough to give importance to in modern times. Such sort of trust and closeness can strengthen bonding social capital. However, around 30% of the respondents do not agree to this.

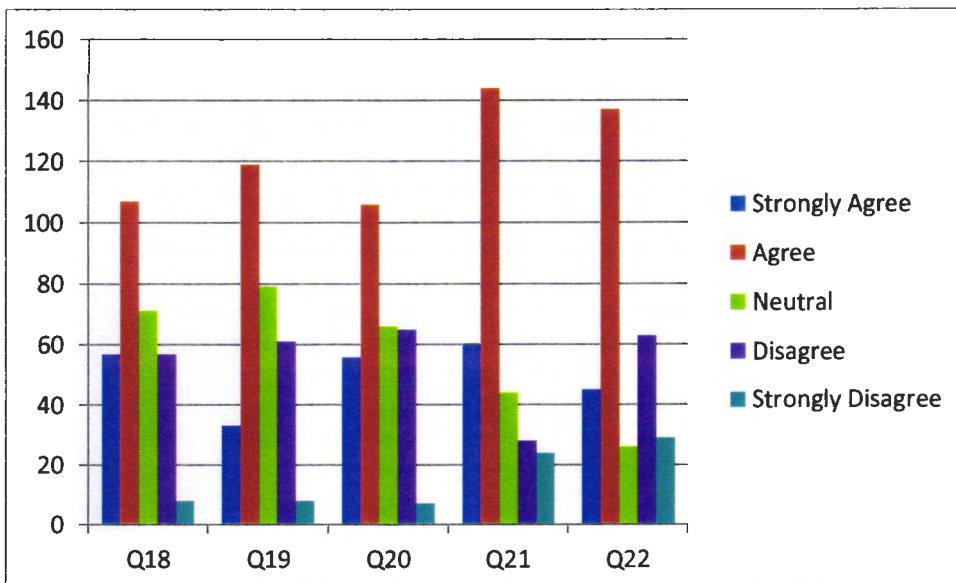


Figure Complete Responses Chart of Research Question # 3

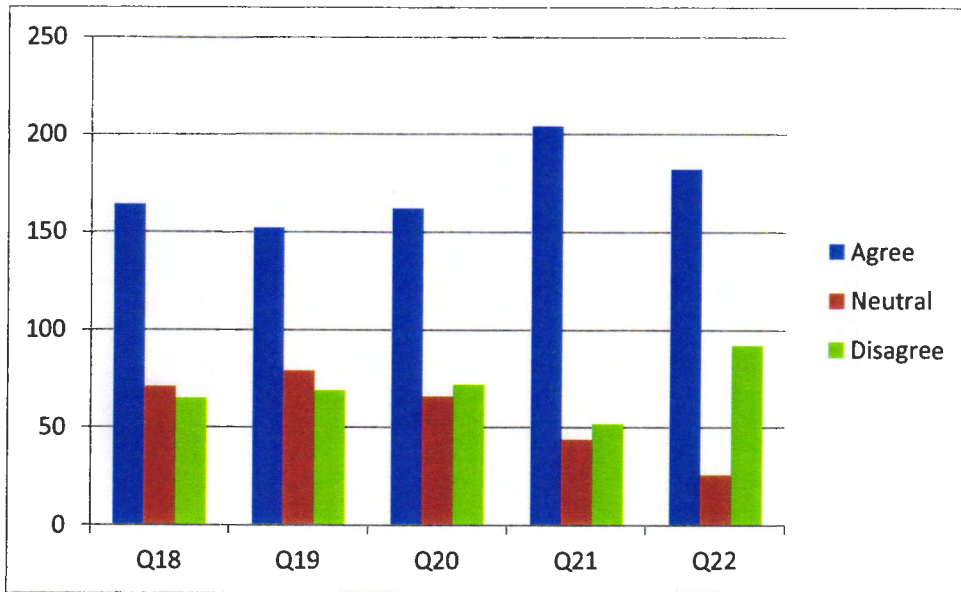


Figure Cumulative Responses Chart of Research Question # 3

4.7 Summary of Data Analysis of Research Question 3

The relationship between Facebook use and bonding social capital would vary based upon the degree of the maintained bonding social capital of the people. Majority of the respondents believe that through maintaining bonding social capital, they can get benefits from their Facebook friends and convert their online relationships into their real life relation; for example, a majority of people think that they can invite their Facebook friends into their private parties. The study suggests that the affordability of these kinds of relationships might be helpful for the people, especially for the students.

CHAPTER NO-5

5.1 Discussion, Conclusion and Recommendations

5.2 Discussion

In regard with our basic research question, it can safely be said that certain types of Facebook usage are directly linked with the creation as well as the sustenance of bonding social capital. It is hard to figure out which of these comes first, however, the actual role of Facebook in the arrangement of all this seems primary, keeping in view the students' inclination toward Facebook in order to create and maintain bonding social capital. A connection between social capitals's all three types that are part of our instrument and the use of Facebook by the students is obvious in the mentioned process.

Facebook being the new toll in use is deemed to catch much of the university students' attention. Therefore, we are not presenting a comparison of the Facebook users with nonusers since we do not have the representation of nonusers in our study.

Our study shows that a majority of Facebook users are using it to stay in contact with old friends along with strengthening their offline contacts on individual as well as group levels. The fact remains evident via the type of sharing and general data on the profiles of most of the users as such sharing and information is mainly targeted at the old and existing friends. Through such information in the profile, users can look up for their old friends or even existing offline friends.

We measured bonding social capital by analyzing the quality of social interactions within a community and the benefits those interactions yield for the members of certain groups, in addition to the extent of the members' enthusiasm in order to help the community. Analysis also consider how far impactful such experiences are when it comes to taking the ultimate benefits of the community interactions to broader levels.

Facebook intensity items included in our study depict that the use of Facebook may facilitate students form and sustain bonding social capital for longer period of time. Social capital established through this can be categorized a bonding of strong ties and it goes well with social applications as Donath and Boyd (2004) pointed out due to the Facebook being an easy and low-

cost means of maintaining such ties. More research might be helpful to get to the basis of this trend, however, our current study reflects that Facebook has made it much easier for the students to participate actively in various communities, giving the social bonding an impetus, because the networking through this site is quite affordable for them.

As the research shown, students have reported that a majority of contacts for their profiles belong to their university – as in their class fellows, university fellows and persons they become familiar with from a university context. The shows that university students find it easy to maintain their relations that without this social networking site would have been near to impossible to be carried on with.

While discussing the impacts of media, Haythornthwaite (2005) said media that "create latent tie connectivity among group members that provides the technical means for activating weak ties" (p. 125). Latent ties comprise social bonding ties, which are "technically possible but not activated socially" (p. 137). So, the loosely-connected relations can be turned into stronger ones with the proper use of Facebook as it facilities the users to come across a large number of people on the networking site and they can see so many people to others' contact lists. Facebook enables students to find and reach out to some really useful contacts that can be helpful to them in their studies or any other important social matter. This way provides impactful motivation to build up and strengthen latent ties so much so such strong ties can give additional handy information as well as opportunities that are considered dimensions of bonding social capital through interaction with a certain group of people. To carry out such experiences with a certain impact, Facebook appears to be a suitable source. Bonding social capital was also measured by high intense Facebook use.

As our research finds out that Facebook makes students feel as if they are an important and active component of Facebook community that provides them with an ample opportunity to interact with a large number of people to get benefited from them in many ways. This shows them some light at the end of a tunnel to create and maintain bonding social capital. The data collected from the respondents showed that users consider Facebook a reliable source to reach out to the people they have met offline to get in touch online.

We might suppose Facebook usage to have strong impact on bonding social capital than any other form of social capital. It can heighten the level of participation and therefore might reinforcement of the formation of strong ties, hence, resulting in the formation of close relationships that are tied to bonding social capital.

Yet the strong relationship between bonding social capital and Facebook intensity suggests that Facebook use is important for bonding social capital. One explanation is that it may help individuals to maintain pre-existing close relationships, just as it can be used to keep tabs on distant acquaintances.

Finally, Facebook usage has predicted enlarged intensities of maintained social capital, which assessed the extent to which participants can rely on Facebook friends to do small favors. These potentially useful connections may be valuable sources of new information and resources as well. Additionally, the ability to stay in touch with these networks may offset feelings of "friend sickness," the distress caused by the loss of old friends.

5.2 Conclusion

Having analyzed the role of Facebook in social capital accumulation, we may say that the networking site has a strong connection with indicators of bonding social capital. The findings of our research show that the intensive use of Facebook is more useful than Internet use alone to assess the level of social bonding.

There is strong connection between university students due to the use of Facebook as they can maintain relations even when they leave one offline community to move to another. Similarly, the social networking site facilitates university students who pass out with alumni providing them a platform to stay connected by using Facebook to keep in touch with their university community. Being in contact like this pays off to the students as they can help each other get internship, jobs and other such opportunities.

So, life for passing out students changes and with such changes they find it hard to keep up with their university friends offline. At that stage they need Facebook to stick to their university contacts and Facebook interactions do not let them lose people. Such contacts can actually support relationships and keep students in close and permanent contact.

5.3 Recommendations:

This study's outcomes will offer a foundation for further research on the topic of bonding social, forthcoming researches should approach Facebook use and the generation of social capital via multiple methodologies. Profile capture and analysis would allow researchers to marry survey responses with direct behavioral measures. Additionally, experimental interventions would support causal claims, these interventions would be in the form of a survey, with pre- and post-test statistics collected from the website itself.

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QUESTIONNAIRE

Researcher: Malik Irfan Akram

Supervisor: Dr. Zafar Iqbal

Please read the 'statements' and tick in front of empty space.

Gender: (i) Male ____ (ii) Female ____

You're University: (i) IIUI ____ (ii) NUML ____

Faculty: (i) Social Sciences ____ (ii) Natural/Applied Sciences (iii) ____ (iv) IT/Management
Sciences ____ (v) Languages ____

Education (Degree Pursuing): (i) PhD ____ (ii) M.Phil./MS ____ (iii) MA/M.Sc. ____ (iv)
BS ____

Marks (%) in GAT / Last Exam :(i) Under 40 ____ (ii) 41-60 ____ (iii) 61-80 ____ (iv) Above 80

Age Group (Years): (i) 16-18 ____ (ii) 19-21 ____ (iii) 22-24 ____ (iv) above 25 Years ____

Internet Using Experience (Years): (i) Under 3 ____ (ii) 3-6 ____ (iii) 6-9 ____ (iv) above 9

How many total Facebook friends do you have? (i) 1-50 ____ (ii) 51- 100 ____ (iii) 101-150 ____
(iv) More than 150 ____

In the past week, on average, approximately how many hours per day have you spent on
Facebook? (i) Less than hour ____ (ii) 1-2 ____ (iii) 3-4 ____ (iv) more than 4 hours ____

Family income (Thousand Rs. p/m) 1-20 ____ 21-40 ____ 41-60 ____ above 60 ____

Sr. #	statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1.	I use Facebook to keep in touch with my existing friends.					
2.	I use Facebook to reunion with my old friends.					
3.	I use Facebook to check out someone I met socially.					
4.	I use Facebook to learn more about other people in my university.					
5.	I use Facebook to learn more about other people living near me.					
6.	I use Facebook to keep in touch with my old friends.					
7.	There are several people at Facebook I trust to solve my problems.					
8.	If I needed an emergency loan of Rs. 1000, I know someone at Facebook I can turn to.					
9.	There is someone at Facebook I can turn to for advice about making very important decisions.					
10.	The people I interact with at Facebook would be good job references for me.					
11.	I do not know people at Facebook well enough to get them to do anything important.					

12.	Facebook is part of my everyday activity.					
13.	I am proud to tell people I'm on Facebook.					
14.	Facebook has become part of my daily routine.					
15.	I feel out of touch when I haven't logged onto Facebook for a while.					
16.	I feel I am part of the Facebook community.					
17.	I would be sorry if Facebook shut down.					
18.	I'd be able to find out about events in another town from Facebook friend living there.					
19.	If I needed to, I could ask a Facebook friend to do a small favor for me.					
20.	I'd be able to stay with a Facebook friend if traveling to a different city.					
21.	I'd be able to find information about a job or internship from a Facebook friend.					
22.	It would be easy for me to invite Facebook friend in my private party.					