

Politicians on Facebook: A Real Reflection of Public Opinion

(A Discourse Analysis)



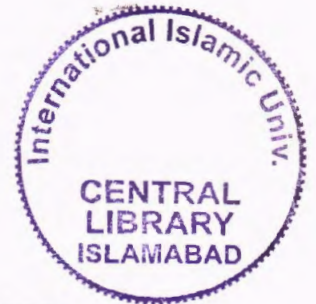
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I am thankful to Almighty Allah, most Gracious, who in His infinite mercy has guided me to complete this work. May Peace and Blessings of Allah be upon His Prophet Muhammad (peace be upon him). Without the blessings and support of Almighty nothing can be possible in this world. First of all, I am highly indebted to my parents for their continuous support and prayers which made every opportunity available to me throughout my life. They are the most precious assets of my life who have always loved me unconditionally and whose good examples have taught me to work hard for the things that I aspire to achieve.

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DEDICATION

I dedicate this thesis to my most respected

Supervisor **Dr. Zafar Iqbal** *who taught me that the finest*

Knowledge to have is that which is learnt for its own sake.

I also dedicate this dissertation work

to my **Parents** *who introduced me to the joy of reading*

from birth, enabling such a study to take place today.

Special feelings of gratitude to my loving **'Grandfather'**

whose words of encouragement and push for tenacity ring in my ears.

He always taught me that even the largest task of life

can be achieved if it is ended one step at a time.

Last but not least, I dedicate this work and give special thanks

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to me throughout this challenging period. I would always

appreciate all he has done for me.

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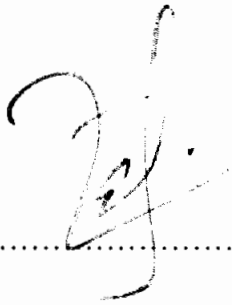
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It is certified that we have read this thesis entitled "Politicians on Facebook: A Real Reflection of Public Opinion" submitted by Muhammad Zahoor. It is our judgement that this thesis is of sufficient standard to warrant its acceptance by the International Islamic University Islamabad for the award of MS Degree in Media and Communication Studies.

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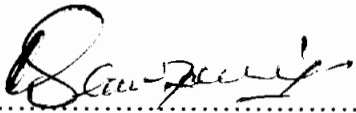
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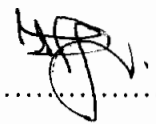
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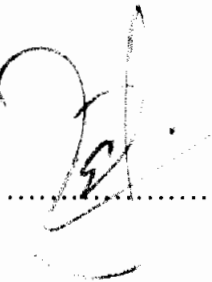
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Abstract

This study deals with the study of Facebook use for political purposes in Pakistan. Hence we choose top five politicians, Imran Khan, Dr.Tahir ul Qadri, Nawaz Sharif,Asif Ali Zardari and Altaf Hussain and parties are respectively PTI, PAT, PMLN, PPP and MQM from Pakistan and studied their Facebook pages and tried to find out the contributed by the politicians as well as the public response about this construction. Researcher has carried out for 122 days from 1st August, 2014 to 15-Januray-2015 and focused on the findings while observing the number of "Facebook fans" and the people who are "talking about this" at Facebook pages. The results concluded that the Imran Khan and Dr.Tahir ul Qadri are the most famous leaders on Facebook than the other politicians. Moreover, the Imran Khan has been liked by the youth of Pakistan due to his personality, services for cricket and wedding etc. However, Dr.Tahir ul Qadri is popular among the followers as a religious scholar not a politician. His national and international reputation is particularly due to his services for Islam and humanity.Nawaz Sharif is famous due to his mega projects and Mr. Asif Ali Zardari has very low familiarity on this social networking site due to his bad reputation as well has tenure of bad governance, finally Altaf Hussain have mixed in his repute, in one aspect public dislike him on large about his statement and on the other hand he is very active and give the response of his followership, that's why among his followers he is at high place. Moreover, the Imran Khan (PTI) mostly shares statements against the rigging in election and corruption. PAT shares information about Green Revolution, terrorism, religion, politics and corruption. Nawaz Sharif just shares his photos, pictures of mega projects and general political statements. Asif Ali Zardari shows non-serious attitude towards the Facebook. Altaf Hussain uses the Facebook for political purposes. The response from public towards Asif Zardari and Altaf Hussain is too low and increase in number of fans is almost stopped. But the fans of Dr.Tahir ul Qadri and Imran Khan have been increasing gradually and sharply.

Key words: *social media, Facebook, politicians, public response.*

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Chapter # 1

INTRODUCTION

1.1 MEDIA & POLITICS

Media have been playing vital role in strengthening the political environment in the country. Media educate the people towards the democracy in the country. Media persuade the public to come out for polling vote. Politicians describe their manifesto on media. Media give tough time to the government and opposition for the development in society. Media disclose the off the record activities of politicians and aware the public. Media highlight the issues and problems of people and urge the government official to solve them. Media educate the public about their rights defined in constitutions and laws of land. Media also project the corrupt practices during election and after election.

Mainstream media is normally controlled by the political and commercial forces. So these forces always misuse the power of media with the purpose to manipulate the public opinion. Mass media get black money from politicians and hide their weaknesses. Most of the time mass media is playing in the hand of politicians and elite class.

Politics is the central topic of daily news bulletin and about more than 70% talk shows have been discussing the political issues for the years. Representatives of these political parties participate in these talk shows to make favorable their political image. Today various topics are prevailing in media such as corruption, terrorism, money laundering, land theft, murder, business and sports etc. Beside this funny TV shows mostly criticize the politicians. In this way the politics seem to a favorite topic for media persons. In short media condemn the politicians every time when there is misfortune in any party of the country. For example the acts of terrorism is the failure of government, money laundering & corruption are the businesses of politicians.

1.2 SOCIAL MEDIA AND POLITICS

New media has provided opportunities to express and share personal experiences across the world directly, immediately and professionally. Social media get lot of popularity these days as the politicians and the followers are using it for circulating political announcements and other messages. Many political parties and their supporters have created accounts on popular social networking websites such as Twitter, Facebook, Flickr, MySpace and create Blogs etc. Almost all of them shared video clips on the video websites Youtube, Dailymotion and Tune.pk etc.

Politicians have created the *Pages* and *Accounts* on *Social Networking Websites* and have been sharing these page links with the public. They must embed these links on the official websites of political parties. From there people come to know the about the official social media pages and accounts those are associated with the particular party or politician. In this way they increase their social media fans. Social Media particularly *Facebook* has its advertisement program to advertise web pages, Facebook pages, and other social media links. Facebook minimum charge \$0.01 per increase in number of Fan or per click on the link. Besides this, Facebook give the option to buy 1000 impressions for \$0.02 minimum cost. The inbuilt features of Facebook also help to disseminate the particular pages with the general public. As the number of Fans increase, the power of politician boost up because the social media/Facebook carry the message to every Fan. Now these fans do likes, shares or comments on these posts and the Facebook every time forward these posts to all the friends of fans. For example if a politician has 2 million fans on Facebook and the social media team upload a post on the official page of a politician then the Facebook automatically display this post in the time line of every fan. Now let suppose, on the next step only 10,000 fans give response in term of like or share, then Facebook further disseminate it among the friends of these 10,000 fans of a politician and so on. In this ways every online user gets information about the politician.

In 2009 Mr. Obama used social media during the presidency election campaign in USA. He was created a blog and digital network of volunteers to encourage voter turnout, raise money and created **band wagon effect** that the majority of public with him. For this purpose his showed 13 million accounts with the active email addresses.

Facebook, which has now become extremely popular in Pakistan and has over 8 million active Facebook users are present in the country. This makes Pakistan 26th country in term of number of Facebook users. The usage of social media in politics in Pakistan is continually growing, with an increasing number of politicians in the country taking advantage of the medium to communicate immediately with millions of people. Facebook, You Tube and Twitter are three basic social media plate forms that most politicians use to strengthen their existence and authority. Every politician now wants to reach out to individuals directly through Twitter or Facebook. Even political parties have accounts on various popular social networking websites, which they use to post information on political campaigns, press releases and other news updates. Many of the followers of politicians create pages on the name of leaders; they update status daily and reply the comments of general public. In this way most of the Facebook users cannot understand which page is genuine. On the other hand some political opponents create derogatory pages on the name of different politicians. These pages contain full of hatred posts for making fun and propaganda. Funny poetry, funny songs, funny acting and condemnation of politicians are the major elements of social media. People daily shares funny political talk shows on social media, hence the people enjoy whenever and how much they desire.

1.3 SOCIAL MEDIA AND PAKISTANI POLITICS

Like other individuals, business enterprises and groups, politicians are also using the social media on large scale because this virtual reality world helps the politicians in reaching their fans up to face to face interaction. Politicians have created their pages in social media and general public access and like them. The more and more likes show that the politician is the more and more popular in social networking community. Today more or less all political parties of Pakistan are using new media for reaching the masses and trying to connect with them, disbursing messages and getting feedback from public in term of likes, shares and comments etc. Top Pakistani politicians like Nawaz Sharif, Imran Khan, Dr.Tahir ul Qadri, Altaf Hussain, Sheikh Rasheed, Balawal Bhuto Zardri and many others have been regularly updating their Facebook pages. Now the social media is most significant tool of political discourse. Politicians are the group of people those are enjoying the fruits of publicity without any cost. On one side politicians are updating their pages and on the other side their followers are sharing, commenting, and liking these posts.

The usage of social media in politics in Pakistan is continually growing, with an increasing number of politicians in the country taking advantage of the medium to communicate instantly with thousands of people. Facebook, You Tube and Twitter are three basic social media plate forms that most politicians use to strengthen their presence and influence. Every politician now wants to reach out to individuals directly through Twitter or Facebook. Even political parties have accounts, which they use to post information on political campaigns, press releases and other news updates.Social media has been proving multitude source information. Every new piece of information affects the attitudes of people. Some people react positively and some react negatively. The study tries to investigate, how much people of Pakistan has been using social media. Some people using social media just for friendships. Business organizations are promoting their businesses. Webmasters are getting free web traffic from

social networking websites. Political parties are propagating their agenda through these social networks. Religious groups and sect-representatives are propagating their ideas and believe. Some frustrated people are abusing others. Some sharing hatred content and create extremism, radicalism and brutality in society. In this research, I focus the use of Facebook in Pakistan because the Facebook is the most popular social media in Pakistan and throughout the world. We have so many types of social media, such as Facebook, Twitter, MySpace, YouTube, blogs, and guest books.

In this website I would like to investigate famous Facebook pages of different political parties. Basically, I want to investigate the mentality of Pakistani people as well as the effects of social media on society. Social media is the powerful tool in the hand of common man. It has reduced the monopoly of mainstream media. In the near past social media has greatly affected the mainstream media. Every TV anchor is now depending on the information receiving from social media. For example Mobasher Luqman is a TV anchor of ARY News. People share secret information with him and he carries out the TV programs on it. I am not interested in it that either people like him or not. But it is clear that he gets lot of information from social media. So social media have created new doors of knowledge for anchorpersons and other media professionals to get and disburse information.

Moreover, every talk show, every TV anchor and every TV program must have their Facebook page. During the live program anchors keep their laptop and receive feedback from viewers. People upload information on Facebook pages and get quick reply.

1.4 FACEBOOK AND PAKISTANI POLITICS

Pakistani politicians are active on Facebook; they daily update their official Facebook pages and inform the fans about their day to day activities and political statements they given. The response from public is also reasonable. If we look overview of the politicians on Facebook then we find that the Imran Khan is on the top of the list with 47,95,448 fans, the next popular leader is the Dr.Tahir ul Qadri who's fans are 31,50,253 and the 3rd leader is Pervaiz Musharraf with 20,00,447 fans, 4th leader is the Mr.Nawaz Sharif with 14,76,573 fans, the 5th is the Mian Shahbaz Sharif with 10,81,991 fans, 6th is the Mr. Humza Shahbaz Sharif with 10,46,707 fans, 7th is Mr.Siraj ul Haq with 5,42,069 fans, the 8th is Sheikh Rasheed Ahmed with 1,80,408 fans, 9th is Mr.Bilawal Bhutto Zardari with 63,849 fans, 10th Mr.Altaf Hussain with 52,597 fans, 11th is the Asif Ali Zardari with 45,893 fans, 12th Moulana Fazal ur Rehman with 41,441 fans, *(data recorded from Facebook on 09-12-2015)*.

In general election 2013 the political parties had got votes PTI 7.7million, PMLN 14.8 million, PPP 6.9 million and MQM 2.45 million. PAT had boycotted the election 2013.

On Facebook the number of fans of these parties are PTI 4.6 million, PMLN 1.2 million, PPP 0.45 million and MQM 0.52 million. The fans of PAT on Facebook are 3.2 million.

If we ignore the rigging and corrupt practices in election 2013 then we find that the Facebook is not the reflection of general public behavior, because before election 2013, the Fans of Imran Khan was highest among other politicians but he got vote $\frac{1}{2}$ of Mr.Nawaz Sharif. The fans of Nawaz Sharif on Facebook are 4 times less than Imran Khan and Mr. Nawaz Sharif got votes almost 100% more than Imran Khan. But in real sense we can't ignore the corrupt practices and rigging on large scale in general elections.

PTI and PAT both are against the rigging and corruption, so the public like their view point and this is why their fans are highest in Facebook. Moreover, there are so many factors effects the election results, here in Pakistan the people are divided on cost basis, religious sect basis, provincial basis, language basis, racial discriminations, political grouping, and secular and religious education differences.

Besides this, feudalism, terrorism, extremism, brutality, violence, criminality, lawlessness, discrimination, feelings of deprive, inequality of law, rule of jungle and many other factors have demolished the unanimity of nation. MQM in Karachi get votes on gun point and threat the people. In this way people pole the votes in favor of Altaf Hussain and the same people don't like the page of Altaf Hussain on Facebook. If in future, it may be possible that the corrupt practices will be eliminated and the fair election take place.

Pakistani people are those are educated and free from the pressures of the social lords, criticize the politicians in later and spirit. They highlight the weaknesses of mainstream media and media persons regarding the politicians. Facebook users design funny cartoon and share on the Facebook. Some local artists criticize the politicians while singing, presenting poetry. Facebook is a platform where frustrated people release their frustration while commenting against the politicians, because people think so the politicians are actually responsible of every misfortune in the country. Majority of the Facebook users are always like the derogatory remarks against the politicians. For example we have funny Facebook page against the Asif Ali Zardari; <https://www.facebook.com/Zardaari/> its fans are more than 50,000. There are so many people those have created funny pages on the name of various politicians and the Pakistani Facebook users like them and comments on them. Some people avoid commenting on some posts because they want to hide their attitude towards any politician or religious personality.

1.5 FACEBOOK AND PAKISTANI SOCIETY

Mostly young and teen agers are using Facebook. The youth is not too much interested in public matters instead they are busy in friendship and fun on Facebook. Pakistani youth have craze to go abroad for bright future, so they are trying to make friendship with western girls and promise to get married with them. So the mainstream media project news on day to day basis about the **social media affairs** of Pakistani youth.

Besides this, boys and girls in Pakistan some time Sign up on Facebook with the fake names and make fool the friends. Some try to deceive others, strong followers of leaders are busy in propagating their leaders. Specially, in Pakistan people are divided on religious sect basis, so most of them are discussing the various issues of conflict. The web developers and web masters are busy in promoting their websites on Facebook. The enterprises are engaged in the advertisers program of Facebook, from where they pay via debt or credit card and advertise their websites. The Facebook is the best source of web traffic. Now Facebook has its own inbuilt function of online phone calls, so the Facebook users enjoy this facility also. Students share notes and other study material on Facebook.

After the emergence of mobile cameras in Pakistan, the Facebook users creates videos and photos and upload on the Facebook on daily basis. Lot of users joins various groups for discussion of interested topics. People of similar ideas comes closers to each other. Some users put question and get the answer from other users.

Facebook give the option to imbed the *Facebook icon* on websites, also the webmasters embed the Facebook comments option on their own website page. Some people are busy in boosting the posts on Facebook. Facebook charge very small amount for boosting the posts. In short, the Pakistani community is using the Facebook as similar to the western world on Facebook.

On one side face media users are busy in misguiding the nation, but on the other side some users are busy in projecting the real picture of society or events. The people have a common sense can easily judge that what is the truth and wrong on Facebook, Facebook provides the virtual reality world where people can discuss the various issues face to face while sitting in front of desktop computers. In the result of this interaction there are so many misunderstanding have been removed and people got closer to each other.

Facebook is the real reflection of society because it the society's members those are sitting daily on social media. Every post on social networking website is posted by the members of society. People are commenting and discussing the various issues without any fear. Sometime people create the accounts with different names and comment very bravely. Even people on social media some time change name and gender for criticizing seriously to someone. But in real sense, it doesn't matter, because, after changing the name and gender a member of society can't be excluded from the society, he or she will live in society and project his/her opinion.

In the light of above facts, we can say that the social media is the real reflection of society. Every post and every comment we find on social media is posted by the members of society, either these are individuals or organizations.

1.6 PROBLEM STATEMENT

More or less every internet user has must his Facebook account. On the other side politicians have too much craze to use social media particularly the Facebook. So researcher has decided to explore that “What has been doing politicians on Facebook and what is the public response in term of likes” If the social media is too important for society then it should be reflect the society. Facebook is the mirror of society which reflects the society as it is the society exists. In the India, Facebook results were showing the Narandra Modi fans are more than 31 million and the fans of Sonia Gandhi 2.4 millions only. In India General Election 2014 Mr.Narendra Modi (BJP) won 282 seats and got more than 171 million votes. On the other hand, Mrs. Sonia Gandhi (INC) won 44 seats and got more than 106 million votes. Before the general election 2014 in India the Facebook fans of Modi was highest so in election he had got highest votes and Sonia’s Facebook fans are too less than Modi, so Mrs. Sonia Gandhi (INC) could get 44 seats in the result of election. Hence we can say that the Facebook can predict the election result, because Facebook reflects the society. These are the members of community sitting on the Facebook. So this study initiated to investigate that if Facebook has given results in India and it may be possible that the Facebook is helpful in Pakistani society. Before General Election June2013 in Pakistan the Facebook fans of Imran Khan were 1.3 million, highest in Pakistan. It was predicted that the Imran Khan would be the prime minister but due to the rigging in election on large scale, it could not possible. Facebook is not responsible rigging during election but it performs like the mirror and produce as it is the people behavior on Facebook. Basically, this research has focused that the Facebook give the real picture of politicians as well as the followers. On one side Facebook give the idea about the objectives of the politicians and on the other side it shows the popularity of politicians in country. The Facebook users are free to like or dislike the page of politician and there are no chances of rigging on Facebook.

1.7 OBJECTIVE OF THE STUDY

This study will endeavor towards achieving following objectives:

- The study of the content shared by the major political parties in Pakistan.
- To know the role and significance of Facebook in Pakistani politics.
- To study the public interaction and involvement on the content of political parties in Pakistan.
- To know the number of fans of major political party with the purpose to judge the most famous and lowest famous party in Pakistan.
- To know the mentality of people towards politics.
- To find the loopholes in use of Facebook for the political purposes.

1.8 SIGNIFICANCE OF THE STUDY

This study will help the politicians that they can find the public opinion on Facebook. Politicians can find their real popularity on Facebook. If they realize that their fans have been increasing sharply then it is the sign of success and vice versa. Moreover, they can compare themselves with the other politicians on Facebook. Besides this, it is observed that some posts earn lot of comments, likes and shares and some posts just received few comments & likes. In this way the politicians can learn about the public attitudes. Use of Facebook for political interaction is very useful and beneficial in these days. Let suppose, election representative wants to start a mega project like metro bus service, before initiating the project he should come to the Facebook and ask question from the public; either he needs to initial Metro Bus Service or resolve the issue of electricity and gas. If he gets comments in favor of the production of electricity and gas then he must initial the production of power, he should leave the idea of metro bus service. So the Facebook is a guide for every politician that what should be done for creating soft corner in the heart of public.

Facebook users can get the idea about who is the most popular leader while counting the number of fans, because the increase in the number of fans is not possible artificially. Facebook help the people in choosing the leaders during election, just like the Mr.Obama and Narendra Modi these politicians first got the popularity on social media and then won the election.

The worth of Facebook cannot be ignored because the use of Facebook is user friendly, easy to understand, easy to chat with friends, easy to share text, images, video, audio and facility of sharing text in different languages. The social media is the media of new generation. Use of social media in Pakistan has been increasing as so fast that it is imagine after some years, every home may have with internet connection. Use of mobile phone is common practice in Pakistan. Telecom Companies Warid, Telenor, Jazz, Zong and PTCL proving the internet facility on mobile phone. So the use of internet has

been increasing rapidly. Use of social media is directly proportional to the use of internet in Pakistan. As the use of internet grows in Pakistan the use of social media also increases on.

1.9 RATIONAL FOR SELECTING FACEBOOK

The Facebook is the largest growing social networking website not only in Pakistan but throughout the world. 70% of our population in Pakistan is below the age of 30. So the majority of youngsters are using internet and social media. The rate of using social media has been increasing with the exponential growth. So it is expected that the new generation is the generation of social media just like developed countries like USA, Australia and UK etc.

Facebook is the highest growing social networking website. Use of Facebook is so easy that uneducated people can also use it to share text, images, video, audio, etc. Everyone can give response (comments, likes, shares etc) on any post. Flagging the negative posts or hatred posts is very easy. After some flags the auto-set system of Facebook deletes the post from the general viewers. It is the most favorite tool of freedom of expression. Finding friends is so easy. Chatting & phone calls on Facebook are possible. All commercial forces and political forces are active on Facebook. Creating pages and promoting them is now the basic function of Facebook. Popularity of any personality, business, and political party can easily find on Facebook. Political parties and commercial forces can manipulate the facts on main stream media but they are helpless in effecting the results on Facebook. Facebook polls are the instruments for the recording the public opinion. Facebook provides the option to upload videos you have recorded in your mobile phone. Facebook is now like a media channel and all of the Facebook users are the news reporters because they capture the facts from surroundings and share with the whole of community on Facebook. Facebook users in Pakistan are 3% of total population. 97% population is

out of Facebook. May be some people can say that the information is reaching up to maximum 3% of total population, so the Facebook cannot be use as powerful tool? Here two step flow model helps us in this regard. Two step flow models give an idea that information first comes from mainstream media to the opinion leaders then the other members of society. Here also two step flow model is working effectively. All of the Facebook users must have close bonds with the other members of society, such as family, relatives, friends and office colleagues, so they get information from social media and discuss it with the local community those are not using internet. After Google, Facebook is the largest place for advertisement. We can get display banner for general public. Facebook charge per visitor, the minimum rate of one click on advertisement banner is \$0.01, so it the cheapest way of advertisement. In this way Facebook helps the small investors. Only the huge commercial forces can advertise on main stream media, but Facebook provides the facility to the small investors to advertise their business. If someone has \$30 in his credit card or debit card then he can start advertising on Facebook. Advertiser has option where he wants to advertise either in Pakistan, India, USA or all the countries of the world. Now every commercial enterprise, politicians, anchorpersons, celebrities, and other people keeping their own fan pages. The more and more fans mean the more and more favorable attitude from general public. So the success of every political parties, personality, business, and organization can be evaluated by their Facebook pages. Not only is this, but the comments from public helpful in finding the real status.

BACKGROUND OF THE STUDY

INTERNET IN PAKISTAN

Internet technology entered Pakistan in 1990. But the use of internet has been started by the general public since 1997, at that time 0.03% of the total population were using internet. It was the time when net speed was very slow and people didn't have the knowledge about internet. The fruits of internet that we are enjoying today were not available at the initial stage of internet. With the passage of time the speed of internet has been increasing gradually and the users were also increasing.

On the other side, the internet cost has been decreased gradually. In 2001 the internet users in Pakistan were 1.32% of rest of population, in 2005 the percentage of net users were 6.33%, in 2008 7%, in 2010 8%, in 2011 9%, in 2012 9.96%, and in 2013 the users were 10.9%. The (ITU) International Telecommunication Union issued a report that there are 20 million internet users in Pakistan while ISPAK (Internet Services Provider Association of Pakistan) says that 10% are internet users in Pakistan while the PTA (Pakistan Telecom Authority) claim that the internet users in Pakistan have crossed the figure of 30 million out of which 50% are using internet from mobile phones.¹

The use of 3G and 4G has been increasing with the exponential growth, and it was started since April 14, 2014, the reason is the tough competition among the telecom companies (Zong, Warid, Mobilink, Telenor, Ufone and PTCL etc.). The total population is 189.1 million out of which 29.1 million are active internet users, 19.6 million are active social media users, 149.2 million are mobile

¹ Odosta.com

connections and active mobile social users are 16.2 million. The use of social media via mobile phone is growing with the exponential growth².

Use of laptop and desktop computers decreases 16% in one year from April, 2014 to March, 2015 while the use of mobile phone increased up 24% and use of tablet increased up to 13% in the presence of stages recorded in the last year. In Pakistan 149.2 million mobile numbers are issued and these are the 79% of the total population. People are now using internet in their cell phones. 5.97 million are using 3G & 4G in their mobile phones. In this way 4% are internet users out of total mobile users. (1)³

SOCIAL MEDIA VS MAINSTREAM MEDIA IN PAKISTAN

Finding new friends on internet is so easy. Facebook is very helpful in connecting the local community with each other. When you open an account on Facebook and update you profile information accurately such as your complete name, address, school, college and university where you study, your place of work , your education and your other details, then Facebook bring for you a list of friends, you surprise , **how Facebook find your missing friends and colleagues easily?** Now you can add them as Facebook friends. With the integration of phone call embedded function in Facebook, you can make free calls with them. So Facebook has a vital role in bringing the people together. Facebook is an ocean where you have fun any time you desire.

Media persons such as anchorpersons, reporters, editors and producers get information in shape of text, video and image from social media and describe it on mainstream media. In this way, we can say that the social media re-shape the mainstream media. In the presence of social media monopoly of mainstream media flew down. Moreover, social media have been reducing the share of mainstream

² Propakistani.com

³ Pta.gov.pk

media. Mainstream media some time emphasize more and more on some issues, in this way, the people those are consuming both media side by side, discuss the mainstream media topics on social media. If the mainstream media affect the cogs of a person and when this one will use the social media then he shares the same views there. We daily watch the video clips of mainstream media on social media. There are so many websites those are uploading mainstream media programs on internet and share them on social networking websites. In this way mainstream media affects the social media.

On social media political opponents are always trying to hide the facts and distort the available information in such a way that it produce bad image of opposite leader to the society. So the social media is a tool of misguiding the nation. Freedom of expression doesn't means to tell lie but it means to express your ideas in favor or against an issue or personality. Instead this, you can't misguide the nation. But we see that the social media is a place where people have been misguiding the community.

PAKISTANI POLITICIANS ON FACEBOOK

IMRAN KHAN,

Imran Khan, the Chairman “Pakistan Tahreek Insaf” (PTI) born in Lahore on 5 October 1952. However, he father Ikramullah Khan Niazi was originally belonged to Mianwali, Punjab. Imran Khan is a former cricketer, commentator, philanthropist, and former chancellor of the University Bradford (UK). He founded **Namal College Mianwali** and **S.K (Shoukat Khanum) Cancer Hospital**. He played International cricket for round about two decades and as a team captain he gifted the Cricket World Cup 1992 to his nation, after retiring he decided to serve the nation as a politician. So he founded Pakistan Tehreek-e-Insaf (PTI) on 25 April 1996. His followers mostly belong to elite and modern class. New generation like him much. His fans on Facebook are 4.7 million. He is the most famous politician on Facebook. Before the Azadi March and Inqilab March, Dr.Tahir-ul-Qadri was the most famous politicians on Facebook but during 14-08-2014 to 30-09-2014 Imran Khan took over the Qadri and got likes more than Dr.Tahir-ul-Qadri. During this period Imran Khan enjoyed too much coverage of mainstream media. The opponents of Imran Khan are low as compare to Dr.Tahir-ul-Qadri.

(InternetPK.com)

DR.TAHIR UL QADRI,

Dr.Tahir ul Qadri Chairman “Pakistan Awami Tahreek” (PAT) is a Pakistani politician and religious scholar. He had born on 19 February 1951 at Janhag (Punjab). He completed is Phd and had been working as a professor of International constitutional law at the Punjab University Lahore Pakistan. He is the writer of more than 1000 books out of which 500 are published. He delivered 8000 lectures on different topics throughout the world. He founded a political party Pakistan Awami Tahreek (PAT) on 25 May 1989. The main objectives of his party to introduce the culture of true democracy,

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promote peace, economic stability, improve the living standard, fulfill human rights, justice, rule of law, equality of law and remove corruption from Pakistani politics and from organizations. His official website contains the formal manifesto. Before this, he had founded his religious party Minhaj-ul-Quran International for the promotion of Islamic teaching. Dr.Tahir-ul-Qadri's fans on Facebook are 3.15 million approximately. (*Minhaj.org*)

NAWAZ SHARIF

Mian Muhammad Nawaz Sharif, Chairman "Pakistan Muslim League Nawaz" was born on 25 December 1949. He has been Prime Minister of Pakistan since June 2013. Before this, he had been Prime Minister from November 1990 to July 1993 and from Feb 1997 to Oct 1999. (*meriduniya11.com*) He is the president of his political party PMLN. Besides this, he is the owner of "Etifaq Foundry" a leading industrial unit for casting metals on large scale. (*sharifgroupn.com*) Moreover, he invested his capital throughout the world. He mostly likes to construct motorways, under passes and develop transportation system etc. He is one of the top wealthiest persons in Pakistan. Political opponents always criticize that Nawaz Sharif has been looting the Pak-Money under the shelter of these developmental projects. Nawaz Sharif and his companions are also killer 29 PAT workers in three different place and time. Out of those Nawaz Sharif's killed 14 workers in Model Town Lahore on 17 June 2014, eight were killed on 10 August, 2014 and the 7 workers had been killed at mid night of 30-31 August, 2014 in D-Chowk, Islamabad. His social media team is also working on Facebook. (Dawn News) Most of the time Nawaz Sharif shares his own photos on Facebook and get likes. Some time he shares his developmental projects news on his page. The number of fans on his Facebook page are 1.45 million. (*Facebook profile page*)

ASIF ALI ZARADRI

Asif Ali Zardari Chairman “Pakistan People’s Party” was born on 26 July 1955 in Karachi. He is the co-chairperson of PPP. He got married with the Benazir Bhutto in 1987. So he was the husband of the Prime Minister from 1988 to 1990. From 1993 to 1996 he had been served as a Minister of Environment, it was the 2nd term of the Prime Minister-ship of his wife. He remained senator till 1999. After the murder of his wife, he appointed himself the co-chairman of Pakistan People’s Party. He was elected President of Pakistan on September 9,2008. He was 11th president of Pakistan and had been served from 2008 to 2013. (*HistoryPak.com*)He faced few murder charges but not proved yet legally, the most famous are the murder of his brother-in-law Murtaza Bhutto , possibility of his wife former prime minister , a British businessman and other corruption charges on large scale in term of looting property and billions & billions Pak Rupees.(*antisystemic.org*)

Asif Ali Zardari has been using Facebook for propagating his political objectives. He mostly shares his political statements but the response from public is too low, it seems that the Pakistani public has no interest in Asif Ali Zardari. Even then the affiliates of PPP also have no serious attitude towards Zardari and his politics. Asif Ali Zardari doesn’t know the importance of social media. His fans on Facebook are too low and he also never updates his page on daily basis.

ALTAF HUSSAIN

Altaf Hussain Chairman “Motaheda Qoumi Movement”was born in on 17 September 1953 in Karachi. He founded a political party MQM (Muttahida Qaumi Movement) with the intention to defend the interests of migrants those moved from India to Pakistan at the time of independence in 1947. He started his political career from student politics on 11 June 1978. After this he founded MQM on 18

March 1984. The majority of his followers belong to Karachi. Now MQM is the 4th biggest political party in parliament. (*en.wikipedia.org*)

The overall reputation of MQM is not very good in Pakistan. There are several allegations on MQM and Altaf Hussain such as violence in Karachi by its terroristic armed wings, extortion , drug trafficking, looting money , street crimes, land theft, money laundering, murder of Imran Farooq (MQM worker) in UK and money others. He has been living in England on political exile. He was granted citizenship of UK in 2002. He mostly delivered speech for his workers on telephone and via video link. There are so many allegations on Altaf Hussain. These are more than 3500 cases and corruption charges against him. (*Dawn News*). His social media team updates his Facebook page with activities of party leaders and the political statements of Altaf Hussain. His estimated Facebook fans are 50,000. The further increase in number of fans is stopped or very slow. (*Facebook Profile Page*)

Chapter # 2

LITERATURE REVIEW

The literature review has been done to know, what has been studied before on the topic selected by the researcher. Social media particularly Facebook play has an important role in brought out of people from home to protest against the dynasty in Egypt, Mr.Obama existing president use social media for presidential election campaign and won the election, in India Modi won election by using social media. Social media plays very important role in opinion building. Social media help the voters in choosing candidates. Following are the few studies in this regard.

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Tufekci & Wilson, (2012) explained the role of social media particularly Facebook and Twitter in brought out of people from home to the place of protest in Egypt. In the result of protest the President Mubarak was resigned in February 2011. In this survey research the researcher found that the about 1/4th of the protestors heard about the protests on Social Media particularly Facebook. In Egypt the radio and television was in the state control, but the Mubarak dynasty could not realized the power of the social media. So the social media leads the protestor to the Tahrir Square. However, the researcher described that the first day of demonstration on Tahir Saquare was due to the use of Facebook, Twitter, text messaging, blogs and other general sources of information. Tahrir Square proved that the face to face interaction on virtual reality world is very effective and working in real world. The movement seems on the Facebook and other social networking websites is the reflection of society. Because the movement on Social Media is not an artificial movement. It is the society member those are sitting on Social media. Social media is very helpful in effecting the attitudes and behavior of social media users. (Tufekci & Wilson, 2012)

Gonzales, A., & Hancock, J. T. (2010) have dealt with the effects of Facebook wall on the self-esteem. Self-esteem means “The confidence on the own abilities or own worth, or the self-respect” The authors says that the exposure of own Facebook wall some time enhances the self-confidence and sometime diminish the confidence. For example a politician post his statement on Facebook wall, now he will get the feedback from public , if he find the favorable remarks from society then it enhance the self-esteem and the derogatory comments will diminish the self-esteem. Moreover, the Facebook users are always in the struggle to emphasize on the selective self-presentation on social media as the people acts in daily life in front of others. Basically, this study is on the social psychology of the members of society. People change themselves as the external environment change. Same people react differently in different social situations. Facebook is plate form where people present themselves in a better way but these are the opponents those give the whole picture relating to an issue, event and personality.

Kanai, R., Bahrami, B., Roylance, R., & Rees, G. (2011) has illustrated that the every one add friends on social media, and the people come closer to each other due to same ideas and believes. If we study the network or group to know what’s about the group is. In this ways we find that all the members of groups have same ideas, believe and values. Study of their shared posts and discussion will reflect their brain structure. Some individuals in online social groups participate on large quantity and some spent very little time on social media. The degrees of which users participate in social networking websites really reflect the structure of human brain. However, researchers described that the mostly we find variation between the data collected from the social networks and the data from real life.

Nadkarni, A., & Hofmann, S. G. (2012) have focused that why people use Facebook and researchers stated that there are two primary purposes or needs for using Facebook. 1) The Need to Belong: It means that people find friends on Facebook and they want to get ride from loneliness. Belonging means that you accept as a member or part of a social group or party. Some members of the

society belong to religion, some with politicians, some with family and some with the various social groups. The 2nd need for Self Presentation: Most of the people use Facebook with the purpose to present themselves. They post their photos, their achievements, activities and various social participations.

Lappas, G., Yannas, P., Triantafillidou, A., & Alexandros, K. (2014) evaluated that Facebook is a political discourse tool where the candidate send messages to the voters and interact with them. In this way they the politicians affect the thoughts and attitudes of the voters and win the election. The researcher study the local body election in Greece in November, 2010 where the politicians use Facebook for political campaign and made various promises with the voters but after winning election they couldn't fulfill their promises. The candidates were contested in urban areas, so they use Facebook as discourse tool. The number of likes and comments received from voters helped the rest of voters to decide about their representatives. A candidate having highest numbers of fans disseminate the notion that the public like him on large scale and in this way general community automatically develop favorable attitude about him and finally voted him.

Baghestan, A. G., & Limkokwing. (2013) conducted the study in Mauritius while using online survey method for collecting data. The study stated the 8 motives to use Facebook as 1) too meet friends, 2) to entertainment, 3) maintain relationships, 4) Social events, 5) Use to shared media products, 6) Discussion, 7) Use for information and 8) use for product investigation. The questionnaire was distributed among the 392 Facebook users of Mauritius. Hence, they applied the Uses and Gratification Theory of Media here.

McQuail has described that before the new media old mass media newspapers and broadcast media had significance in society, but with the emergence of new media the society has changed know.

New media provide arena for political discourse to the politicians and the voters. New media broke the "Top Down" information flow and instead introduced "Vertical Flow of Information". Now with every citizen can criticize the politicians and politicians can also reset their directions. New media put the politicians and citizen on same page. So the new media reflect the society better than the old mass media.

Leighninger, M. (2011) has described in the study "How Should Citizens and Public Managers Use Online Tools to Improve Democracy? And he further investigated that the internet helps the citizens to change the regimes. The politicians and other organizers used the new media to disseminate information, fund raising, mobilizing citizens and bring out the protestors. The power of new media is admirable that it can change the landscape of the countries.

Zhang, W., Johnson, T. J., Seltzer, T., & Bichard, S. L. (2010) have stated that the people have been influenced by the social media. The paper relies on the survey in South West residents. The survey was conducted on Telephone with the intention to know extent to which reliance on new media particularly social networking websites such as YouTube, MySpace, and Facebook. These websites engage people in various activities as social welfare, promoting religious sects, and political cause. This study deals with the influence of social networking websites on the attitude of people.

Research Question

- 1) Is Facebook being used as public discourse tools by the political parties in Pakistan?
- 2) Which political parties are being used the Facebook space for their political agenda successfully?
- 3) What type of data shared by the politicians on Facebook and how the followers react on these posts?

Hypothesis

- 1) Pakistani politicians on Facebook: Facebook is the real reflection of public opinion:
- 2) Facebook is the real picture of society regarding political environment.
- 3) Facebook is using public discourse tool in Pakistan.
- 4) Facebook has very significant role in updating the public and getting the public response.

PART TWO

THEORETICAL FRAME WORK

USES AND GRATIFICATIONS THEORY:-

Use is simple word which means to use something and the gratification is the enjoyable emotional feeling of happiness in response to a fulfillment of a desire or goal. **Gratification** motivates the people towards some specific behavior. May be a person start watching a movie for gratification. Because the movie get ride from tension for a while, give knowledge, topic of discussion with friends and make change in personality. The entire range of our social system has been controlling by the gratification. People travel, go cinema, eat in restaurant, go university etc. all of these thing gratify the public needs.

EXPLANATION OF THEORY

Blumler and Katz's Uses and Gratification Theory state that the users have their alternate options and choices to gratify or pleasure themselves by the use of media. The theorists assume that the user always seeks out specific media sources that fulfill their needs. If one source of media doesn't satisfy them then they change the media. Most of the theories say that the media affects the people. Just like Magic Bullet Theory which state the media have its very strong effects on audience, in this way the audience are passive and media is active. But Uses and Gratification theory is contradictory with the magic bullet theory. Uses and Gratification Theory says that these are the audience who affect the media. Because when a media source doesn't satisfy the needs of the audience then audience will leave the media and pick up another media for their gratification. Now the media cannot continue his

traditional way. So the media always care about the taste of audience. In the simple words that these are the people who are using the media for their specific needs.

BRIEF DESCRIPTION

This theory explains that there are the four basic needs that the users want to fulfill from media source. Users always seek out a best media that can fulfill their need a better way.

As per the Uses and Gratification Theory a user has 4 basic needs:

- 1). Diversion (to escape from worries and tensions)
- 2). Personal relationships (to use media for friendship and companionship)
- 3). Personal identity (People use media to brighten up their status and gain reliability)
- 4). Surveillance (to get news , knowledge and information)

APPLICATION OF USES AND GRATIFICATION IN THIS STUDY

1. Diversion:

Facebook users use Facebook with the intention to get ride from worries and escape from tensions.

Facebook provide fun as the many pages provide unique type of funny videos, text and photos.

2. Personal Relationships:

Facebook is the best place to find new friends from all over the world. Facebook helps to find the people you already know and interact with them. User may chat, message, comment and share information and get closer to the people of same ideas for friendship and long relations.

3. Personal Identity:

Some people reflect you, either in full or partial on Facebook. You find there the people of similar characters just like you. In other words, you find yourself on Facebook in shape of various identities and names. Each person has some specific ideas and attitudes. The people of similar ideas and believes attract each other. For example the people belonging to any political or religious personality immediately come closer to each other. It is your personal identification that you find similar character on Facebook. May be you find information as per your own taste.

4. Surveillance/ Observation/ Close watch:

Facebook users also try to find that what has been going around us. Social media is a crowd source information point where we can get information, knowledge and awareness about what has been happening in the world. So the people go on Facebook for seeking knowledge and latest information.

Some other Important Aspacts:

This study is about the political use of Facebook in which the researcher want to explore that what has been contributed by the politicians on Facebook and what is the public response in term of likes. In this study I have selected the five major politicians in Pakistan, Imran Khan, Dr.Tahir ul Qadri, Muhammad

Nawaz Sharif, Altaf Hussain and Asif Ali Zardari. Facebook is one of the best media sources where the politicians are passive and users are active. We find variation in the taste of leaders and followers on Facebook. In my study, Imran Khan has strong desire that public like him as politician but the public like him due to cricket champion or another reason may be. Imran shares more than 80% posts about politics but the liking from public remain very low on political statements. On the other hand he shares his wedding pictures then the liking boost up 5 times more than the likes on political posts. Wedding doesn't matter for Imran Khan that the public like it but the politics has great value for him, but we see that the people have very low interest in his political matters.

The second personality we have the Dr. Tahir ul Qadri. The Dr. Qadri wants to act as a politician but the public and his followers love him as a religious scholar and due to his services for Islam & humanity. The people like him and love him too much as a spiritual leader but the people take very low interest in his political activities. The followers have emotional attachment with him.

The third personality we would like to discuss that is Mr. Muhammad Nawaz Sharif sitting Prime Minister of Pakistan (today 2015). Mr. Nawaz Sharif mostly shares his own photos on Facebook and wants to get likes from nation. But the people like him due to his mega projects and development. People have never interest in this personality and nor they have feeling of love for him. Facebook page of Nawaz Sharif shows the public are much interested in development of country and very low interested in his personality.

The fourth personality is the Mr. Altaf Hussain we have. Mr. Altaf Hussain is a MQM leader sitting in England and interacts with the workers via video or phone calls. The overall reputation of Altaf Hussain is not very good. The general public doesn't like him. Even the followers or voters of MQM are not interested in him. The Facebook page shows that the Altaf Hussain gives his political

statements but the public don't like his post. The total fans of Altaf Hussain are 52400 and the more increase in Fans still stop. It seems that Altaf Hussain has desire that the people like him and his posts more and more but it is the choice of people that they never like his page and posts.

Asif Ali Zardari is the Ex-President of Pakistan and chairman of PPP. His page likes are 46000 and further increase in number of fans still stop. People of Pakistan even the political workers of PPP are not interested in the political statements of Asif Ali Zardari. PPP had ruled 3 times in Pakistan, they can get votes from public but they can't get likes on Facebook posts from public. However, derogatory pages about Zardari get more and more fans and likes for the posts.

Hence we come to know that the Facebook users come to use Facebook to divert their tension, make friendly relations with the other fans of page. Besides this, the users find similar characters on Facebook and become a part of political party. As we know that the Facebook is a place of crowd source information point where the user can find that what has been going around us and they know about the activities of their leaders. So the users come for knowledge and latest information about leaders and around the leaders. In this way the Facebook pages gratify the user's needs.

Chapter # 4

RESEARCH METHDOLOGY

3.1 RESEACH DESIGN

Research Design is a plan for collecting and analyzing data in order to answer the investigator's questions" A good research design includes such procedures which assist researchers in digging out answers to his/her research questions

Research design explains the associations between the research purpose and research methods. Every study has its own research methodology in order to bring forth answers to insight and researcher's questions in mind.

METHOD APPLIED

Qualitative research method of research was adopted in this study.

QUALITATIVE RESEARCH

In a very simple way we can understand that in Qualitative research the aim of the researchers is to collect an in-depth understanding of human behavior and the particular reasons that govern such type of behavior. The qualitative research method investigates the how and why of decision making, not just when, where, what. Mostly in the research method smaller but focused samples are used than large samples.

3.2 SAMPLE STRATEGY

POPULATION

Social media is a population in this search study

POPULATION FRAME

Facebook (The biggest application of social media) is a population frame in my research.

UNIVERSE

A universe is the collection of things of people that you acquire as sample to conduct your study. It can be aggregate objects, person, events and variable used in the piece of qualification being specified. The universe in this study were **Facebook pages of top Pakistani politicians**.

SAMPLE

A sample is a smaller representation of large whole .The only two basics requirements for sampling procedure are the firstly it must representative and secondly it must be adequate in this research project **Five Facebook Pages of Top Pakistani Politicians** among others have been selected as sample.

SAMPLE SIZE

Posts, pictures, text, videos, likes, people talking about and links are the sample size in this study.

UNIT OF ANALYSIS:

Each post uploaded by the selected politicians recorded for study during the period of August,2014 to 15 January,2015 (text, image, video or link & the number of fans of Facebook Page and numbers of likes on each post) is a unit of analysis in this research.

3.3 SAMPLING METHOD USED

PURPOSIVE SAMPLING:-

This is one of the major type of non- probability sampling in which it is focused that all possible cases which fit on particular criteria are preferred while using various methods or we can say that the subjects are selected because of some characteristics and the whole selection based on purpose of study.

In this research five Facebook pages of top Pakistani politicians have been selected as a sample while using purposive sampling technique. Those pages have been selected among all other Facebook pages of Pakistani politicians which are:

- Strong linked with political discourse on Facebook.
- Very active position.
- Very famous and heavily liked.
- Representative of renowned politicians in Pakistan.

Purposive sampling method was adopted for selection of study material from five selected Facebook pages, from every page all posts have been selected and divide them in various categories on the basis of nature of content such as **Politics, Religion, Terrorism, Personal Life, Developmental Projects, Self Photos, Social Welfare, & other Non-Politics** .After this researcher arrange the whole posts in groups and calculate the total number of likes on each category of posts. In this way researcher find out the **%age of content** shared on Facebook and **%age of likes** from public. May be a politician want to gain public popularity in term of politics but the public respect him due to his religious thoughts or whatever the case may be.

In this way researcher fined that the quantity of content shared on Facebook page and the quantity of likes from public. The research gives an idea that how the politicians are trying to effect the public and the public react that.

3.4 INTRODUCTION TO DATA COLLECTION TOOLS / METHODS

A- Page Info Graphs:-

It is the graph has been developed to explain the basic information of every single page from selected page, in which, joining of the page, its admin, country and URL, in addition with it is also elaborated that what is nature of the data like videos, posts, pictures or status and from which web source it was shared like from a website, blog or any other news source. It is also highlighted that what is the status of activism of that pages like, active, pro-active or passive, and what is style of updates, like on daily basis, weekly basis or uploading after every 3,4 or 5 hour because on these basses its activism or passive can be evaluated. The liking of every page has been mentioned in the graph.

B- Post & Like Graph:-

It the second graph which contains the information about what has been contributed by the politicians and what is the user response in term of likes. Moreover, this graph shows the various categories depending on the nature of content. Each category gives the number of all posts, % of posts , %age of content, %age of likes and ratios of shared contents & likes.

TWO TYPES OF DATA

1) What has been uploaded by the politicians (Text, video, images etc?)

2) What is the public response in term of likes only?

From public side , the researcher just count the “ Number of Likes per post” , however, the researcher ignored the “ Number of shares and comments posted by the Facebook users” , the reason is below:

Why People like the Posts?

The answer is that the Facebook users Like the posts only when they have favorable attitude towards the post. In this way, the likes are the filter result of public response those have positive feeling towards the politicians.*(vice.com)*

Why people Share a Particular Post?

The Facebook users share the post, when they like it, dislike it, post contains the valuable information, useful content, surprising material and any other kind of information that the people think so that the other people should know about this information also.*(marketwatch.com)*

Why people comment the Posts?

People comment on the post when they want to say something about the shared information. Either these comments may be favorable or non-favorable towards a politicians? The political opponents, some time post the derogatory remarks about each other. *(new.soldsie.com)*

Why I choose to Count Number of Likes only for my study?

The researcher wants only favorable attitude and magnitude of positive attitude of Facebook users towards specific politician. It is understood that the opponents always repel each other.

In this study , the Facebook users are divided in two main groups as political allies, one group included Imran Khan (PTI) and Dr.Tahir ul Qadri (PAT) and all the other politicians like Nawaz Sharif, Asif Ali Zardari, Altaf Hussain etc are belong to 2nd group. So the followers of these groups posts against comments each other. So the researcher has decided to count only favorable attitude , because it is understood that the fans of other opponents will always dislike towards other parties and politicians.

3.5 DATA ANALYSIS

Discourse Analysis method will be used for analyzing the data, with the nature this research and for getting desired results.

INTERPRETATION

For the interpretation of the data after analyzing through discourse analysis method, researcher has divided the analyzed material into various categories so that a clear understanding can be possible about the material that was presented on the Facebook pages of top five politicians in Pakistan.

Distribution of content into various categories helps the researcher in finding the nature of content and quantity of content shared on Facebook. On the other side, this distribution of categories

helps in finding the public response in term of likes. The comparative study of number of posts and likes of posts in various categories project the clear image of politician's aims and reaction of public.

This table of content gives a abstract idea about the politician's attitude and the public. The behavior of a politicians and the public is the reflection of their attitudes.

CATEGORIES

- A. Politics:
- B. Religious:
- C. Development:
- D. Terrorism:
- E. Personal Life:
- F. Self-Photos:
- G. Social Welfare:
- H. Other Non-Politics:.

Chapter# 4

DATA COLLECTION

1. IMRAN KHAN

URL: www.facebook.com/imrankhan.offical

Page Start	Liking	Talking about	Status of Page	Update	Nature of Data	Type of data
September-2010	45,58,109	6,86,668	Active	Frequently	Video, Text, images	Mostly about politics

Find Content from August 1, 2014 to January 15, 2015

-	Categories	No of Posts Shared.	Total Likes	Average Likes.	%age of Content.	%age of Likes.	Ratio of Content to Likes.	Ratio of Likes to Content.
1	Politics	80	16,89,387	20,112	84%	10%	8.4:1	(0.12) : (1)
2	Personal Life	4	5,22,282	1,30,571	4%	63%	0.06:1	(15.75) : (1)
3	Religious	4	68,176	17,044	4%	8%	0.50:1	(2) : (1)
4	others	8	2,36,873	39,479	8%	19%	0.42:1	(2.37) : (1)
	Total:	96	25,16,718	2,07,206	100%	100%		

1. Politics: 80

S.No,	<u>Content about Politics (PTI)</u>	<u>Likes</u>
1	Freedom is our ultimate target. Photos of Imran Khan in sitting.	52,120
2	The strength of people has been increasing in Azadi March. (Photos of Imran	50,076

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	Khan, Abrar ul Haq etc.	
3	Announcement: We will celebrate "Go Nawaz Go Day on Friday & I will burn my electricity bill.	46,462
4	A large crowd will be in Islamabad on 30-11-2014.	46,134
5	Shut down to rebuild New Pakistan.	45,960
6	PMLN claims that Lahore is their city, but see the crowd on Minar e Pakistan, we break the history records.	45,474
7	Bannar : The Karachi is the gesture of change.	44,702
8	Photos of shut down in Faisalabad.	44,562
9	Photos of Peaceful sitting: Our political opponents were expecting that the total life of sitting will not more than 3 days but we are here for 109 days.	44,036
10	They can change our vote but cannot change our direction.	44,036
11	The participation of people in Azadi March will demolish the Sharif's dynasty.	38,393
12	Again large number of people are in sitting . Photo of Imran Khan in sitting.	38,046
13	People stood up against the status quo, and dynasty.	37,685
14	Our official page reached up to 3 million likes.	37,383
15	Testimonial of Maryam Noor for Imran Khan.	37,097
16	Advise: Always speak truth, eliminate your ego, be brave , always support the justice.	34,580
17	Announcement: Capton is coming to Rahim Yar Khan on 09 November,2014.	34,105
18	Imran Khan speech for youth. Link is given.	33,912
19	Testimonial for Imran Khan.	32,452
20	Testimonial of Liaba Qazi for Imran Khan.	29,278
21	Photos of Imran Khan in sitting.	28,623
22	PTI issued a White Paper against PMLN. Photo of Imran khan alongside the link of White Paper.	28,348
23	Thank you Rahim Yar Khan: Photos of crowd in Rahim Yar Khan.	28,077
24	Announcement: Public crowd will be in Lahore on 28-09-2014.	28,043
25	No body can buy me, I am not afraid. I will fight against the brutality. The corruption of Nawaz Sharif goes to end.	25,889

26	Photos of crowd in Lahore. Thanks a lot for coming in gathering.	24,335
27	National song with the video of Karachi gathering.	23,889
28	Nawaz Sharif told a lie in National Assembly. Dynasty of Sharif is going to end.	23,379
29	Imran Khan press conference in rigging in NA-122.	22,757
30	Testimonial for Imran Khan.	22,231
31	Claim: Photos of Azadi March Lahore crowd will break the previous records.	20,966
32	Announcement: 10-10-2014 is the day of gathering in Multan.	20,392
33	Photos of gathering , Imran and Sheikh Rasheed on 30-11-2014. Our destination is near to us.	20136
34	Thanks for donors: Video of Imran Khan.	19,095
35	Marshall Law is not the solution for Pakistan.	18,875
36	TV actress " Laila Zubari" joined the PTI, Speech of Laila Zubari.	18,132
37	Interview of Rham Khan: Imran Khan loves too much for his children.	18,052
38	Imran criticise the Nawaz Sharif on arresting the workers. Nawaz Sharif and Police will face the rule of law.	17,788
39	Photos of Azadi March.	17,534
40	Marriage rumors of Imran Khan.	17,515
41	Rigging in NA-122 on large scale.	17,448
42	Order: Shut down in Faisalabad on 08-12-2014.	16,925
43	Announcement: 17 October,2014 will the day of gathering in Sargodha.	16,730
44	We will again come out on roads.	16,126
45	Big crowd in Gujrat has proved that people want to get ride from Nawaz Sharif and Corrupt System.	15,959
46	Announcement: A crowd will in Jehlum on 16-11-2014.	15,886
47	Biggest crowd in Lahore. Photos of gathering.	15,145
48	Question Answer session with Imran Khan , 14 minute video.	14,832
49	Announcement: Work as Azadi Raza Kar and get Raza Kar Cards.	14,811

50	Shahid Mashood says: If fair investigation take place then Imran Khan will beocme Prime Minister.	13,853
51	New Song of Touseef Afridi for PTI: Baney ga naya Pakistan.	13,663
52	Dr.Shahid Mashood praising Imran khan in his program (News One TV)	13,438
53	Shut down in Lahore on 15-16-2014.	13,140
54	We will prepare 200 think tanks for the development of every sector in Pakistan.	13026
55	Imran Khan excisted about the crowd on 30-11-2014 in D-Chowk.	12,896
56	Worm welcome by the citizens of Karachi to Imran Khan.	12,724
57	Testimonial for Imran Khan text and video.	11,650
58	Nawaz Sharif bagging support from USA and they are supporting him.	11,554
59	Yousaf Sala ud Din a friend of Imran Khan speaking in favor of Imran Khan in Naeem Bokhari Program.	11,203
60	Banner: Public gathering at Tomb of Quaid e Azam at Karachi on 21-09-2014 at 3:00 PM.	11,171
61	International democracy day on 15-09-2014. Statement against Nawaz Sharif.	10,983
62	14 August ,2014 is the date of Azadi March.	10,848
63	80% increase in electricity bill: So I am on fire my electricity bill.	10,771
64	Please bring the umbrallas, plastic sheets with you while coming to Azadi March. The chances of rains are there.	10,273
65	Press conference of Imran about rigging in NA-122	10,204
66	Message of Imran Khan: A big crowd on 30-11-2014. Our politicians are cruel, and always tell a lie.	9149
67	We will never derail the system, Inqilab will come in the result of election.	8875
68	Speech of Imran Khan, Rate of electricity falls down.	8580
69	Video Song for Imran Khan.	7,577
70	Dr.Moeced Peer Zada declared that Imran Khan is the " Man of Year in Politics of Pakistan"Dunya News.	7,366
71	Poem of Masood Syed in favour of Imran Khan.	6802
72	Azadi March is for real democracy. Ex-Chief Justice was a fraud person.	6296

73	People never afraid by firing, Police disappeared the dead body of a person. The public should come out. This is the time when we will never come back.	6142
74	Documentary about the views of participants in Azadi March.	6105
75	Logo of PTI.	5942
76	PMLN must arrange judicial commission up to 18-01-2015.	5,706
77	Chanting " Go Nawaz Go" Video	5347
78	Photo of Imran Khan with Quaid e Azam on anniversary of Mr.Jinnah.	5,188
79	Last speech of Imran Khan in Abpara while leaving for Parliament.	3463
80	Announcement: Every person should join Imran khan in D-Chowk 13-09-2014.	1041

2. Personal Life: 4

S.No.	<u>Content about Personal Life (Wedding Pictures etc) PTI</u>	<u>Likes</u>
1	Photos of Imran Khan with Raham Khan (Wedding Pictures)	2,56,085
2	Photos of Imran Khan with Raham Khan (Wedding Pictures)	1,08,281
3	Shahid Afridi ki Mobarak Bad for Imran Khan on wedding. (Wedding)	84,181
4	Wasim Akram ki Mobarak Bad for Imran Khan on wedding. (Wedding)	73,735

3. Religious Posts: 4

S.No.	<u>Content about Religion (PTI)</u>	<u>Likes</u>
1	Announcement: We will celebrate Eid ul Azah in D-Chowk, Islamabad.	25,054
2	Pictures of Musjid e Nabavi (SAWAS).	16,398
3	"O" our Allah , we worship of You and seeking help from You.	16,015
4	Ladies accepted Islam after seeing Imran Khan. Imran said that I have no terms with Ahmadis/Qadianis(Islamic and religious discussion)	10,709

4. Others Posts: 8

S.No.	Others Posts (Imran Khan) PTI	Likes
1	Happy New Year for Pakistani: We will success in our mission in 2015.	90341
2	New Year Message: New Pakistan will become in 2015.	83185
3	Apeal: 1 million rupee are needed for Shoukat Khanum Hospital Peshawar.	15,594
4	Shoukat Khanum relaed text.	11,224
5	Speech of Dr.Faisal Sultan about the internal issues of Shoukat Khanum.	11,023
6	Apeal for fund collection: Display Bank A/C No. of PTI.	10,960
7	Appeal for fund raising for Shoukat Khanum Hospital, Peshawar.	9,701
8	Shoukat Khanum related text and image.	4845

2. Dr.Tahir ul Qadri

URL: www.facebook.com/tahirulqadri

Page Start	Liking	Talking about	Status of Page	Update	Nature of Data	Type of data
April-2010	31,05,767	35,409	Active	Frequently	Video, Text, images	Mostly about politics, Religion & Terrorism

Find Content from August 1, 2014 to January 15, 2015

Sr.	Categories	No of Posts Shared	Total Likes	Average Likes.	%age of Content.	%age of Likes.	Ratio of Content to Likes.	Ratio of Likes to Content.
1	Religious	30	3,07,149	10,238	37.5%	38%	(0.99) : (1)	(1) : (1.01)
2	Politics	33	2,10,497	6,379	41.25%	23%	(1.79) : (1)	(1) : (0.561)
3	Terrorism	16	1,19,463	7,466	20%	27%	(0.74) : (1)	(1) : (1.35)
4	others	1	3,293	3,293	1.25%	12%	(0.1) : (1)	(1) : (9.6)
	Total:	80	6,40,402	27,376	100%	100%		

1. Religious: 30

S.No.	Religious, Blasphamey & Personality Posts (Dr.Tahir ul Qadri) PAT	Likes
1	Photos of Dr.Tahir ul Qadri and Imran Khan while meeting During Eid Prayers in D-Chowk.	44547
2	Announcement: Milad Conferece will be held Tomorrow at Minar e Pakistan Lahore.	23701
3	Links of Speaches on topic "Meelad un Nabvi (SAWAS)"	22121
4	PMLN investigation about the property of Dr.Tahir ul Qadri but found nothing. It is integrity of Dr.Tahir ul Qadri as a religious scholar.	20,802
5	Celeberation of Birth day of the Holy Prophet(SAWAS) in the eyes of Scholars (Mohdaseen and Aemmas)	15,485

6	Photos of Milad Conference.	15,170
7	12 Books of Tahir ul Qadri on Aqeeda	14,918
8	Congratulation: Eid Milad un Nabi (SAWAS)	12,117
9	Kinds of Bedhat	11794
10	Application of word "Badhat"	10,318
11	The Holy Prophet (SAWAS) celebrated his own Birth Day: Lecture of Tahir ul Qadri	9826
12	The Holy Prophet (SAWAS) celebrated his own Birth Day: Lecture of Tahir ul Qadri	9,781
13	Badhat in the eyes of Scholars (Aemmas and Mohadaseen)	9,599
14	Why blasphemy not allowed?	9408
15	Naat (Tere hotey Janum lia hota) written by Tahir ul Qadri	8,607
16	Announcement: 31st Annual Milad Conference at Minar e Pakistan	7124
17	Celeberation of Milad e Mustafa (SAWAS) complete program in Lahore Church.	7,075
18	As a writer of 1000 books, I never get royalty on the sale of Books. Dr.Qadri	6,209
19	Lecture of Dr.Tahir ul Qadri on Bedhat.	5,942
20	Topic of Milad Conference: " Love for the Humanity & Non-Violence	5535
21	Dr.Tahir ul Qadri old vedio clip while speaching on " Nesbat e Mustafa SAWAS) (Value of Relation with the Holy Prophet(SAWAS)	4,974
22	Dr.Tahir ul Qadri Speech: Discuss the Iranian Revolution; 16 minutes Clip	4,829
23	Dunya TV Report: Arrangements for the Milad Conference at Minar e Pakistan	4,307
24	Dr.Tahir ul Qadri strongly condemn Paris on Blasphmey	4139
25	Are the Arab people celebrating Milad? Tahir ul Qadri Speech	4,094
26	Dr.Tahir ul Qadri decided to land Allama Iqbal Airport Lahore after visiting European Countries.	3,861

27	Lecture of Dr.Tahir ul Qadri on Milad, Madina and Love.	3730
28	Dr.Tahir ul Qadri strongly condemn the blasphemy act in France.	3347
29	Announcement: Watach Milad Conference on ARY News	1,970
30	Lecture of Dr.Tahir ul Qadri in Milad Conference	1,819

2. Politics: 33

Likes	Content about Politics (Dr.Tahir ul Qadri) PAT	Politics
1	Photos of Inqilab March in Aabpara, Islamabad.	15251
2	Photos of Haripure Sitting	15100
3	Photos of Inqilab March from Awan-e-Sadr.	11738
4	Message: Join PAT in struggle to reclaim the lost Pakistan of Quaid e Azam	11485
5	Dr.Tahir ul Qadri came out to demolished the corrupt system, poors will get their right.	11473
6	Dialogue remains unsuccessful : "Tomorrow is the day of Inqilab"	11449
7	Announcement: Dr.Tahir ul Qadri speech has started,	11010
8	E-Book: The vision for Green Revolution	9284
9	We are here to bring change/ Revolution	8660
10	Iqbal Day (Photo of Tahir ul Qadri with Allama Iqbal.	8635
11	Announcement: Dr.Tahir ul Qadri speech has started,	8267
12	Announcement: Dr.Tahir ul Qadri interview with Mobashar Luqman on ARY News	8082
13	Dr.Tahir ul Qadri is distributing the water, food and medicines among the flood effectees in Tharparkar.	7522
14	Announcement: Dr.Tahir ul Qadri interview with Nadeem Malik on SAMMA TV.	7073
15	Announcement: 23-11-2014 huge gathering in Bahkhar	6867
16	Anouncement: Dr.Tahir ul Qadri's interview started on ARY News.	6240

17	Address of Tahir ul Qadri in Dohbi Gahat Faisalabad.	5781
18	Aljazeera TV report in favour of Inqilab March	5387
19	Dr.Tahir ul Qadri reached Lahore: Express Newspaper	5233
20	Recorded interview with Mobashar Luqman	4892
21	Qadri Says: I want to demolish the system	4695
22	Dr.Tahir ul Qadri interview with Malik (Dunya News) "Election Commission is Fraud"	3892
23	Dr.Tahir ul Qadri Speech: Criticisum on Govt: 19 minutes Clip	3583
24	Speech of Tahir ul Qadri: Rullers of Pakistan are responsible for worst condition of Pakistan. The demand Bribe from foreign investors.	3194
25	Dr.Tahir ul Qadri interview with Waseem Badami on ARY News Part-2	2812
26	Dr.Tahir ul Qadri interview with Waseem Badami on ARY News Part-1	2763
27	Appeal to workders: For the like the page of Dr. Hassan Mohi ud Din Qadri (Grand Son of Dr. Tahir ul Qadri.)	2314
28	Interview with Iqrar-ul-Hassan (ARY News)	2035
29	Interview of Dr.Qadri with Javed Choudry (17-09-2014)	1859
30	Dr.Tahir ul Qadri Announces Chartered of Demand: 1) Resignation of Nawaz Sharif, 2) Devolution of Assemblies. 3) Establishment of National Government 4) Accountability 5 Enforcement of 10 points of Dr.Tahir ul Qadri.	1691
31	Link of Interview with Nadeem Malik	1375
32	Announcement: Inqilab March date is 14-08-2014	461
33	Dr.Tahir ul Qadri meeting with the Army Chief remain continue 3:20	394

3. Terrorism: 16

S.No	<i>Terrorism & Martyrs (Model Town incident) (Dr.Tahir ul Qadri) PAT</i>	<u>Likes</u>
1	Dr.Qadri says. " School Children must study the Peace in their Syllabus"	16262
2	Photos of Book " Fatwa against Terrorism"	12743
3	Dr.Qadri Says" Politicians, religious scholars and Army should not hesitate in eliminating the terrorism from Pakistan.	11297
4	Photos of Injured people as a result of Police firing and shelling on night between 30-31/08-2014	11254
5	Muslims cannot kill the women and children in declared war against the enemy.	11225
6	Terrorism will eliminate with the elimination of corrupt people particularly politicians.	9605
7	Why Govt hide Judicial Report on Model Town tragedy?	8722
8	Prayer for the success of Operation Zarb-e-Azb against terrorists.	7444
9	Dr.Qadri Says: Chapter of Peace should be included in the syllabus of School and College students.	6501
10	Dr.Qadri statement , " The Syllabus in religious non religious institution must change.	5581
11	Police has blocked all the ways leading to Qadri's home Lahore.	3593
12	How to eliminate Terrorism: 14 Points of Tahir ul Qadri.	3486
13	Religious institutions are getting money support from abroad.	3267
14	PAT workers crossing the Ravi River through boats with intention to participate in " Yom e Shohada" Express News	3174
15	Pictures of Model Town tragedy and Govt silence.	2757
16	Tahir ul Qadri condemn the attack on Shia Imam Bargah in Rawalpindi.	2552

4. Other Posts: 1

S.No.	<u>Other Post Dr.Tahir ul Qadri (PAT)</u>	<u>Likes</u>
1	<u>(New Year Message):</u> We cannot forget the tragedies of Model Town and Peshawar School. (New year prayer for nation).	3293

3. MIAN NAWAZ SHARIF

URL: <https://www.facebook.com/pml.n.official>

Page Start	Liking	Talking about	Status of Page	Update	Nature of Data	Type of data
Sep-2010	12,28,574	1,30,721	Active	Frequently	Video, Text, images	Mostly about politics

Find Content from August 1, 2014 to January 15, 2015

Sr.	Categories	No of Posts Shared.	Total Likes	Average Likes.	%age of Content.	%age of Likes.	Ratio of Content to Likes.	Ratio of Likes to Content.
1	Development	19	3,78,174	19,904	18%	27%	(0.67) : (1)	(1) : (1.5)
2	Politics	35	3,36,987	9,628	32%	13%	(2.46) : (1)	(1) : (0.41)
3	Self Photos	39	5,79,806	14,867	36%	21%	(1.71) : (1)	(1) : (0.58)
4	Religious	2	12,991	6,496	2%	9%	(0.22) : (1)	(1) : (4.5)
5	Terrorism	11	1,16,068	10,552	10%	15%	(0.67) : (1)	(1) : (1.5)
6	Others	2	21,995	10,998	2%	15%	(0.13) : (1)	(1) : (7.5)
	Total:	108	14,46,021	72,445	108	100		

1. Development & Mega Projects: 19

S.No.	Content in Posts about Mega Projects & Development (Nawaz Sharif PMLN)	Likes
1	Pictures of " Ring Road Lahore"	66361
2	Photos of Under Pass Azadi Chowk Lahore	41437
3	Nawaz Sharif Statement: Our plan is the development of Pakistan.	38668
4	Price of electricity has reduced Rs.2.32 per unit.	33264
5	We have decreased the Petrol prices	22536
6	Sologan of Prosperous and Happy Pakistan	18103
7	Agreement of 1000 mega watt electricity with Tajekistan and Karghistan via Afghanistan.	17742
8	Photo of Bridge (Farozpure Road Lahore)	16073
9	We will construct motorway	14933
10	We are reducing the prices of Petrol and Desil	14558

11	Photo of Shahbaz Sharif: China will train our medical doctors.	13230
12	Photo of Nawaz Sharif while inaugurating the 8th International Defense Exhibition.	13171
13	PEW Survey Report: 64% people of Pakistan are supporting Nawaz Sharif for the development of Pakistan.	12794
14	Foreign Exchange raised up to 15 Billion Dollars.	11872
15	Photos Metro Bus Service	10291
16	Nawaz Sharif inaugurated the ceremony in OGDCL	10074
17	Photos of Nawaz Sharif while making Agreements with China	9275
18	Photo of German investors. They came Pakistan for investment	6984
19	21 Agreements were signed during the Nawaz Sharif visit to China.	6808

2. Politics: 35

<i>S.No.</i>	<i>Content in Post about Politics (Nawaz Sharif PMLN)</i>	<i>Likes</i>
1	Announcement: Provide food to the people are in Darna (sitting). Our prosperity March will remain continue.	23518
2	Nawaz Sharif Appreciated the Imran Khan's decision of windup sitting in D-Chowk.	21411
3	Nawaz Sharif talking against the Darnas(sitting)	20648
4	Photos of rallies of N-League in the different cities against the Azadi March , and Inqilab March.	15778
5	Nawaz Sharif met a Pakistani delegation in London.	15777
6	Nawaz Sharif Visited the Navey War College	15172
7	Bahrian President awarded the " Highest Civil Award" to Nawaz Sharif for his struggle to make better bonds between two countries	14868
8	Photo of Nawaz Sharif in Assembly, Criticism on Darnas(sitting)	13093
9	Criticism on Imran Khan	12820
10	German Army Saluted the PM Nawaz Sharif	12304
11	NA-122 recounting shows that the Ayaz Sadiq (PMLN) votes increases from Imran Khan: ARY News Report	12155
12	Statement of Nawaz Sharif against Darnas: We are working for the prosperity of country and PTI & PAT are just sitting.	11815
13	Nawaz Sharif meeting with the Chief Minister Punjab	11658

14	President of Afghanistan Mr.Ashraf Ghani doing press conference in Islamabad.	11123
15	Nawaz Sharif Said: I can secrefy my govt but cannot scarify the democracy	9994
16	Nawaz Sharif appreciated the good governance of Shahbaz Sharif	9523
17	Nawaz Sharif meeting with the King of Bahrian : Hamad Bin Isa in Manama	9102
18	Nawaz Sharif Said: We never requested to ARMY to play role of mediator	8947
19	Photo of Nawaz Sharif in Muzaffargar while distributing Flood Relief	8102
20	1 Minute video on the “ Freedom of Pakistan”	7575
21	Speech of Nawaz Sharif in Flood affected Areas.	7357
22	Statement against Inqilab March	7272
23	Photo of Shahbaz Sharif : Message on Pakistan Independence Day	6455
24	Speech of Nawaz Sharif in SAARC Summit in Nepal	6085
25	Derogatory remarks of Javed Hashmi against Imran Khan and Dr.Tahir ul Qadri	5582
26	Next year Pakistan will host the “ Common Wealth Session “	5002
27	Speech of Nawaz Sharif in Rawlakot	4960
28	Message: We will celebrate Freedom of Pakistan Day.	4747
29	Dr. Ali Ayaz talking against the PTI. Geo News Report	4483
30	Visit of Shahbaz Sharif to the Flood effected Areas: News report of SAMMA TV	4381
31	Nawaz Sharif visited the Miran Shah with the Army Chief.	4110
32	Speech of Quaid e Azam recorded on 15-08-1947	3290
33	Article in favor of Nawaz Sharif	2879
34	PM address to Senate.	2725
35	Propaganda against PTI	2276

3. Photos of Nawaz Sharif : 39

S.No.	<i>Photos of Nawaz Sharif (PMLN)</i>	Likes
1	Photo of Nawaz Sharif in Chakwal on Machine	30977
2	Arival of Nawaz Sharif at Beijing Airport	29312
3	Photo of Nawaz Shairf addressing a gathering	28526
4	Photos of Shahbaz Sharif while visiting the flood affected areas.	21384
5	Nawaz Sharif visited the Sakhar Bahraj: Photo of Nawaz Sharif with Quaim Ali Shah	20437
6	Photo of Nawaz Sharif with Flag on Arm	19957
7	German Army Salute the PM Nawaz Sharif	19654
8	Photo of Nawaz Sharif with the Children of Army Public School Peshawar	19345
9	Photos of Nawaz Sharif while visiting Muzaffarabad , Azad Kashmir	19242
10	Photos of Nawaz Sharif in Governer House Peshawar	18655
11	Photo of Nawaz Sharif with a small girl in Muzaffargar	18516
12	Photos of Nawaz Sharif while visiting the flood affected areas.	18296
13	Photo of Nawaz Sharif in UN General Assembly	17786
14	Photos of Nawaz Sharif with the President of China	16305
15	Visit of Nawaz Sharif Army HQ	16282
16	Photo of Nawaz Sharif with old age women in Jahang	15760
17	Photo of Nawaz Sharif, Pakistan Flag and Freedom of Pakistan	15728
18	Photos of Nawaz Sharif in Peshawar	15433
19	Photos Nawaz Sharif, Isaq Dar and Ahsan Iqbal	14884
20	Photo of Nawaz Sharif in Hawalian while addressing	14459
21	Photo of " Flag of Pakistan"	13851
22	Photo of Nawaz Sharif in London Conference on Afghanistan	13361
23	Photo of Nawaz Sharif while addressing to UN General Assembly.	13092
24	Photos of Nawaz Sharif visiting the Flood affected areas.	12930
25	Photo of Nawaz Sharif with General Raheel	12740
26	Photo of Nawaz Sharif while addressing to UN General Assembly.	12700
27	Photos of Nawaz Sharif while visiting Azad Kashmir, Rawla Kot	12654
28	Photo of Nawaz Sharif in National Assembly	11340
29	Photo of Nawaz Sharif alongside the Quaid e Azam	11136
30	Photo Nawaz Sharif with the UN Secretary General Ban ki Moon	10685
31	Photo of National Assembly	10044
32	Photo of Nawaz Sharif	8826
33	Photo of Nawaz Sharif with Turkish President	7669
34	Photo of Nawaz Sharif while addressing to UN General Assembly.	7355

35	Photos of Quaid e Azam and Nawaz Sharif	7336
36	Photo of Nawaz Sharif while addressing to UN General Assembly.	6652
37	Photo of German Chancelller Angila Markal with Nawaz Sharif and discuss the trade.	6001
38	Photo of Nawaz Sharif in the Quaid Residency Ziarat Quetta.	5359
39	Photos of Nawaz Sharif	5137

4. Religion : 2

S.No.	<i>Religious Posts of Nawaz Sharif (PMLN)</i>	Likes
1	Al-Quran” We send you as a Messenger of Mercy for the whole mankind.	12,495
2	Whole of Ummah must catch the rope of Allah with tied hands.	496

5. Terrorism : 15

S.No.	Content in Post about Terrorism (Nawaz Sharif PMLN)	Terrorism
1	PM has restore the capital punishment	26863
2	Nawaz Sharif reached Peshawar in School where terrorists killed 140 persons including children.	23708
3	Nawaz Sharif met Sheikh Khalifa Bin Salman of Bahrin and discuss the terrorism.	10317
4	Nawaz Sharif given favourable comments about Kashmiri and Palastini people	9381
5	Nawaz Sharif supports the Kashmiri people against India	8481
6	Announcement: Nawaz Sharif announced the 3 days (Soog) on Peshawar School tragedy	7175
7	Nawaz Sharif address the nation on Terrorism.	6887
8	Finalizing the National Action Plan. 20 Points for eliminating the terrorism	6852
9	Nawaz Sharif visited the IDPs in Bannu Camp.	5636
10	PM cancels other engagements and focus only the National Action Plan	5536
11	Speech of Nawaz Sharif to the participants of Army officials in Operation Zarb e Azb.	5232

6. Other Posts : 2

S.No.	<i>Other Posts of Nawaz Sharif (PMLN)</i>	Likes
1	Happy New Year to whole Nation from Nawaz Sharif	17,394
2	Father of Capton Sufdar and Father in Law of Maryam Nawaz has expired.	4601

4. ALTAF HUSSAIN

URL: <https://www.facebook.com/QeT.Altaf.Hussain>

Page Start	Liking	Talking about	Status of Page	Update	Nature of Data	Type of data
Oct-2008	52,499	258	Active	Some time , it depends	Video, Text, images	Mostly about politics & Terrorism

Find Content from August 1, 2014 to January 15, 2015

Sr.	Categories	No of Posts Shared.	Total Likes	Average Likes.	%age of Content.	%age of Likes.	Ratio of Content to Likes.	Ratio of Likes to Content.
1	Politics	22	1241	56	55	23	(2.39):(1)	(1):(0.42)
2	Terrorism	11	559	51	28	21	(1.33):(1)	(1):(0.75)
3	Social welfare	1	66	66	2	27	(0.07):(1)	(1):(13.5)
4	Others	6	411	69	15	29	(0.52):(1)	(1):(1.93)
	Total:	40	2277	242	100	100		

1. Politics: 22

S.No.	Content in Post about Politics (Altaf Hussain) MQM	Likes
1	Altaf told the detail of attack on MQM on 31-10-1986.	97
2	Address of Altaf Hussain with the workers convention.	90
3	Altaf Hussain asking 14 Questions from ARY	87
4	Dawn News Report about the need of new provinces	85
5	Peaceful sitting in Karachi is the right of Imran Khan	82
6	Altaf Hussain's instructions for Media Committee of Punjab	78
7	It is the best time to divide Pakistan into new provinces. " Aab Tak TV"	77
8	Sacrifices will never be un rewarded.	68
9	Altaf Hussain Speaking in Capital Talk of Geo TV program.	62
10	Govt should release the innocent workers of PAT and PTI	60
11	Rahman Malik (PPP) meeting with the Altaf Hussain	58
12	Speech of Altaf Hussain on Geo News	55
13	Azadi and Inqilab March protesters should adopt the dialogue.	52
14	Altaf Hussain reaction on the threat from Balawal Zardari	51
15	Photos of Altaf Hussain , meeting with the politicians	48
16	Altaf Hussain in ARY News Headlines: Express feelings with the flood effected people and criticism on Inqilab and Azadi March	48
17	Zardari makes a phone call to Altaf Hussain (Photos of both)	41
18	Ajaz ul Haq appreciated the decision of Altaf Hussain to withdraw the resignation.	38
19	Imran Khan and Dr.Tahir ul Qadri should resolve the issues through dialogue. Criticized the sitting.	36
20	Altaf Hussain Talk on Ary News	19
21	Speech about the the peaceful sitting by PTI and PAT	9
22	Altaf Hussain Speech and Photo of Altaf Hussain : Link of speech given	0

2. Terrorism: 11

S.No.	Content in Post about Terrorism (Altaf Hussain) MQM	Likes
1	Sorrow feeling on the target killing of MQM's worker.	75
2	Statement: ISIS exists in Pakistan:	73
3	Imran Farooq will remain alive in our hearts: Altaf Hussain message on Geo TV	63
4	Photo of Malala Yousaf Zai, Altaf Hussain Condemn the terrorists	58
5	Altaf Hussain condemn the terrorism	48
6	Altaf Hussain says: I am only person who is with ARY News on the terroristic attack on ARY	47
7	Altaf Hussain Condemns the attack on ARY News Reporter	45
8	Altaf Hussain condemn the murder of MQM's worker.	43
9	Altaf Hussain condemn the attack on the Secretary General of Baluchistan Union of Journalists	37
10	Army Courts should create for the terrorists	36
11	Altaf Hussain condemn the terrorism.	34

3. Social Welfare: 1

S.No.	Content in Post about Social Welfare (Altaf Hussain) MQM	Likes
1	We will construct the universities in Karachi and Hyderabad.	66

4. Other Non-Politics: 6

S.No.	Other Non-Politics (Altaf Hussain) MQM	<u>Other</u>
1	Congraduation to Pakistan Cricket Team on the success from Australian Cricket Team	92
2	Altaf Hussain Prayer for recovery of health of "Fatima Soria Bajia"	91

3	Altaf Hussain condemn the FIR against the ARY team	80
4	Altaf Hussain show his sampathy with injured person	66
5	Altaf Hussain message on the 66th death aneversary of Quaid e Azam on Capital TV	61
6	Photo of Altaf Hussain , Prayer for the died persons due to heavy rain.	21

4. ASIF ALI ZARDARI

URL: <https://www.facebook.com/Bilawalhouse>

Page Start	Liking	Talking about	Status of Page	Update	Nature of Data	Type of data
February-2012	45,893	1605	Active	Frequently	Video, Text, images	Mostly about politics

Find Content from August 1, 2014 to January 15, 2015

Sr.	Categories	No of Posts Shared.	Total Likes	Average Likes.	%age of Content.	%age of Likes.	Ratio of Content to Likes.	Ratio of Likes to Content.
1	Politics	91	10556	116	71	60	1.18	0.85
2	Terrorism	21	1043	50	16	6	2.75	0.36
3	Religious	5	2374	475	4	14	0.29	3.48
4	others	11	3498	318	9	20	0.43	2.33
	Total:	128	17471	959	100	100		

1. Politics: 91

S.No.	Content Shared on "Politics" by Asif Zardari (PPP)	Likes
1	Announcement of 18 October,2014 gather at Jinnah Park	905
2	Photo of Bilawal while addressing the gathering at Karachi	835
3	PPP Karachi Jalsa - 18 October 2014 — at Bagh E Jinnah Karachi.	736
4	Photo of Bilawal in front of large gathering of people.	661

5	Bilawal Bhutto Zardari, Chairman PPP and CM Syed Qaim Ali Shah visited Farooq Awan(SSP) to ask about his health at a hospital in Karachi.	462
6	Bilawal is celebrating Eid-ul-Adha with political workers of PPP and families of martyrs of October 18, 2007 in Karachi.	417
7	PPP Chairperson's visit of flood affected areas of Multan and Muzaffargarh.	335
8	Bhutto Family with Qaid e Azam Photo on 14 August	332
9	Photo of Bilawal in gathering of few women. (Girls of Past)	285
10	Beijing, 27 August, 2014: Former President Asif Ali Zardari called on Chinese Prime Minister Li Keqiang in Beijing. Patron-in-Chief of PPP Bilawal Bhutto Zardari and Chief Minister Sindh Syed Qaim Ali Shah were also present in the meeting.	275
11	Chairperson PPP Bilawal Bhutto Zardari's visit to Chiniot, Punjab.	270
12	After media reports regarding Thar situation, PPP Chairman Bilawal Bhutto Zardari has issued show cause notices to President PPP Sindh Syed Qaim Ali Shah and Provincial Deputy General Secretary Manzoor Hussain Wassan over mishandling the Thar situation and asked them to submit their written reply in this regard.	253
13	Groups of PPP Workers are on the way to Join " Main Rally of PPP Karachi Division "	223
14	<u>Bilawal Bhutto Zardari</u> meeting with # Trade and Export Insurance China Corporation	192
15	Bilawal Bhutto Zardari, has reiterated the commitment of his Party towards complete protection of minorities and equal rights on the National Minority Day on August 11 2014.	192
16	People's Bus Service of Sindh Government has been improving the life standard of people in Karachi.	186
17	Photos of Bilawal Bhutto Zardari, on International Youth Day August 12, 2014 (Bhutto Family)	182
18	پاکستان پیپلز پارٹی کے چیئرمین بلاول بھٹو زرداری نے تھر کی صورتحال کے حوالے سے میڈیا پر آنے والی خبروں کے بعد پاکستان پیپلز پارٹی سندھ کے صدر سید قائم علی شاہ اور ڈپٹی جنرل سیکریٹری منظور حسین وسان کو تھر کی صورتحال پر بدانتظامی پر شو کاز نوٹس جاری کیے ہیں اور ان سے تحریری جواب طلب کر لیا ہے۔	154
19	VIDEO: Ch Aitzaz Ahsan's speech in Joint Session of Parliament (September 5, 2014)	133
20	Governor to accept MQM resignations not speaker: Sharjeel	127
21	Photo of Bilawal in Launching Ceremony in France while speech.	124
22	Despite threats, #Chairperson @BBhuttoZardari to hold gathering on PPP October 18: CM	115

23	Former President Asif Ali Zardari Addressing to the ##-ChinaPakistanEconomic Trade.	115
24	Sindh govt ready to hold Local Boday polls but wants uniformity: CM	112
25	Bilawal Bhutto Zardari visits Fatima Jinnah School on World Literacy Day	108
26	Photo of Bilawal in Launching Ceremony in France.	93
27	#Patron in Chief @BBhuttoZardari to push revolutionary reforms PPP #in sector education	91
28	Islamabad November 16, 2014: Former President Asif Ali Zardari today served legal notice on Sadruddin Hashwani Chairman Hashoo Group author of "The Truth Always Prevails" as well as the publishers for filing a criminal suit against them for willfully publishing a "false, derogatory and vexatious publication full of blatant lies" to damage his reputation.	88
29	Rs.1230 million subsidy for former from Sindh Government	85
30	PTI show in PPP was flopped: Larkana	84
31	Steps to provide relief to -people in winter reviewed Thar))PPP	82
32	Former President Asif Ali Zardari and Chariman PPP Bilawal Bhutto Zardari met senior party colleagues	82
33	President Ashraf Ghani shares his vision of resetting Pak-Afghan ties	80
34	#Sindh Govt signing MOU with #Road and Bridges Company, Former China # & Asif Ali Zardari PresidentPPP Patron in Chief Bilawal Bhutto Zardari also present.	69
35	## ,PakistanChina investment: #- plays host to \$130m wind power project Sindh # PPP	65
36	Target operation bearing fruits.	62
37	PPP denies Swiss jewellery belonged to Mohtarma Benazir Bhutto or Mr. Asif Ali Zardari. He said "The piece of jewellery never belonged to Shaheed Mohtarma Benazir Bhutto. There is therefore no question that it belongs to her legal heirs or to Mr. Asif Zardari. Let there be no doubt or mistake about it".	61
38	The Pakistan People's Party on Monday submitted the adjournment motion in the National Assembly Secretariat on the appalling state of the Internally Displaced Persons (IDPs) and Khyber Pakhtunkhwa police atrocities in Bannu on them that led to the death of 2 innocent citizens.	61
39	Wattoo urges Imran not to throw stones while sitting in glass house –	61
40	Gillani said political crisis in the country would not be resolved until the economy was stabilised.He said the government should announce a provincial finance commission to determine the development finance share of south Punjab.	59

41	وزیر اعلیٰ سندھ سید قائم علی شاہ کاپی پی پی کے جلسے میں شرکت کیلئے انیوالے کارکنوں کے روٹھادھے میں جاں بحق ہونے پر اظہار افسوس، لواحقین سے تعزیت	58
42	Anti Privatization Day has been announced by the Senator Raza Rabbani on January 1, 2015.	55
43	The chief minister said on Wednesday that the Pakistan People's Party was the true representative political entity of the country's downtrodden sections of the society including farmers and labourers.	53
44	Senator Saeed Ghani has said PPP had always worked for the welfare of the workers. He is working for the implementation of "Son Quota Law"	52
45	French Transcript of Bilawal Bhutto speech at Senator Jahangir Badar's "The Benazir's Paper" launching ceremony in France	52
46	ABBOTTABAD: The Pakistan People's Party (PPP) Khyber Pakhtunkhwa has announced the provincial office-bearers for the People's Doctors Forum (PDF).	51
47	PM's disqualification to weaken Parliament: Gilani – ## PPPakistan	50
48	Chairperson #@ PPPBBhuttoZardari takes round of #Barrage Sukkur	48
49	Qamar uz Zaman Kaira said that PMLN has economically cursing farmers of the country.	47
50	PPP against authoritarianism, not against the army: Sharjeel Memon	46
51	بوڑھے کھلاڑی اور سیاسی انٹری کی جنگ میں سب سے بڑا نقصان پاکستان کی عوام کو ہورہا ہے۔ اعجاز درانی	46
52	Announcing a protest drive against government's policy of privatization, a senior leader of the Pakistan People's Party, Senator Mian Raza Rabbani. privatization of Pakistan International Airlines and Pakistan Steel Mills is the big instance of violation Constitution and huge corruption.	46
53	Chairperson PPP withdraws show cause notices issued to President PPP Sindh Syed Qaim Ali Shah and Deputy General Secretary PPP Sindh Manzoor Wassan	46
54	PPP rejects 5% GST on POL Products: Senator Saeed Ghani slams fed govt on anti-masses policies	44
55	Job quota for disabled should be strictly implemented: Khursheed Shah	44
56	Bilawal Says, "I request my workers not to respond in the interest of settlement & peace process in Karachi"	43
57	Baseless allegations part of MQM's plans to take over Chaneesar Goth: Senator Saeed Ghani	41
58	Senator Saeed Ghani seeks third party assessment of privatised institutions - ## PPPakistan	41
59	Sharjeel Inam Memon (Sindh Information Minister), ask PTI chief Imran Khan's to stop derogatory language against PPP and leaders of PPP, otherwise adverse situation may created in country.	40

60	Chairperson #BBhuttoZardari dispatches over 30 relief goods trucks @ PPP # toPunjab	39
61	Gilani says PM wasted too much time to resolve crisis	39
62	Asif Ali Zardari on 47th founding day of the Party on November 30. PPP has celebrated its 47 th founding day on November,30 2014. PPP reiterated the faithfulness with the Shaheed Bhutto and BiBi.	38
63	Khurshid Shah says that the govt should help flood effectees of Occupied Kashmir on urgent basis.	37
64	Senator Ghani lambastes Fed Govt for dual standard: It would be a lame excuse on behalf of the federal government to privatise the national strategic institutions on the pretext of inability to keep them running.	35
65	#Education and # :sectors top priority of government healthCM #- Sindh	33
66	Dharna parties fighting with parliament: Khursheed Shah – #PPP	33
67	CM #Sindh orders: new bus service will now cover Gulshan-e-Hadeed –#PPP	33
68	#Azam -e-BBhuttoZardari reiterates commitment to Quaid@ Patron in Chief PPP dreams	33
69	Zardari tells Imran Khan to play his role in parliament and dialogue is better option to resolve the issues.	28
70	Patron in Chief #PPP @BBhuttoZardari condemns attacks on media persons in # Islamabad	28
71	Former President Asif Ali Zardari meets Ali Akbar Wilayati; bilateral, regional and international issues discussed - ## PPPPakistan	27
72	#Chairperson @BBhuttoZardari asks party leaders to focus on relief and PPP # –operations rescueSindh	27
73	#@ Chairperson PPPBBhuttoZardari hands over Rs100m cheque for AJK#victims flood	26
74	#Patron in Chief @BBhuttoZardari assures protection and promotion of PPP # thefilm industry	25
75	Wattoo urges ## ,PTIPAT to create flexibility in maximal positions – #PPP	25
76	Nawaz calls Zardari, discusses prevailing political situation	25
77	PPP will no longer be ‘friendly opposition’ in Parliament: Khurshid Shah	25
78	No justification for attack on parliament, says Wattoo, Criticism on PAT and PTI protesters.	23
79	#– govt striving to boost agri and industrial sectors: Taj Haider Sindh	22
80	# CM orders allocation of additional funds Sindhfor ## – educationPPP	21
81	Imran khan should show political maturity	21

82	The Sindh Education Department has formed a taskforce to improve the state of education across the province	21
83	Khursheed terms Qadri's demands unconstitutional – ## PPPakistan	19
84	Only democracy can establish world peace	17
85	Independence Day Motorcycle Rally: Ongoing political scenario crushing economy of Pakistan: PPP	17
86	#PPP legislators slam ## ,PTIPAT's unconstitutional demands	16
87	#PPP leaders spend Aug 14 with ## in IDPs Bannu	16
88	#welcomes judicial commission on rigging allegations PPP	16
89	## to be made Sindh polio-free by 2015, says Qaim Ali Shah – #PPP	15
90	Wattoo praises army for backing constitution, democracy – #PPP	14
91	#not in favour of PM's resignation: Khursheed Shah PPP	7

2. TERRORISM (21)

S.No.	Content Shared on "Terrorism" by Asif Zardari (PPP)	Likes
1	Chairperson Pakistan Peoples Party, Bilawal Bhutto Zardari has uttered deep sorrow and distress over the killing of a non-muslim couple (Christian) and their unborn child.	123
2	Former interior minister Rehman Malik has said that militant group Islamic State's network is present in Pakistan and he will disclose militant's meetings place within few days.	90
3	Bilawal Bhutto condemns the killing of Dr. Aun Naseem Jafri	70
4	Bilawal Bhutto Zardari condemns Mohmand Agency bomb blast.	64
5	PPP Senator Farhatullah Babar today proposed a five point plan to address the growing incidents of targeted and untargeted assassination of journalists and other incidents of violence against them.	62
6	Former President Asif Ali Zardari calls for tolerance and a watchful eye on sectarianism on Ashura	62
7	Chairperson of Pakistan Peoples Party Bilawal Bhutto strongly condemns killing of Party workers in Lyari.	61
8	عبدالستار ایدھی کی چیریتی پر سنگین ڈاکے کا سخت نوٹس لیا ہے۔ بلاول بھٹو زرداری	60
9	PPP condemns violence in #.Faisalabad	54
10	PPP wants massive operation against militancy and sympathiser of terrorists.	46
11	The Sartaj Aziz told in an interview to the BBC , in which he urged the strong reaction against the militants without any discriminations. In the answer of a question he said the we should target all the militant groups.	43

12	PPP Senator Farhatullah Babar recommend 6 points to fight against terrorism, extremism and militancy in country.	39
13	The Pakistan People's Party (PPP) on Thursday submitted a calling-attention notice in the National Assembly regarding the emergence of the terrorist outfit, the Islamic State of Iraq and Syria (ISIS), in Pakistan.	38
14	Patron in Chief @BBhuttoZardari strongly condemns the brutal gang-rape in #Faisalabad	38
15	Former President Asif Zardari condemns lynching and burning alive of Christian couple	36
16	Former President condemns the killing of Ali Akbar Kumaili	32
17	The ex-MPA of PPP, Sardar Khalid Saleem Bhatti, shifted to a private hospital due to his serious injury in the result of firing incident yesterday. (Burewala firing incident)	30
18	Surendar Valasai condemns killing of another Sikh trader in Peshawar	25
19	Patron-In-Chief #BBhuttoZardari@PPP condemns the brutal killings of female school teachers, children in ## – Bajaur Agency Pakistan	25
20	Former President Asif Ali Zardari condemned murder of Dr. Khalid Mehmood Soomro	23
21	Chairperson #PPP @BBhuttoZardari condemns attack on Hujra of PPP leader in #Swabi	22

3. RELIGIOUS (5)

S.No.	Content Shared on "Religion" by Asif Zardari (PPP)	Likes
1	Eid ul Azha Mubarak Photo of Bhutto Family.	702
2	Hajj Mubarak by # Chairperson PPP Bilawal Bhutto Zardari , (Photo of Khana e Kahba	675
3	Photo of Bilawal, Benazir, Zardari , Bhutto on " Happy Divali Day"	670
4	BBhuttoZardari: My Ashura message: Qatl e Hussain Asal maen marg e Yazid hai, Islam zinda hota hai har Karbala k baad.	201
5	Bilawal Bhutto Zardari to celebrate Diwali with Hindus in Naudero	126

4. OTHERS (11)

S.No.	<i>Content Shared on Facebook in Category " Others"</i>	<i>Likes</i>
1	PPP Chairman Bilawal Bhutto and Malala Yousafzai playing Table Tennis. (Photos)	1052
2	Begum Nusrat Bhutto Death Anniversary , Photos	807
3	Happy Birthday to Bilawal Zardari , PPP	778
4	Tribute to Shaheed Mir Murtaza Bhutto on his Martyr Anniversary	263
5	Shaheed Muhtarma Benazir Bhutto - The mother teaching her children.	187
6	Message for youngersters to join Bilawal Team.	183
7	Former President Asif Ali Zardari felicitates Team Cricket# Pakistan	94
8	Former President Asif Ali Zardari condoles death of Mr.-PPP - UsmanBilorPakistan	35
9	Ex-President Zardari condoled the passing away of Prof. Afzal Tousif and Prof. Sabir.	33
10	Former President Asif Ali Zardari condoled the death of Maulana Dinpuri, Maulana Saraj Ahmed Dinpuri was a ticket holder of party in 1990 elections. He had been an activist for restoration of democracy movement in 1980's. He was also an advisor in Ministry of Religious Affairs during PPP government 1988-90.	33
11	Chairperson PPP Bilawal Bhutto Zardari condoles death of mother of Dr. Fehmida Mirza.	33

CHAPTER # 5
DATA INTERPRETATION

1. IMRAN KHAN

Graphas

S r.	Categories	No of Posts Shared.	Total Likes	Average Likes.	%age of Content.	%age of Likes.	Ratio of Content to	Ratio of Likes to Content.
1	Politics	80	16,89,387	20,112	84%	10%	8.4:1	(0.12) : (1)
2	Personal Life	4	5,22,282	1,30,571	4%	63%	0.06:1	(15.75) : (1)
3	Religious	4	68,176	17,044	4%	8%	0.50:1	(2) : (1)
4	others	8	2,36,873	39,479	8%	19%	0.42:1	(2.37) : (1)
	Total:	96	25,16,718	2,07,206	100%	100%		

Over view of Content in Categories:

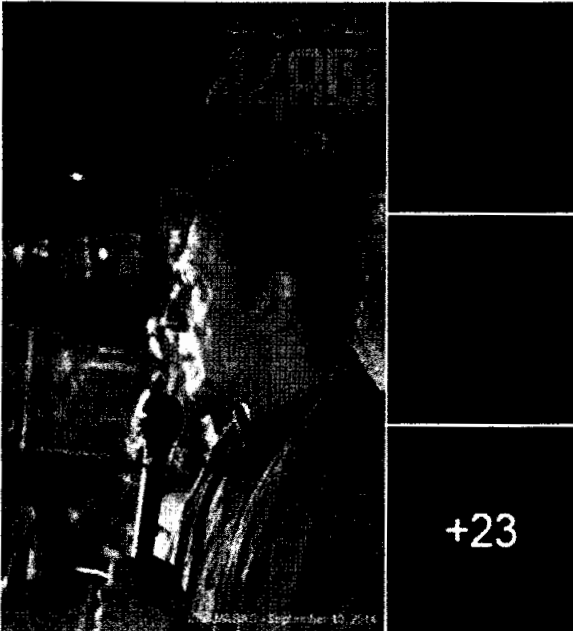
- 1) Politics:
- 2) Personal Life:
- 3) Religious:
- 4) Others:

1) Politics:

Sr.	Categories	No of Posts Shared.	Total Likes	Average Likes.	%age of Content.	%age of Likes.	Ratio of Content to Likes.	Ratio of Likes to Content.
1	Politics	80	16,89,387	20,112	84%	10%	(8.4) : (1)	(0.12) : (1)

Imran Khan (official) added 26 new photos to the album: AzadiSquare - September 10, 2014
September 10, 2014 · 49

Hamza Abbasi, Mani, Bilal Lashari and Legendary Hockey Player Samiullah joined the Dhama today. This wave of Tabdeeli has reached all over Pakistan! Historic times!
Photography credits: Syed Muhammad Afzan



+23

LIKE Comment Share

Malik, Basit, Farooq Shah, Usman Malik and 50,479 others like this. Most Relevant

The political nature content have been shared by the Imran Khan on his official page contains the following main points.

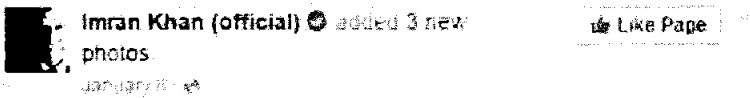
- He focuses the rigging on large scale in election 2013.
- He blames that Mr.Nawaz Sharif, Choudhry Iftikhar and Geo TV are responsible of bogus election in Pakistan.
- We are in D.Chowk for real democracy.
- We will never derail the system, Inqilab will come in the result of fair election.
- We will demolish the Sharif's dynasty, status quo, corruption and VIP culture.
- Criticism on Nawaz Sharif for the arrest of workers and brutality.
- Announcements about the gathering in various cities.

Nawaz Sharif is a liar and told lie in National Assembly.Demand of Judicial commission for

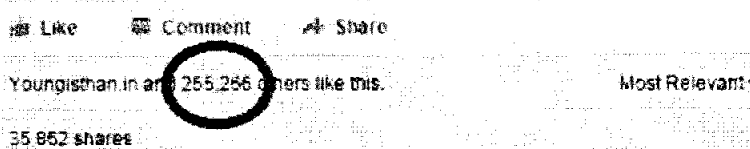
investigation about rigging in election. It shows that the Imran Khan want to inject political material to his followers. He shared 96 posts on various topics but he has been focus politics. This is why his 80 posts are about politics.

2) PERSONAL LIFE:

Sr	Categories	No of Posts Shared.	Total Likes	Average Likes.	%age of Content.	%age of Likes.	Ratio of Content to Likes.	Ratio of Likes to Content.
2	Personal Life	4	5,22,282	1,30,571	4%	63%	0.06:1	(15.75) : (1)



Imran Khan has married Reham Khan in a simple ceremony in Bani Gala today. The Nikah was conducted by Muti Saeed at Imran Khan's residence. The marriage conducted today will be followed up tomorrow by distributing food in the poor and the less privileged of our society. May this marriage bring blessings in the personal life of Imran Khan. Ameen. Congratulations!!



Imran Khan shared content about his personal life too. Imran shared wedding photos along with his new wife Mrs. Raham Khan.

Two friends of Imran Khan, Mr. Shahid Afridi and Waseem Akram, pass on good wishes to him and his wife Mrs. Raham Khan.

Wedding photos had got the highest likes of 2,55,266 for one photo. One thing is clear that the young boys and girls like him too much.

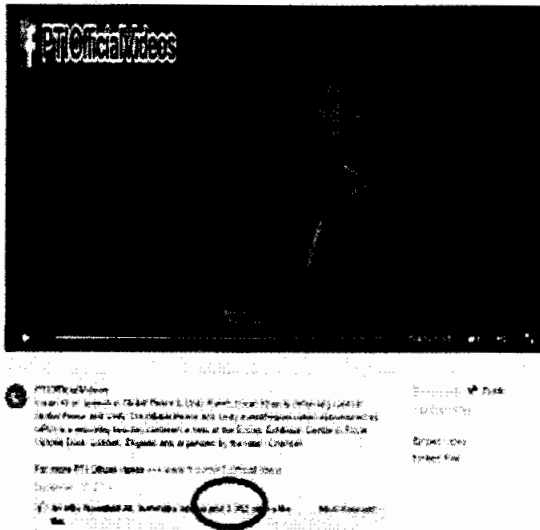
Young boys and girls are psychologically interested in ceremonies like marriage etc. Maybe that is the reason "wedding photos" got the highest number of likes. On the other hand, we can see that political statements can never get as many likes as wedding photos do.

One thing is that the wedding ceremony is a social event which is highly liked by our society. Marriage ceremony is the most appealing for unmarried persons. So we conclude that the fans of Imran Khan

mostly unmarried. He shared only four posts regarding the marriage but these got highest likes throughout his content. Thousands of girls were interested to get married with Imran but the Mrs. Raham has got success. This was the happy end of peaceful sitting in D.Chowk Islamabad.

3) Religious:

Sr.	Categories	No of Posts Shared.	Total Likes	Average Likes.	%age of Content.	%age of Likes.	Ratio of Content to Likes.	Ratio of Likes to Content.
3	Religious	4	68,176	17,044	4%	8%	050:1	(2) : (1)



Imran Khan's Message: As we know the Imran Khan is not a religious personality. So he shared very few posts regarding the religious material. He announced social and religious message that they will celebrate Eid ul Azah in D.Chowk. After this he shared Photo of Musjid e Nabvi (SAWAS). He also shared the verse of the Holy Quran “ O Allah we worship You and seeking help from You” .

In the interview Imran told that a lady accepted Islam after meeting with me and Imran Khan also clear that he has no terms and soft corner for Ahmadis/Qadianis.

Fans Response: Fans gave 8% of the total likes for his religious posts. It means that the fans of Imran Khan have no reasonable interest in religion. Fans are interested in enjoying the life events with fun and excitement.

The ratio of likes to content is 2:1 and vice versa.

So we can say that, nor the Imran is a religious mind person and neither his fans are religious in nature. Mostly these are liberal and are from elite class.

4) Other Content:

Sr.	Categories	No of Posts Shared.	Total Likes	Average Likes.	%age of Content.	%age of Likes.	Ratio of Content to Likes.	Ratio of Likes to Content.
4	others	8	2,36,873	39,479	8%	19%	0.42:1	(2.37) : (1)

Imran Khan (official) shared Namal College, Mianwali's photo.
January 28, 2014

Namal College, Mianwali - Investing in Knowledge for a better Pakistan.



Namal College, Mianwali with Sadeq Raza Mirza and Muhammad Abbas
January 28, 2014

Education is the most critical issue Pakistan faces. Do you agree?
Almost 80% student body at Namal College, Mianwali is studying on financial assistance basis. To find out how to contribute to this cause, visit <https://www.namal.edu.pk/donations/>

Like Comment Share

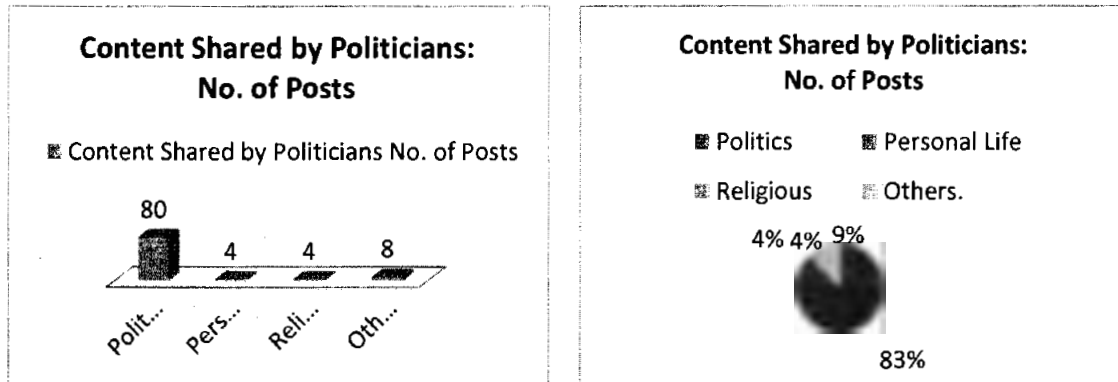
Mohammad Herob Khan, Golam Shabir, Basit Khan **4,024** others like this.

Above chart shows that the Imran Khan gives messages on internal events and welfare nature. In the chart one thing is very interesting that when Imran give happy New Year message then the fans liked his message very much ranging from 83k to 90k but soon after he gave message about the Shoukat Khanum Hospital the interest of fans falls down too low that is ranging from 5 k to 15k. This phenomenon gives an idea that the fans of Imran Khan still healthy with running young blood in their bodies. So they don't know the importance and significance of hospitals. On the other hands we see that there is higher response to the posts about celebration of New Year.

S.No.	Others Posts	Likes
1	Happy New Year Message for Pakistanis.	90341
2	Another Happy New Year Message for youth.	83185
3	Fund raising for Shoukat Khanum Hospital.	15,594
4	Text about Shoukat Khanum Hospital Peshawar.	11,224
5	Some internal and important issues of Shoukat Khanum.	11,023
6	Bank Account No for fund raising for Shoukat Khanum Hospital.	10,960
7	Again Appeal for fund raising for S.K Hospital, Peshawar.	9,701
8	Shoukat Khanum related text and image.	4845

The ratio of likes to content is (2.37) : (1) and vice versa. The New Year message is appealing for the young boys and girls the fans of Imran Khan.

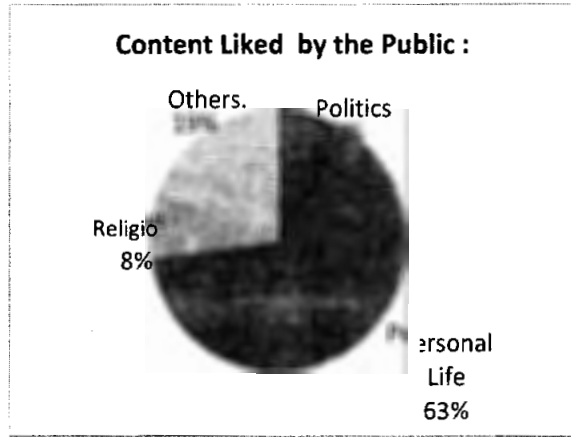
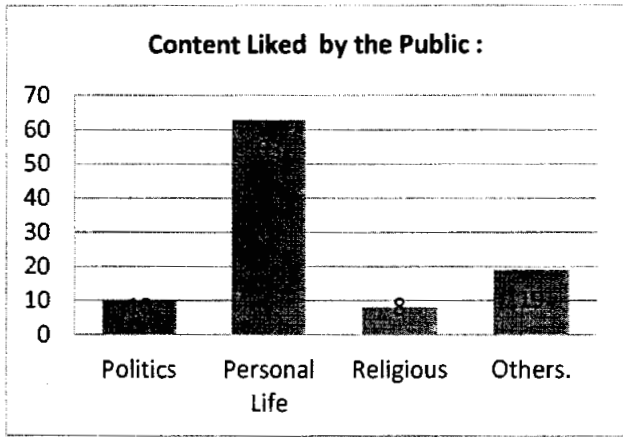
Shared Content by the Politicians on Facebook:



Above charts give a clear idea that the Imran shared 83% content about politics, 4% about his personal life such as wedding pictures, 4% religious nature material shared by him and the rest of 9% about S.K Hospital and Message on Happy New Year. So it is concluded that the main stream agenda of Imran is injecting political messages to the society.

Now we check the public response in term of likes only.

Posts Liked by the Public:



The chart give a clear notion that the fans of Imran Khan are highly interested in his personal life such as their likes for wedding of Imran Khan with Raham Khan is 63% of the rest of likes. Besides this the likes for political material is only 10%. Moreover, they show less interest in religious nature posts and S.K Hospital posts.

(b). DR.TAHIR-UL-QADRI (PAT)

Table:

Sr.	Categories	No of Posts Shared.	Total Likes	Average Likes.	%age of Content.	%age of Likes.	Ratio of Content to Likes.	Ratio of Likes to Content.
1	Religious	30	3,07,149	10,238	37.5%	38%	(0.99) : (1)	(1) : (1.01)
2	Politics	33	2,10,497	6,379	41.25%	23%	(1.79) : (1)	(1) : (0.561)
3	Terrorism	16	1,19,463	7,466	20%	27%	(0.74) : (1)	(1) : (1.35)
4	others	1	3,293	3,293	1.25%	12%	(0.1) : (1)	(1) : (9.6)
	Total:	80	6,40,402	27,376	100%	100%		

Summery of Content in Categories:

• **Religious:**

Sr.	Categories	No of Posts Shared.	Total Likes	Average Likes.	%age of Content.	%age of Likes.	Ratio of Content to Likes.	Ratio of Likes to Content.
1	Religious	30	3,07,149	10,238	37.5%	38%	(0.99) : (1)	(1) : (1.01)



Dr.Tahir ul Qadri is famous throughout the world as religious scholars but he has revolutionary thoughts too. He is not traditional politician. He has two main objectives, one is to bring peaceful revolution in the Pakistan and unite whole of Muslim Ummah to become a biggest power of the world, to establish IMF (Islamic Monetary Fund) , World Islamic Bank and also unite the Common Armed Forces of Muslim Countries for the elimination of cruelty from Kashmir, Palestine, and Burma etc.

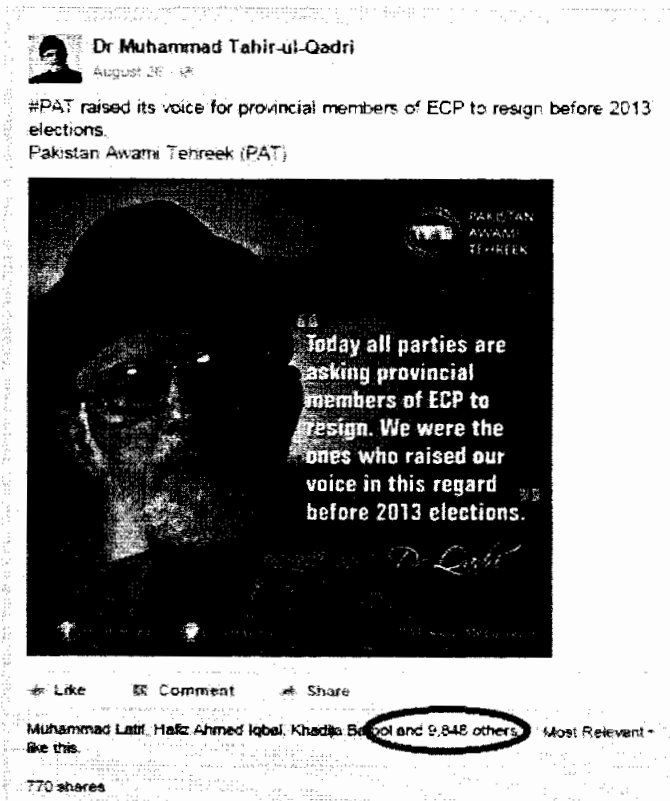
- He Facebook posts are about the celebration of birth day of the Holy Prophet (SAWAS).
- Links of his 1000 books available on www.minhajbook.com
- Lectures shared on Facebook from www.deenislam.com
- Condemn France and rest of big powers of world on Blasphemous act in France.
- Pictures of Dr.Tahir-ul-Qadri in Masjid-e-Nabavi (SAWAS).

The table shows that the Dr.Tahir ul Qadri has shared 30 posts about the religious material it was the 37.5% to the rest of content and interesting thing is that it got 38% likes from public. It means the *%age of shared content=%age of likes from public*. It gives an idea that the followers of Dr.Tahir-ul-Qadri follow him as it is the Qadri want.

When we go to the ratios of Content to Likes, we see that it is 0.99:1 and vice versa, it is balance flow of acceptance between Tahir-ul-Qadri and his followers. In the light of above-mentioned facts we can say that the followers of Dr.Tahir ul Qadri on religious in nature.

2) Politics:-

Sr.	Categories	No of Posts Shared.	Total Likes	Average Likes.	%age of Content.	%age of Likes.	Ratio of Content to Likes.	Ratio of Likes to Content.
2	Politics	33	2,10,497	6,379	41.25%	23%	(1.79) : (1)	(1) : (0.561)



The vision of Dr.Tahir-ul-Qadri that he shared on Facebook is as under:

- 1) We are here for peaceful revolution, to demolish the system for rebuild.(statement from D-Chow)
- 2)He shared the link of E-books on Green Revolution from www.NizamBadlo.com his own website.
- 3) TV interviews of Dr.Tahir ul Qadri.
- 4) Strongly condemn the politicians for their corruption and brutality.

- 5) Charter of Demand (Abpara Islamabad) 1) Resignation of Nawaz Sharif 2) Devolution of Assemblies, 3) Formation of National Government and 4) Ten Points Agenda of Inqilab March to provide the right of public on the door steps such as home, food, education, health, jobs, half

price utility bill, justice, women right, revision pay scale for employees of public and private organizations etc.

6) Meeting with General Raheel had been for three hours and 15 minutes. Discuss the whole purpose of Inqilab.

3) Terrorism:-

Sr.	Categories	No of Posts Shared.	Total Likes	Average Likes.	%age of Content.	%age of Likes.	Ratio of Content to Likes.	Ratio of Likes to Content.
3	Terrorism	16	1,19,463	7,466	20%	27%	(0.74) : (1)	(1) : (1.35)



Dr.Tahir-ul-Qadri is one of the scholars who came out on front when the Western World is trying to prove that the Islam is the religion of terrorism and extremism. Moreover, they introduced a new term “Islamic Terrorism” for new generation. It was a biggest propaganda against the Muslim with the purpose to demolish the beautiful image of Islam in the eyes of world. This was very crucial time for Muslim in the world particularly in western countries. In 2010 Dr.Tahir ul Qadri launch his Fatwa against Terrorism and extremism. During last five years this Fatwa got popularity throughout the world and it gives soft and peaceful image of Islam.

During the Facebook study I found the following main points that have been shared by Dr.Tahir ul Qadri or his social media team on Facebook.

- “Peace Study” should be in syllabus of school and college students.

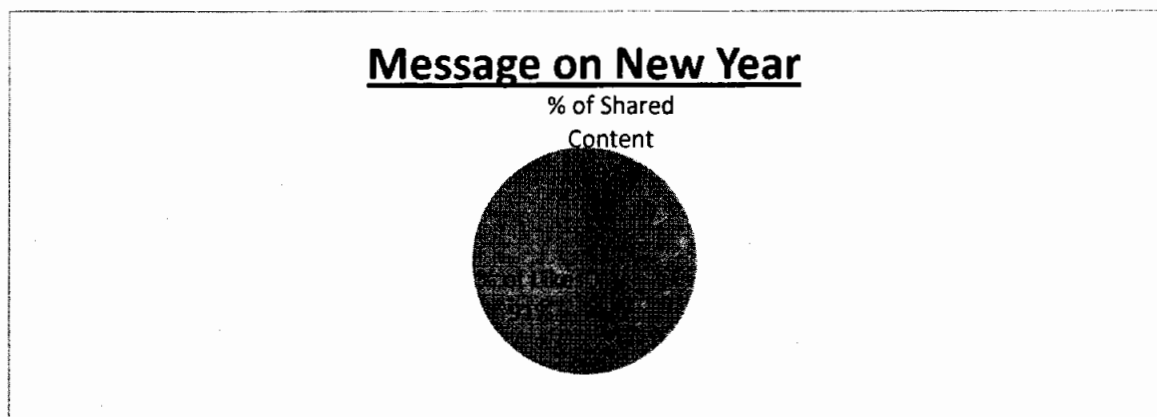
- Photos of injured people during 30-31 August 2014 due to brutal attack of police in D-Chowk Islamabad.
- Islam does not allow killing of women and children in declared war with enemy.
- Police attack on Model Town and Judicial Report.
- 14 Points of Dr.Tahir ul Qadri about “How to eliminate terrorism?”
- Religious institutions and political parties are getting money support from foreign agencies and countries. This is the main reason of terrorism and extremism in Pakistan.
- Dr.Tahir ul Qadri pray for the success of “Operation Zarb-e-Azb”.
- He also condemns the terrorist attack on Shia Imam Bargah in Rawalpindi.
- Links shared on Facebook of famous book of Dr.Tahir-ul-Qadri “Fatwa against Terrorism”.

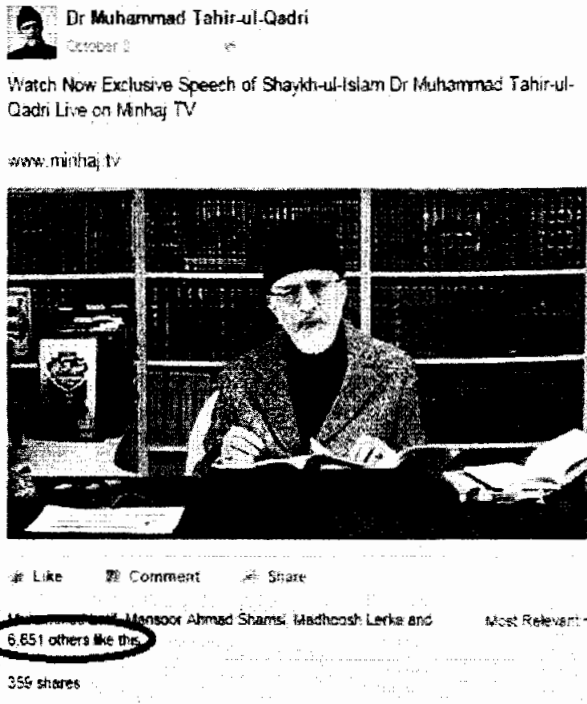
4) OTHERS POSTS:

Sr.	Categories	No of Posts Shared.	Total Likes	Average Likes.	%age of Content.	%age of Likes.	Ratio of Content to Likes.	Ratio of Likes to Content.
4	Others	1	3,293	3,293	1.25%	12%	(0.1) : (1)	(1) : (9.6)

S.No.	<u>Other Post Dr.Tahir ul Qadri (PAT)</u>	Likes
1	<u>(New Year Message):</u> We cannot forget the tragedies of Model Town and Peshawar School. (New year prayer for nation).	3293

Graphical presentation:





Dr.Tahir-ul-Qadri's message on "Happy New Year" get likes 9.6 times more than the content shared. During his video message he remembers the Martyrs of Model Town, pray for nation, condemn terrorism, hope for bright future of Pakistan. He urged his followers and workers to spread message of revolution on social media and promote the soft image of Islam. This post got total likes 3293.

Dr.Tahir ul Qadri has shared a message on New Year. In this message he remembers the martyrs of the Model Town on 17-06-2014. Besides this he prayed for the nation and safety of country. Dr.Muhammad Tahir-ul-Qadri urges youth to spread his revolutionary message of Love Peace & Mercy in Cyber Space Discussion Forums,Blogs,Youtube,Facebook.

Prophet Muhammad (ﷺ) message is based on peace, tolerance and dignity. During the period he shared one post in this category. He prayed for the success of nation and this is the 1.25% of total content shared and it's got 12% of total likes.

(C). MUHAMMAD NAWAZ SHARIF**Graphs:**

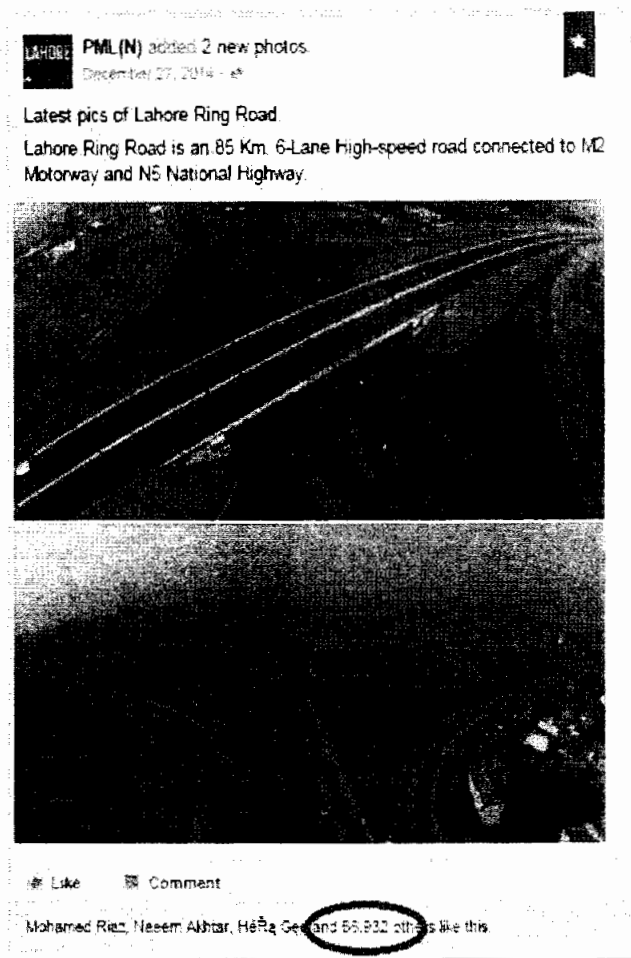
Sr.	Categories	No of Posts Shared.	Total Likes	Average Likes.	%age of Content.	%age of Likes.	Ratio of Content to Likes.	Ratio of Likes to Content.
1	Development	19	3,78,174	19,904	18%	27%	(0.67) : (1)	(1) : (1.5)
2	Politics	35	3,36,987	9,628	32%	13%	(2.46) : (1)	(1) : (0.41)
3	Self Photos	39	5,79,806	14,867	36%	21%	(1.71) : (1)	(1) : (0.58)
4	Religious	2	12,991	6,496	2%	9%	(0.22) : (1)	(1) : (4.5)
5	Terrorism	11	1,16,068	10,552	10%	15%	(0.67) : (1)	(1) : (1.5)
6	Others	2	21,995	10,998	2%	15%	(0.13) : (1)	(1) : (7.5)
	Total:	108	14,46,021	72,445	108	100		

1) Development:

Sr.	Categories	No of Posts Shared.	Total Likes	Average Likes.	%age of Content.	%age of Likes.	Ratio of Content to Likes.	Ratio of Likes to Content.
1	Development	19	3,78,174	19,904	18%	27%	(0.67) : (1)	(1) : (1.5)

He shared content about development in the category on Facebook.

- ✓ Picture of Ring Road Lahore.
- ✓ Picture of Azadi Chowk Lahore.
- ✓ We reduced the electricity price Rs.2.32 per unit.
- ✓ We have cut down the petrol prices.
- ✓ Photo of Bridge (Farozpure Road Lahore).
- ✓ Foreign Exchange rose up to 15 Billion Dollars.
- ✓ Agreement of 1000 mega watt electricity with Tajekistan and Karghistan via Afghanistan.
- ✓ Nawaz has said " Our plan is development"
- ✓ 21 Agreements were signed during the Nawaz Sharif visit to China.
- ✓ Photos Metro Bus Service.



Nawaz Sharif shared the posts about his mega projects such as roads, underpasses, metro-bus service and motor ways. The people liked him due to his projects. His political statements never got reasonable likes but the posts regarding the development got likes on large scale. During the research period the Nawaz Sharif shared 19 posts containing the information about the development of country. These 19 posts got total likes 3,78,174 and average likes are 19,904 per post. Content about the mega projects are 18% of the rest of content and these got likes 27% of total likes. Moreover the range of likes on Mega Projects ranging from 6,808 to 66,361. It means that the Nawaz Sharif shared small amount of content about the development but it got like more than the shared content. Mega Projects is one and only thing which gave Nawaz Sharif an environment of acceptance in public. People compare Nawaz Sharif with Asif Ali Zardari the Ex-President and when they find that the Zardari did nothing for the public during his period and the Nawaz Sharif is working something for nation so he

gets likes from public. Mr. Nawaz Sharif has only vision to develop the country in respect of road, motorways, underpasses and metros.

2) Politics:

Sr.	Categories	No of Posts Shared.	Total Likes	Average Likes.	%age of Content.	%age of Likes.	Ratio of Content to Likes.	Ratio of Likes to Content.
2	Politics	35	3,36,987	9,628	32%	13%	(2.46) : (1)	(1) : (0.41)



The political statements and activities got likes but less than the whole of mega projects. The people don't care about his political messages. The response rate on politics is low. In this category he shared 35 posts and these posts got likes 3,36,987 and the average like are 9,628 per post. Moreover, he shared 32% of content on the subject of politics but it got likes 13% of rest of likes. It means that one unit of content got likes (0.41) units of likes. While go through his political statements we come to know that all of these posts are traditional in nature and there is nothing else. So such type of material got low likes. Public are interested in their own issues and the Nawaz Sharif is interested in his own issues. So the public

welcomethe messages on high scale where public benefits are there. In the category of mega projects we see that the posts got high likes more than 100% of the likes of politics.

Mr. Nawaz Sharif has shared content about politics on his official page. The main points are as under:

- ✓ Criticism on PTI and PAT sitting in D-Chowk Islamabad.
- ✓ Photos of rallies against peaceful sitting in Islamabad.
- ✓ Nawaz Sharif meeting with the Army Chief.

- ✓ Foreign visits of Nawaz Sharif.
- ✓ Nawaz Statement: We are working for prosperity.
- ✓ Propaganda against PTI.
- ✓ Sharif's visits to the flood affected areas.
- ✓ Nawaz says, "I can scarify my government but cannot democracy".
- ✓ He appreciated the good governance of Shahbaz Sharif.
- ✓ Derogatory remarks of Javed Hashmi against Imran Khan and Dr.Tahir ul Qadri.
- ✓ We never requested the Army to play role of mediator among government, PTI and PAT.

3) Self Photos:

Sr.	Categories	No of Posts Shared.	Total Likes	Average Likes.	%age of Content.	%age of Likes.	Ratio of Content to Likes.	Ratio of Likes to Content.
3	Self Photos	39	5,79,806	14,867	36%	21%	(1.71) : (1)	(1) : (0.58)



Nawaz Sharif shared of his own photos while visiting national and international places and meetings. In every post photo of Nawaz Sharif remained prominent instead of the message. The overload of photos alongside the messages reflect the notion that Nawaz Sharif is self oriented and self seeker person. The Facebook shows that he is a selfish person. His statements never about the strengthening the public. All of his efforts are moving around him. If he started the mega projects then he earned commission and other benefits.

He always concern about his own pocket. He distributed laptop amount the students and earn 100% commission on it. In Pakistan poverty, unemployment, lack of electricity, shortage of gas, terrorism, extremism, brutality, violence, foreign funding, fruitless judiciary and corruption etc are the issues and

problems need to solve. But the Nawaz Sharif always took those programs which have very low importance. If we purchase gas from Iran then Nawaz Sharif will earn nothing in it because this transaction cannot remain secret and chances of corruption are too low. Besides this he prefer to reconstruction of roads and underpasses. Moreover, he will never construct roads and bridges in faraway areas of Pakistan. He always reconstructs roads in big cities, like Lahore and Islamabad because it saves his transportation cost. Self photos showing are the reflection of his inner selfishness.

Nawaz Sharif shared 35 of his own photos on his official Facebook page which is the 32% of his reset of content. He shared photos about his political and non political activities.

Description is a under.

- ✓ Nawaz Sharif photo in Chakwal.
- ✓ His photos in China.
- ✓ Photos while visiting flood affected areas.
- ✓ Nawaz Sharif with the children in Army Public School in Peshawar.
- ✓ His photos in UN General Assembly.
- ✓ Photo with president of China.
- ✓ Photos in Army Headquarters.
- ✓ Nawaz Sharif photos with the General Raheel Sharif.
- ✓ Photo in National Assembly.
- ✓ Photo with UN Secretary General Ban ki Moon.
- ✓ Nawaz Sharif photos with Quaid e Azam.
- ✓ Nawaz Sharif photo with the Turkish President.
- ✓ Photo of Nawaz Sharif in Quaid Residency in Ziarat Quetta.
- ✓ And many other photos.

4) Religious:

Sr.	Categories	No of Posts Shared.	Total Likes	Average Likes.	%age of Content.	%age of Likes.	Ratio of Likes to Content.	Ratio of Content to Likes.
4	Religious	2	12,991	6,496	2%	9%	(1): (0.22)	(1) : (4.5)



Social media team of Nawaz Sharif has shared only two posts on religious nature. One post is about the Holy Prophet (PBUH) that the Holy Prophet (SAWAS) is mercy for everyone, this post got lot of likes. The second post is about the united Muslim Ummah, this got very low

Likes. Nawaz Sharif shared only two religious posts. One post he shared on the Eid Milad un Nabi (SAWAS) . He shared only two verses of the Holy Quran. One message is about the Holy Prophet (PBUH) , Al-Quran “We send you as a Messenger of Mercy for the whole mankind”. It got likes 12,495 and the next verse is about the unity of Muslim Ummah, the Holy Quran says “ the whole of ummah must catch the rope of Allah with tied hands” , it got likes 496. The chart shows that PMLN social media team shared only 2 posts about religion and it the only 2% of the rest of content and it got 9% of total likes.

Religious posts get only 12,991 likes, in this way the average likes are 6,496. When we observe the ratios of content to likes we find that (1unit) of content get (4.5 units) of likes. Overall liking towards

religion is too low. It means PMLN is a secular political party. Majority of Pakistani likes the secular parties. Because the religious discrimination in Pakistan on climax.

5) Terrorism:

Sr.	Categories	No of Posts Shared.	Total Likes	Average Likes.	%age of Content.	%age of Likes.	Ratio of Content to Likes.	Ratio of Likes to Content.
5	Terrorism	11	1,16,068	10,552	10%	15%	(0.67) : (1)	(1) : (1.5)

LAHORE PML(N)
7 hrs · 48

Prime Minister Muhammad Nawaz Sharif chaired a high level meeting at PM House Islamabad to review the internal security situation of the country. The meeting was attended by Ch Nisar Ali Khan, Minister for Interior, General Raheel Sharif, Chief of Army Staff, Mr. Sartaj Aziz, Advisor to PM on National Security, Mr. Tariq Fatemi, SAPM, Lt Gen Asim Saleem Bajwa, DG ISPR and other senior officials of the Government.



Like Comment Share

Danish Ali, Rao Salman, Shahyan Ali and 4,445 others like this. Most Relevant

372 shares

The Social Media Team of Nawaz Sharif has shared 11 posts on terrorism. During the research period from August 2014 to 15 January, 2015 he condemned terrorism 1st time when the terrorists attacked on Army Public School Peshawar and killed 140 people including 131 children and other staff members. He shared 10% of rest of content about terrorism and these got likes of 15% of total likes. The likes are 10,552 per post. If we compare it with the mega projects then we find that the average likes are 19,904 per post which is 100%

more than the terrorism likes. Nawaz Sharif shared posts on Facebook against the terrorists and show favorable attitude towards National Action Plan against the criminals.

The overview of main points he shared on Facebook are under:

- ✓ Nawaz Sharif visited the Army Public School Peshawar and restores the Capital Punishment.
- ✓ He gave favorable comments about Kashmiri and Palestinian people and condemned the state terrorism of opponent countries.
- ✓ He finalized the National Action Plan including the 20 points for eliminating the terrorism and he also cancelled all his other engagements for this purpose.
- ✓ He took the nation into confidence on the issue of terrorism.
- ✓ He also boosts up the moral of Army Official those are participating in Operation Zarb-e-Azb.
- ✓ Nawaz Sharif also visited the IDPs in Bannu Camp.

Discussion:

Nawaz Sharif or his social media team shared 11 posts about terrorism. The total likes are 1,16,068 while the average likes are 10,552. These 11 posts are the 10% of the rest of content and it has got 15% of total likes. It means some content got high ratio of likes. But there is nothing a big difference as shows in Ratio of Likes to Content is {1 :1.50} . So we can say that the likes are 1.50 times more than the content. In other words (1) unit of content got (1.50) unit of likes.

Interesting thing is that the Nawaz Sharif first time condemns terrorism on Facebook during researcher study when the Nation lost 140 lives in Army Public School Peshawar. It seems that the Prime Minister took action after receiving the dictations from Army Chief. After the terroristic attack on Army Public School the Army Chief General Raheel Sharif took action against the terrorists and the Nawaz Sharif has no option only to follow the instructions of Pak Army.

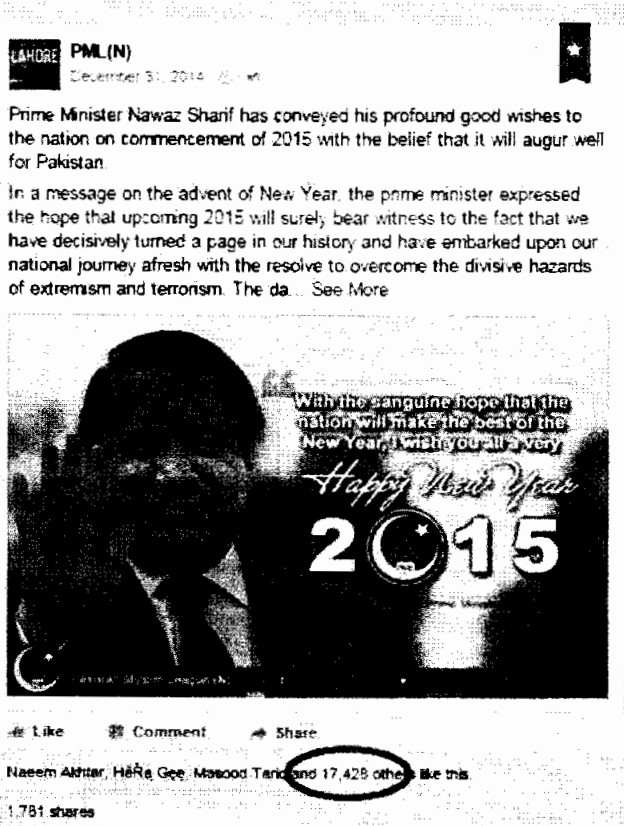
Nawaz Sharif himself is not against the terrorists because he commented the terroristic act in 17 June 2014 in Model Town and killed the 14 people of Pakistan Awami Tahreek. After this on 10 August 2014 Punjab Government attacked on Awami Tahreek Worker those were moving towards Model Town Lahore. On August 10 2014 Punjab Police killed (8) PAT workers on Bahra Interchange as per order

Supervised by Dr.Zafar Iqbal Chairman Department of Media & Communication Studies IIUI.

of Punjab Government. Third time Nawaz Sharif's government attacked on peaceful sitting of PAT and PTI in Islamabad. It was the mid night of 30 and 31 of August 2014. The police start firing, shelling for the whole of night and make injured 1000 participants out of which 500 participants reached to the hospitals. Several people were killed at this night. Now the three FIRs are against the Nawaz Sharif and his companions. So we can say that Nawaz Sharif is not in favor of Army Courts and involvement of Army in state matter. But he has no other option to accept this. Otherwise he may lose his government permanently.

6) Others:-

Sr.	Categories	No of Posts Shared.	Total Likes	Average Likes.	%age of Content.	%age of Likes.	Ratio of Content to Likes.	Ratio of Likes to Content.
6	Others	2	21,995	10,998	2%	15%	(0.13) : (1)	(1) : (7.5)



In the category of other posts researcher included the two types of posts, one of them is the Prime Minister ask "Happy New Year" to the whole nation and the next post is the announcement of death of father in law of Mrs. Maryam Nawaz, this post get very low likes. The posts belonging to other category is only 2% of total content and %age of likes are 15% of the rest of likes. The interesting this is that the post regarding the Happy New Year contains the message of prosperous Pakistan. So it got likes more than 4 times to the post about the death of father of Maryam Nawaz. It is concluded that the public are self oriented and self seeking. Because every one

like the statement or message containing his own benefits. Similarly, the people like those leaders who are always talking about the benefits of public.

S.No.	<i>Other Posts of Nawaz Sharif (PMLN)</i>	Likes
1	Happy New Year to whole Nation from Nawaz Sharif	17,394
2	Father of Caption Sufdar and Father in Law of Maryam Nawaz has expired.	4601

In the category of *other posts* the Nawaz Sharif gave the Happy New Year message to the whole nation. This Happy New Year message got likes 17,394. The second post contain the message of death of father in law of Maryam Nawaz. This message got likes 4601.

These two posts are the 2% of total content and these got likes of 15% of rest of likes. Happy New Year message of Nawaz Sharif got reasonable likes while the people show very low interest in death of the father of Caption Sufdar.

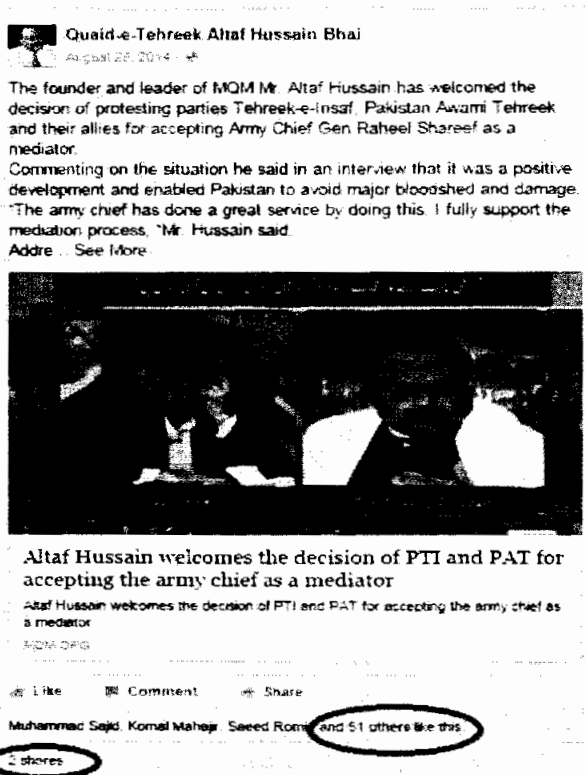
(D). ALTAF HUSSAIN_(MQM)

Graphs:

Sr.	Categories	No of Posts Shared.	Total Likes	Average Likes.	%age of Content.	%age of Likes.	Ratio of Content to Likes.	Ratio of Likes to Content.
1	Politics	22	1,241	56	55%	23%	(2.39):(1)	(1):(0.42)
2	Terrorism	11	559	51	28%	21%	(1.33):(1)	(1):(0.75)
3	Social welfare	1	66	66	2%	27%	(0.07):(1)	(1):(13.5)
4	Others	6	411	69	15%	29%	(0.52):(1)	(1):(1.93)
	Total:	40	2,277	242	100	100		

1)Politics:-

Sr.	Categories	No of Posts Shared.	Total Likes	Average Likes.	%age of Content.	%age of Likes.	Ratio of Content to Likes.	Ratio of Likes to Content.
1	Politics	22	1241	56	55%	23%	(2.39):(1)	(1):(0.42)



Altaf Hussain is a political party in Pakistan. This is the only party in Pakistan which is free from landlords and businessmen. But the people don't like him. The Facebook reflects that no any post of Altaf Hussain got likes more than 100 likes. His political posts got likes total 1241 during six months. His total political posts are 22 only and average likes are 56 per post. The interesting thing is that in General Election 2013 , MQM got approximately 2.5 million voters out of which 99% are found in Sindh, but we see that official page of Altaf Hussian have only 56000 fans approx.

Now the question is “Where is the remaining more than 2.4 millions voter? “why they are not giving response on Facebook? The answer is very simple the MQM believes on rigging. So they call people for gathering & polling votes and the people come out due to fear of life and property. We believe that the people are with the MQM but not by their hearts. This is the reason that no any post got likes more than 100. MQM got lowest likes on their posts. As per the mainstream media the overall reputation of MQM is not very good. People always comments about Altaf Hussain negatively. The strength of MQM are mostly found in Karachi where more or less every person using internet particularly social media. The voter of Altaf Hussain may receive posts from Altaf Hussain but they simply ignore them because no one is forcing them to comment, share or like. The statement of my study is “ The politicians are on Facebook: A real reflection of public opinion” proved true here when we see that the MQM got total votes 25,00,000 but the average likes on Facebook are 56 per post and range of like from “0” to “97” .

MQM is a pure political party so more are less all of their messages is about politics but some of them are about other categories. His political messages contain the following materials. The overview of content is under:-

- ✓ Altaf Hussain urged to create new provinces.
- ✓ He criticized the PAT and PTI sitting in Islamabad.
- ✓ He asked government to release the innocent workers of PAT and PTI.
- ✓ Rahman Malik meeting with the Altaf Hussain and with other politicians.
- ✓ Speech of Altaf Hussain on Geo TV.
- ✓ Altaf Hussain reaction, on the threat from Balawal Zardri.
- ✓ Peaceful sitting in Karachi is the right of Imran Khan.
- ✓ He expresses feeling for the flood effected people and criticized the PAT and PTI sitting.

During the study period researcher find that the Altaf Hussain shared 22 posts about politics and these posts got total 1241 likes and the average likes are only 56 per post. Besides this the no any post can reach up to 100 likes. The above-mentioned chart shows that the people don't like the Altaf Hussain as a politician. His political content is 55% of rest of content and this got likes 23% of total likes. It means (2.39 unit) of content got (1unit) of likes. It means more content get low likes.

1) Terrorism:-

Sr.	Categories	No of Posts Shared.	Total Likes	Average Likes.	%age of Content.	%age of Likes.	Ratio of Content to Likes.	Ratio of Likes to Content.
2	Terrorism	11	559	51	28%	21%	(1.33) : (1)	(1) : (0.75)

 Quaid-e-Tehreek Altaf Hussain Bhai

July 18, 2014

Founder and leader of Muttahida Quami Movement (MQM) Altaf Hussain strongly condemned terrorist's attack on security forces at Gundi area Tehsil Jamrud in Khyber Agency

In a statement issued from London Secretariat, MQM Chief condemned the terrorists' ambush against security forces which left deaths of eight soldiers and various injuries. He said the country was besieged by internal and external conspiracies and terrorists' attacks on security forces were deliberate attempt... See More



Altaf Hussain slams terrorist's attack on security forces

Altaf Hussain slams terrorists attack on security forces

10:20 AM

Like Comment Share

Syed Abul Hassan Zakki, Babar Zaheer, Yasmeen Israr and 41 others like this

4 shares

MQM condemn the terroristic attacks on innocent people. So they always condemn the terrorism and extremism. During the period of research the researcher found that the Altaf Hussain shared eleven posts regarding terrorism which is the 28% of rest of content and these posts got 21% of total likes. The average likes are 51 only which is too low that shows that the people are not interested in Altaf Hussain messages either these messages are in favour of Pakistan or not. The chart describes that 28% content get 21% likes and average like are 51 per post. This is very depressed situation for Altaf Hussain that the public don't like his posts on social media particularly Facebook.

Over view of Content shared by the Altaf Hussain on his official page of Facebook.

- ✓ Altaf Hussain shows sad feeling on the killing of MQM worker by the terrorists.
- ✓ He stated that ISIS has been existing in Pakistan.
- ✓ He also remembered Imran Farooq who was killed by the target killer in UK.
- ✓ Photo of Malala Yousaf Zai and Altaf Hussain condemn the terrorism.
- ✓ Altaf Hussain condemns the terroristic attack on media person.
- ✓ He suggested that Army Courts should be only for the terrorists.

Mr. Altaf Hussain shared 11 posts about terrorism during the period of research and it is the 28% of rest of content and these posts got likes of 21% of total likes. The chart shows that the eleven posts got total

559 likes and the average likes are 51 per post. The ratio of likes is too low as compare to the other politicians.

3- Social Welfare:

Sr.	Categories	No of Posts Shared.	Total Likes	Average Likes.	%age of Content.	%age of Likes.	Ratio of Content to Likes.	Ratio of Likes to Content.
3	Social welfare	1	66	66	2%	27%	(0.07):(1)	(1):(13.5)



Altaf Hussain gave one statement that he will construct universities in Karachi and Hyderabad.

The content in this post is 2% of rest of content and get likes 27% of total likes. However, this post is liked by the public and total likes are 66 only. The interesting thing is that the small amount of content got high amount of likes. In fact it is not very good sign for Altaf Hussain. His other posts also got the likes less than 100. The rang of average like is from 50 to 70. Overall Altaf Hussain received very low amount of likes, shares and comments.

Overview of Content:

- ✓ *Altaf Hussain gave one statement that he will construct universities in Karachi and Hyderabad.*

The content in this post is 2% of rest of content and get likes 27% of total likes. However, this post is liked by the public only 66 in numbers. It seems that the public is not interested in his

statements, either these statements are in favor of public or not. Majority of his followers belong to Karachi and Sindh, so Altaf Hussain has given statement to construct universities in these areas. However, people believe that the Altaf Hussain is not serious while giving the statements.

4- Others

Sr.	Categories	No of Posts Shared.	Total Likes	Average Likes.	%age of Content.	%age of Likes.	Ratio of Content to Likes.	Ratio of Likes to Content.
4	Others	6	411	69	15%	29%	(0.52) : (1)	(1) : (1.93)



In non-political statements the public response also remained the same as the political statements. In this category he shared 6 posts and got total likes 411 and average 69 likes per post. These 6 posts are 15% of the rest of content and liked by the public 29% of total likes. Hence the likes are more than the shared content. The overall reflection of Facebook regarding Altaf Hussain is very crucial, miserable and depressed for MQM particularly Altaf Hussain. Facebook shows that the public don't like Altaf Hussain.

Main Points Altaf Hussain or His social media Teams Shared on Facebook:

- ✓ Congratulation to Pakistan Cricket Team on the success from Australian Cricket Team.
- ✓ Altaf Hussain Prayer for recovery of health of "Fatima Soria Bajia"
- ✓ Altaf Hussain condemns the FIR against the ARY team.
- ✓ Altaf Hussain shows his sympathy with injured person.
- ✓ Altaf Hussain message on the 66th death anniversary of Quaid e Azam on Capital TV.

- ✓ Photo of Altaf Hussain, “Prayer for the expired persons due to heavy rain”.

Data Interpretation (Asif Ali Zardari)

(e) Mr. Asif Ali Zardari (PPP):

Graphs:

Sr.	Categories	No of Posts Shared.	Total Likes	Average Likes.	%age of Content.	%age of Likes.	Ratio of Content to Likes.	Ratio of Likes to Content.
1	Politics	91	10556	116	71	60	(1) : (1.18)	(1) : (0.85)
2	Terrorism	21	1043	50	16	6	(1) : (2.75)	(1) : (0.36)
3	Religious	5	2374	475	4	14	(1) : (0.29)	(1) : (3.48)
4	others	11	3498	318	9	20	(1) : (0.43)	(1) : (2.33)
	Total:	128	17471	959	100	100		

The above-chart shows that the Asif Ali Zardari shared political, religious, terrorism and other nature of content on the official Facebook page of Zardari. The chart is the abstract of whole posts shared by the PPP and the public response in term of likes. He shared 91 posts about the politics and these are the 71% of the rest of content and the public response is 60% likes of total likes and when we see the average likes per post then it is very miserable position for PPP that the average likes are 116 per post. It means that the public are not interested in the PPP.

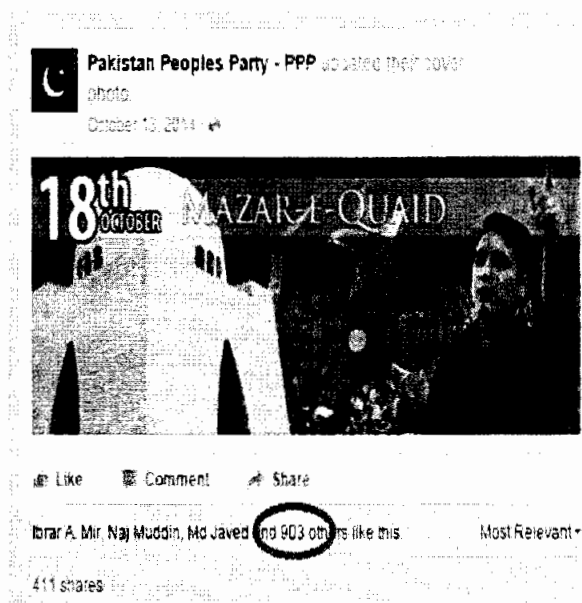
He shared 21 posts about the terrorism and these are 16% of the rest of content and it got average likes 50 per post and these likes are 6% of total likes on this page.

PPP is not a religious party so they shared 5 posts about religion but these are only about the celebrations of Eid, Hajj, and Moharam. These five posts got average likes 475 per post. The interesting thing is that religious post got likes more than 4 times from the posts about politics. The religious affiliation of Bhutto Family is belongs to the “ Shia Sect” so the religious affiliation has also factor to get likes from the “Shia community”

The overall response from public is too low when we compare it with other parties such as PTI, PAT and PMLN, only the MQM is standing alongside the PPP in getting lowest response from public.

1. Politics: 91

Sr.	Categories	No of Posts Shared.	Total Likes	Average Likes.	%age of Content.	%age of Likes.	Ratio of Content to Likes.	Ratio of Likes to Content.
1	Politics	91	10556	116	71	60	(1) : (1.18)	(1) : (0.85)



He shared 91 posts about the politics and the public response in term of likes is average 116 likes per post. The amount of content is 71% of total content shared and it got likes 60% of total likes in rest of categories. The range of likes is from 7 to 905. The ratio of content to likes and likes to content are (1) : (1.18) and (1) : (0.85) respectively. The above-mentioned chart shows that the public response is too low and this situation is very crucial for PPP. The results of Facebook shows that the PPP want to affect

the public and it is the choice of public that they don't like them. In the election people party had gotten lot of votes and formed government but it is due to rigging (pre poll rigging, during poll ring and after poll ring). If there are no rigging in upcoming election then it is expected that the PPP will go down in term of seats in National and Provincial Assemblies.

The Overview of Content Shared in this (Political) category.

- ✓ Announcement of gathering in Karachi Jinnah Park.
- ✓ Photos of Bilawal, Zardari, Benazir and Bhutto.
- ✓ Visit of Bilawal to flood affected areas.

Supervised by Dr.Zafar Iqbal Chairman Department of Media & Communication Studies IIUI.

- ✓ People's Bus Service of Sindh Government has been improving life of Sindhi people.
- ✓ Aitzaz Ahsan's speech in Joint Session of Parliament on the issue of PAT and PTI sitting in front of parliament.
- ✓ Sindh government is ready to hold local body polls.
- ✓ Rs.1230/- million subsidy for the farmers of Sindh.
- ✓ PPP denies Swiss Jewellery belong to Benazir and Zardari.
- ✓ Criticism on Imran Khan, PMLN policis, MQM president Altaf Hussain in various posts.
- ✓ PPP is true respresentative of farmers and labourers.
- ✓ PPP against the dictatorship, not the army.
- ✓ PPP against the privatization of PIA, Steel Mill and criticize the process of privatization.
- ✓ Criticism on Darnas (Sitting) in fron of parliament.

2. Terrorism: 21

Sr.	Categories	No of Posts Shared.	Total Likes	Average Likes.	%age of Content.	%age of Likes.	Ratio of Content to Likes.	Ratio of Likes to Content.
2	Terrorism	21	1043	50	16	6	(1) : (2.75)	(1) : (0.36)

The overview of content shared on Facebook page.

- ✓ Asif Ali Zardari and Bilwal condemn the killing of Christian couple and killing of other people.
- ✓ Rehman Malik says that the network of terrorist's gourps are present in Pakistan.
- ✓ Keep an eye on sectarianism during Ashura e Moharum.
- ✓ PPP wants massive operation against militancy and sypathiser of terrorists.
- ✓ PPP Senator Farhatullah Babar proposed a five point plan eliminate terrorism.
- ✓ Bilawal took notice on snatching the charity of Abdul Sattar Eidhi.



Asif Ali Zadari shared 21 posts about terrorism and these are 16% of total content shared on Facebook page. Now we look at the public response, we find that average likes are 50 per post and the range of likes from 22 to 123 and these like are only 6% of rest of likes. The ratio of content to likes is (1): (2.75), it means 1 unit of content got likes 2.75 units of likes. So the likes are more than content shared. Similarly, the ratio of likes to content is (1) : (0.36) , It seems 1 unit like are for 0.36 content. Overall position is very dangerous for PPP that the public response istoo low.

It means that the public are not interested in PPP particularly Asif Ali Zadari.

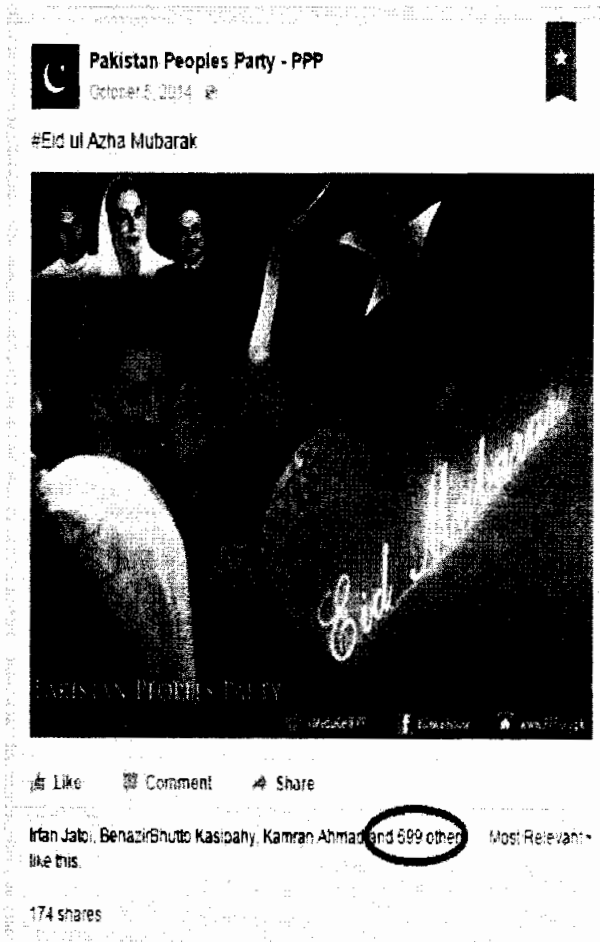
3. Religion: 5

Sr	Categories	No of Posts Share d.	Total Likes	Average Likes.	%age of Content.	%age of Likes.	Ratio of Content to Likes.	Ratio of Likes to Content.
3	Religious	5	2374	475	4	14	(1) : (0.29)	(1) : (3.48)

The overview of content shared on Facebook page.

- ✓ Photo of Bhuto Family on Eid ul Azha saying Eid Mubarak.
- ✓ Photo Khana e Kahba with Bilawal and Zardari saying Hajj Mubarak.
- ✓ Photo of Bhuto Family on the Hindu Day “ Happy Divali Day”.

- ✓ Message of Bilawal on Ashura e Moharam about the Imam e Hussain.
- ✓ Bilawal celebrate Diwali with Hindus in Naudero.



PPP shared traditional religious messages on the Facebook. He shared only 5 posts about religion and these are 4% of the rest of content. The public response in term of likes is that the average likes are 475 per post and the range of likes from 126 to 702. The %age of like are 14% of total likes. The ratio of content to likes is (1) : (0.29) shows that the 1 unit of content got like 0.29 units of likes. It means that the likes are 3 times less than the shared content. The average 4 likes per post is not a good sign for PPP. Facebook is a real reflection of public opinion because the people on Facebook are not in the pressure of any landlord and other political activists. They are free to do whatever they like.

As we know that PPP and Asif Zardari are not religious in nature, so they never shared any pure religious post on Facebook page. In fact these religious posts are political in factual sense. Zardari and Bilawal have done this and gave traditional messages on these religious days only for the sake of their political objectives.

4. Others: 11

Sr.	Categories	No of Posts Shared.	Total Likes	Average Likes.	%age of Content.	%age of Likes.	Ratio of Content to Likes.	Ratio of Likes to Content.
4	others	11	3498	318	9	20	(1) : (0.43)	(1) : (2.33)



In this category he shared 11 posts and these are the 9% of total content shared on Facebook. These posts got average likes 318 per post and %age of like 20% of rest of likes. The range of likes from 33 to 1052. Ratio of content to likes is (1) : (0.43) , it means that the one unit of content got 0.43 units of likes. Similarly, the ratio of likes to content is (1) : (2.33) , it means that the likes are less than the shared content. The post showing on left side got highest like 1052 in total. In the picture Bilawal is playing with Malala Yousafzai. The Malala is also famous throughout the world. So the like on this post are high may be due

to Malala Yousafzai. Moreover, the liberal society likes the Malala as a symbol of peace and conflicting to the terrorism.

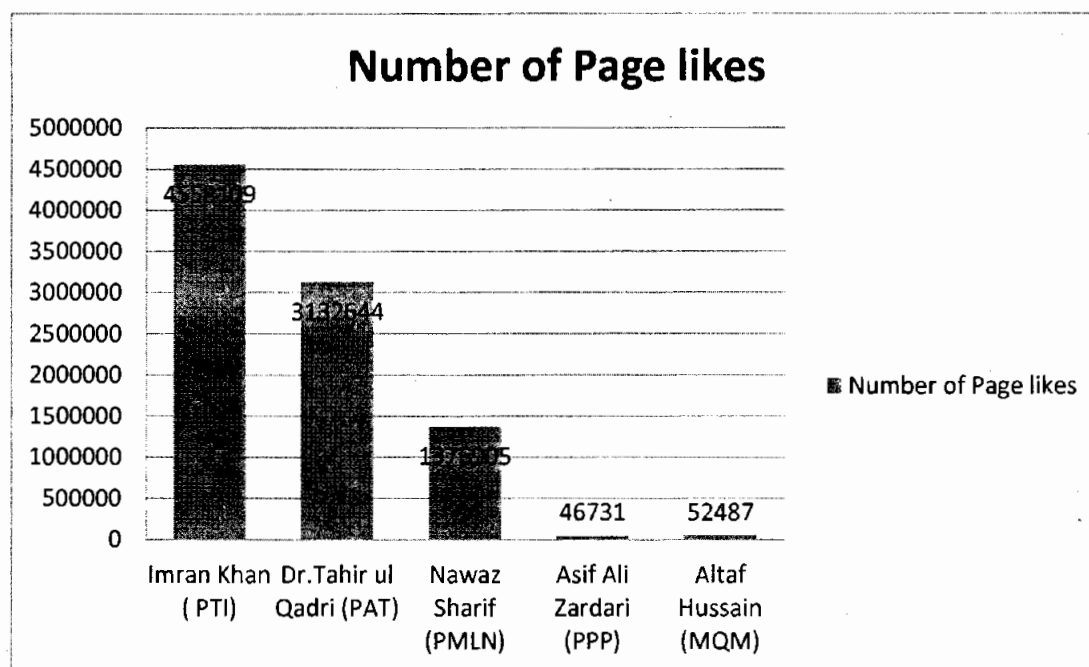
Overview of content shared in this category:

- ✓ Bilawal and Malala Yousafzai are playing Table Tennis (Photo of both).
- ✓ Celebrations of Death Anniversaries of Bhutto Family.
- ✓ Message of Bilawal for youngsters to join Bilawal Team.
- ✓ Asif Zardari intent to facilitate the Pak Cricket Team.
- ✓ Asif Ali Zardari condoles death of different personalities.

COLLECTIVE INTERPRETATION OF THE DATA

1. Analysis of liking on face book of selected political leaders

NAME OF POLITICIANS	NUMBER OF PAGE LIKES
Imran Khan (PTI)	45,58,109
Dr.Tahir ul Qadri (PAT)	31,32,644
Nawaz Sharif (PMLN)	13,76,905
Asif Ali Zardari (PPP)	46,731
Altaf Hussain (MQM)	52,487

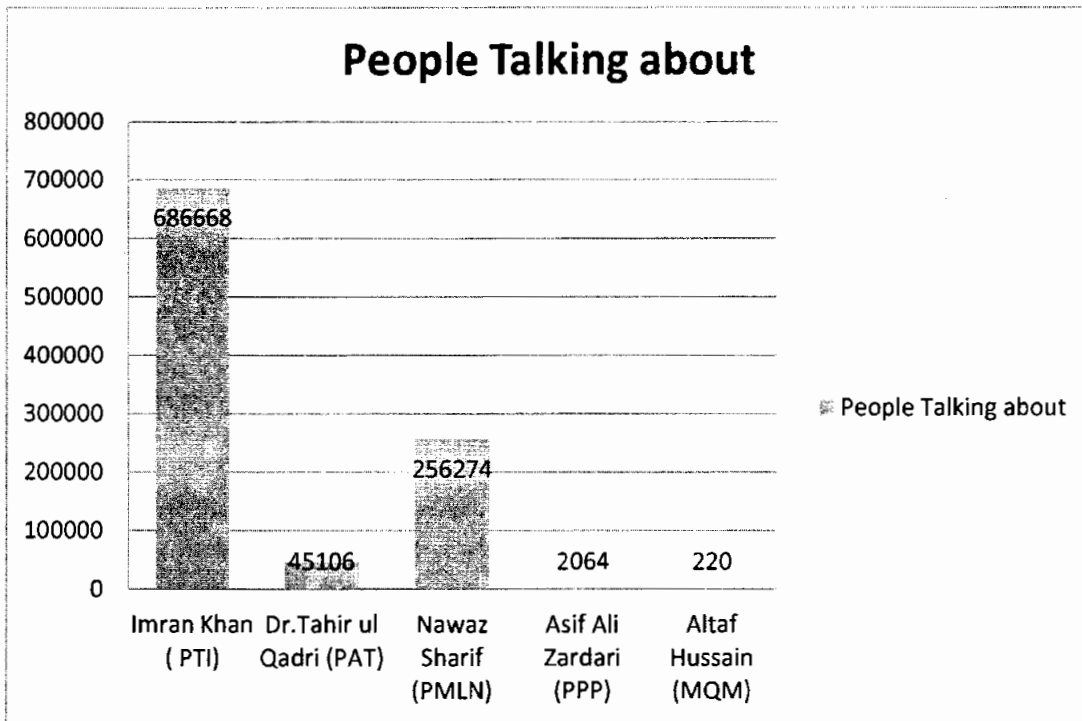


Number of Page Fans or Page Likes means that people actually like the personality that's why they liked the specific page. We can say that the more likes means the more people like the politician. But numbers of fans doesn't mean the votes. Because you can't poll the vote more than once but can become the fans as much as you like. At the same time you may the Facebook fan of all politicians but you cannot poll vote for each politicians at the same time. For example Imran Khan's and Dr.Tahir ul

Qadri's fans are highest among the politicians; it is due to their unanimity in during Inqilab March and Azadi March. So the Fans of Imran and Qadri may be the same people. However, they both are highest among other politicians in number of fans.

2. People talking about politicians on Facebook, a brief review.

NAME OF POLITICIANS	PEOPLE TALKING ABOUT
Imran Khan (PTI)	6,86,668
Dr.Tahir ul Qadri (PAT)	45,106
Nawaz Sharif (PMLN)	2,56,274
Asif Ali Zardari (PPP)	2,064
Altaf Hussain (MQM)	220



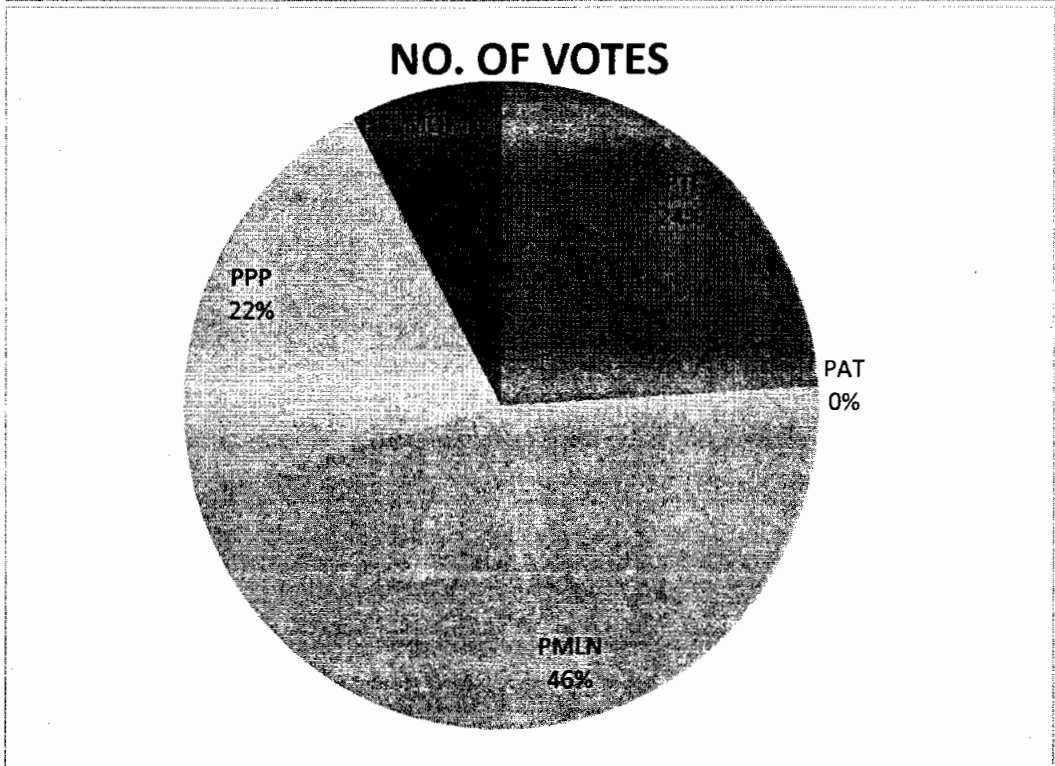
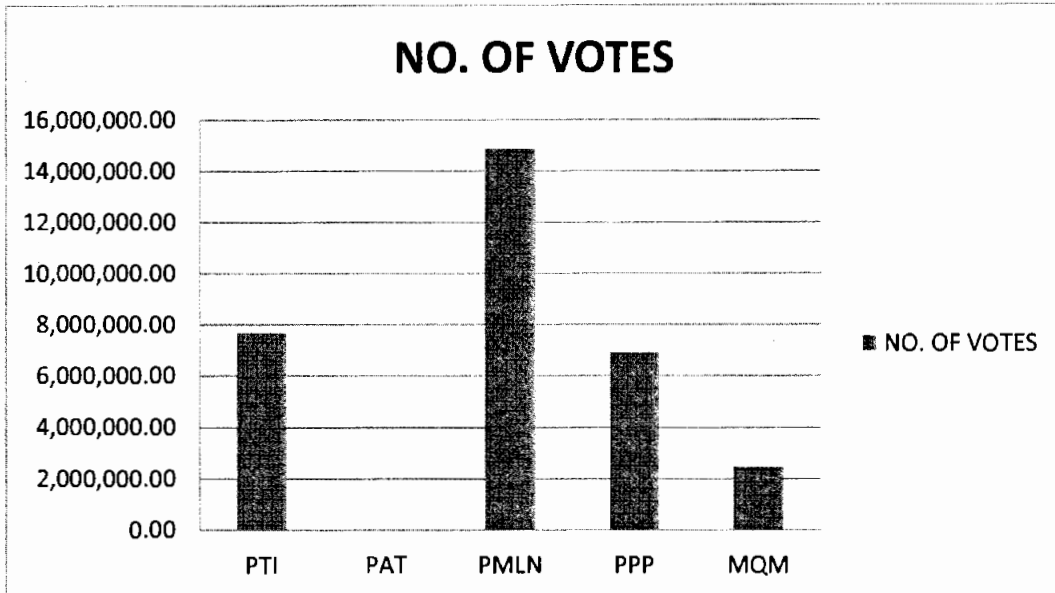
People talking about means that the *unique Facebook users* those are clicked, commented, liked or shared the posts of page. Normally it is has been calculated for the last seven days. In other words we can say that people talking about means those are engaged on Facebook page during the last seven days. People talking about shows, “ how much the page remains active”. In People Talking About, may be some people are commenting negatively on the page.

- While selecting top five politicians researcher , seems to confuse because some politicians are famous on Facebook but they have no seats in parliament or even low seats in parliament. On the other side some people have lot of seats in assembly but their liking of Facebook is very low. For example liking of Dr.Tahir ul Qadri and Pervaz Musharraf is high but their presence in assembly is nothing. On the other side , Nawaz Sharif has highest seats in assembly but he has small likes on Facebook. The Imran Khan is the highest in likes on Facebook but little in assembly.

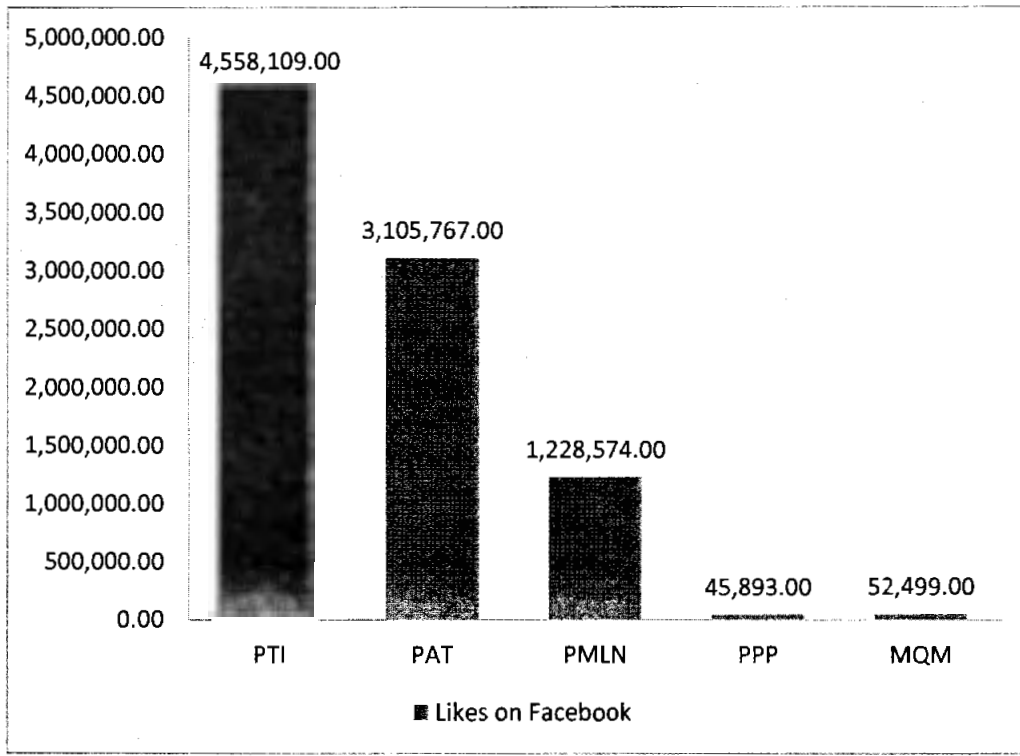
Political Party	Facebook Likes	No of Votes in Election 2013 (NA)
PTI	4.6 million	7.7 million
PAT	3.1 million	0
PMLN	1.2 million	14.8 million
PPP	0.45 million	6.9 million
MQM	0.52 million	2.45 million

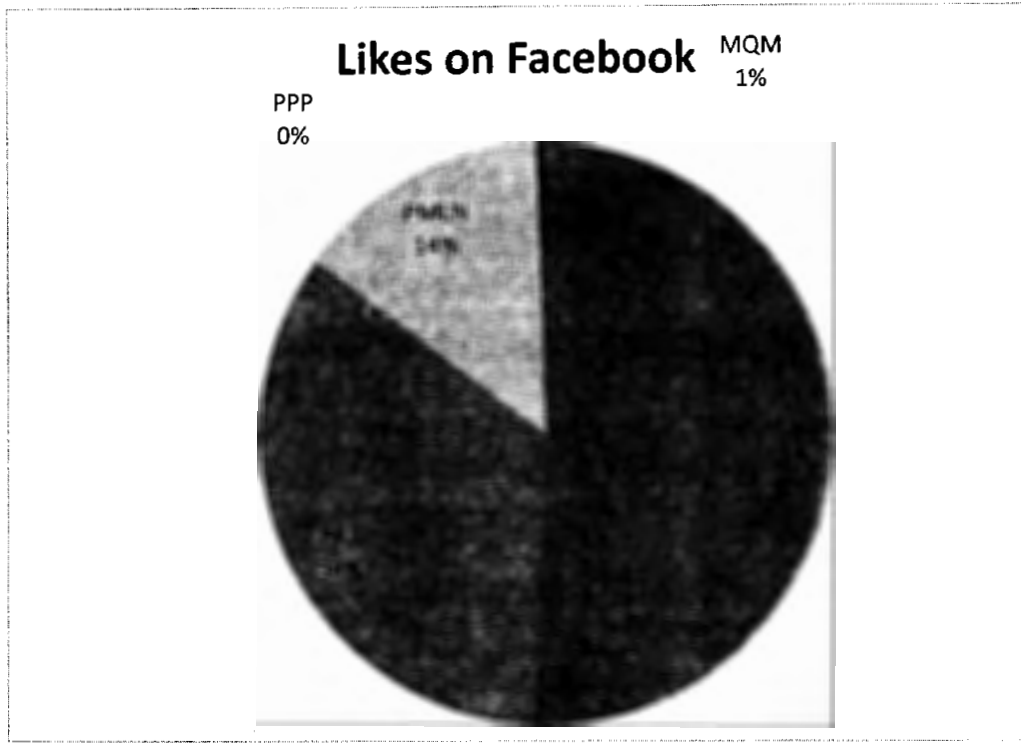
Share on Facebook in Graphical Form:

Representation in National Assembly:

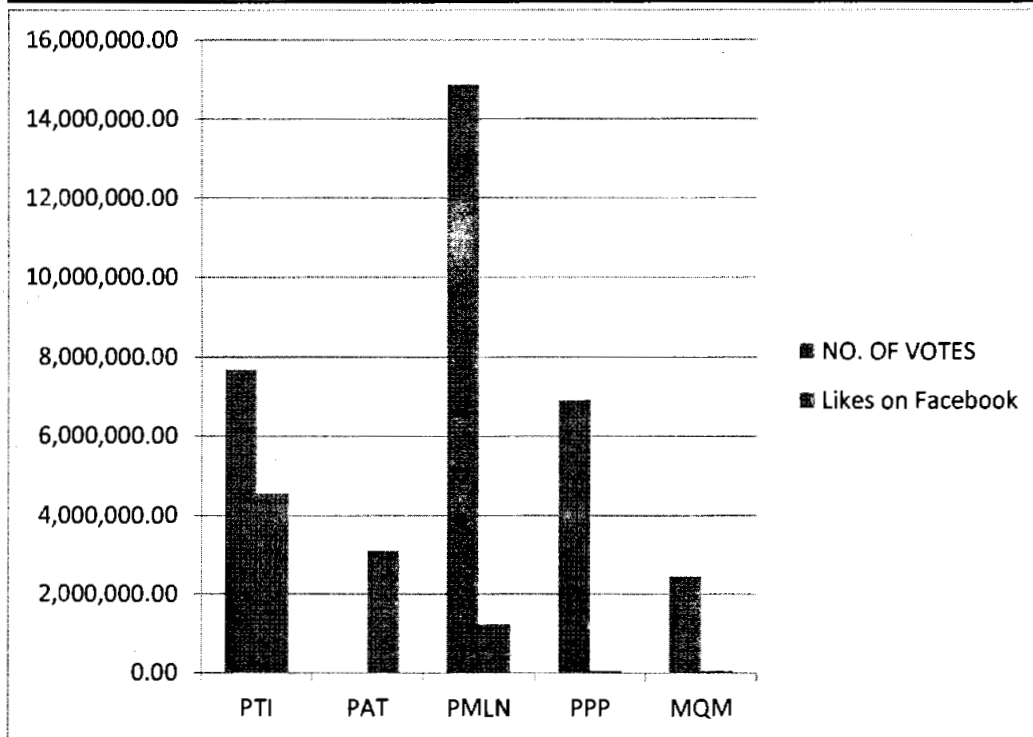


No. of Likes on Facebook:





Comparison of Facebook Likes with the Representation in N.Assembly



Here we can see that the popularity of PTI on Facebook is highest but highest votes poll by public in favor of PMLN. On the other side popularity of PMLN on Facebook is too low but the popularity in general public is very high.

My hypothesis proves only when PTI get highest numbers of vote as they got likes highest on Facebook.

Now the PTI and PAT are political allies and have been fighting against rigging, corruption and corrupt practices in election.

The reason of variation is only the rigging on large scale in Pakistan. There are so many Profs of pre-poll rigging, during-poll rigging and after-poll rigging in election 2013.

If we eliminate rigging and corrupt practices in upcoming election expected in 2018 then we can say that the unanimity of PTI and PAT defeat the other political parties. Because the people sitting are also belong to this society and they have no pressure to like or dislike the page of post of any politician.

6.1 RESULTS IN CONCLUSION

Facebook study of the top five politicians for 122 days that reflects the minds of politicians as well as the people of Pakistan. Politicians share posts on Facebook on politics, religion, terrorism, personal life, mega projects, welfare, self photos and other non-political content. The people of Pakistan give feedback in terms of likes. Imran Khan has gotten the highest likes on his posts while Altaf Hussain has gotten the lowest likes from the public.

It is concluded that the fans of Mr. Imran Khan like him due to his personality or some other personal qualities other than as a politician. Imran Khan is a former cricket champion and won the Cricket World Cup 1992. Young boys and girls like him due to his services for cricket. Facebook results show that Imran Khan has desired to get favor for his politics work but the public liked him for another reason. This is why the fans highly liked his photos with Raham Khan on the day of marriage. The highest likes for his marriage photos were (2,56,085) but the maximum likes for his political posts were (52,120). So the people are interested in his personal life instead of his politics.

Now come to Dr. Tahir ul Qadri. People like him and respect him as a religious scholar. People like his religious lectures too much and took very low interest in his political activities. His highest likes for the religious posts are ranging from 1819 to 44,547. Instead of this, his likes for political posts are ranging from 394 to 15,251. It seems that the likes of Dr. Tahir ul Qadri are mostly about his religion. Hence we can say that the emotional attachment of his followers with him is only due to religion.

Now we would like to discuss about Nawaz Sharif. The Facebook study shows that the people like him due to his mega projects as Metro Bus Service, Motorways, underpasses, Roads etc. The range of likes for development and mega projects are from 6,808 to 66,361. On the other hand, the range of likes for his political statements were from 2,276 to 23,518. One thing very important which I would like to

state that Mr. Nawaz Sharif shares his 39 photos, these are 36% of the rest of content. It shows the selfishness of Nawaz Sharif that he gives preference to his own personality rather than the other public issues. Nawaz Sharif 1st time condemned terrorisms on 16 December, 2014 on Facebook when the terrorists had killed 140 children in Army public school Peshawar.

Our next politician is the Mr. Altaf Hussain . The Facebook study gave a clear picture that the people of Pakistan are not interested the personality of Altaf Hussain and nor they like his political statements. His likes ranging from “0” to “97”. No one his posts get likes more than “100” per post. The workers of Altaf Hussain are found in Karachi where mostly people are the internet users but it is alarming situation for Altaf Hussain that people don’t like his posts even the workers of Altaf Hussain don’t take interest to like his posts on Facebook. Facebook give a notion that few active MQM workers have been high jacked the millions of people living in the territory of MQM populous areas.

Our last politician is Mr. Asif Ali Zardari. Position of Asif Ali Zardari is comparatively better than Altaf Hussain but still very miserable. The range of his political likes from “7” to “905”. He also condemns the terrorism. The range of likes for terrorism statements are from “22” to “123”. Moreover, he shared posts on religion. The range of likes on religious nature posts are from “126” to “702” .

The Facebook shows that the people are not interested in Asif Ali Zardari. May be most of the people like “PPP” due to Mr. Zulfikar Bhutto founder of “PPP” and his daughter “ Mrs. Benazir Bhutto” but it seems that the people are unhappy with the current leadership of Pakistan People’s Party.

Now we will come to the fans of each leader on Facebook. Here we find that the Mr. Imran Khan (PTI) is on top with 4.6 million fans, Dr. Tahir ul Qadri come on the 2nd position with 3.1 million fans, Mr. Nawaz Sharif come on the 3rd position with 1.2 million fans. Mr. Altaf Hussain has its 52 thousand fans and Mr. Asif Ali Zardari has fans 46 thousands.

Hence, we note that the fans of Imran Khan and Dr. Tahir ul Qadri are highest but the fans of Asif Ali Zardari and Altaf Hussain are lowest in Pakistan on Facebook.

Now we come to the category of "terrorism". Mr. Imran Khan has never shared any post in condemning the terrorism and extremism. During the research period Imran Khan has never shared any post on terrorism even a single post. Dr. Tahir ul Qadri shared 16 posts in condemning the terrorism out of 80 total posts the public response is ranging from 2552 likes to 16,262 likes. Moreover, Dr. Tahir ul Qadri gave a complete solution about eliminating the terrorism. Mr. Nawaz Sharif shared 11 posts regarding terrorism out of total 108 posts. These posts are not containing the content of eliminating the terrorism but these are only the statements and nothing else. Posts likes ranging from (5,232) to (26,863). Altaf Hussain and Asif Ali Zardari also shared posts against the terrorism.

Now come to the religious posts Imran Khan shared only "4", Nawaz Sharif "2", Altaf Hussain "4", Zardari "5" and Dr. Tahir ul Qadri shared "30" posts about religion out of "80" total posts of Qadri. Only Dr. Tahir ul Qadri shared religion material on Facebook and get likes from the followers, but the other politicians shared only a verse of the Holy Quran or give statement on Eid or any other religious event.

Public response on religious posts is not reasonable except Dr. Tahir ul Qadri. His religious nature posts have gotten likes range from 1819 to 44,547 which are almost 3 times more than the political likes of Dr. Qadri.

6.2 IS FACEBOOK THE REAL REFLECTION OF PUBLIC OPINION?

The answer is yes, because the politicians can upload the text, images and video etc. on Facebook but they can not force public to like these post. It is the choice of public either they like these posts or not. We can see in the above-mentioned charts that the people like too much the wedding posts of Imran Khan before this he was addressing the public issue “Rigging in Election 2013” but people show low interest in these statements of Khan.

People likes the religious nature posts of Dr.Tahir ul Qadri but they took very low interest in his political nature posts. During Inqilab March he urged to nation to accept his message of revolution for changing the whole political system but the public still remain busy in liking his religious post instead they like the political posts.

Similarly, people like Nawaz Sharif due to his mega projects, like Metro Bus Service, Motor ways, Underpasses and roads etc. Public don't take interest in his political statements.

Asif Ali Zardari and Altaf Hussain can win election but they can not get likes on Facebook because the Facebook is the real reflection of society. If the people of community like the politician by heart then they like him on Facebook otherwise they simply ignore the posts coming from politician.Facebook shows that the people are not interested in Altaf Hussain and Asif Ali Zardari in one way or the other way.

6.3 LOOPHOLES IN MY STUDY:

It is universal truth that every out may have the capacity of further development. The researcher completed this thesis through the coordinated efforts of all available tools. As a researcher I find the following loopholes in my study.

- Politician posts, text, images and videos, researcher collect data which is available in the form of text and images but the researcher could not view all the videos available on Facebook. Moreover, social media teams of politicians are posted links of different websites, newspapers, all of thesis related things need too much time to read and view every piece of information. So the researcher just notes “What’s about this piece is?”
- While recording data from users’ site, the researcher only notes the number of likes. Researcher ignores the number of shares and numbers of comments following the post as feedback.
- There are so many pages affiliated with the political celebrities. Researcher faces difficulty in selection for study a particular page.
- The Facebook results cannot be generalized to the rest of the population, because the Facebook is the media of new generation. So the youth have been using this media for political discourse on large scale but the senior citizens are mostly away from this media.
- No doubt the people on Facebook are from the society but these are scattered throughout the world, hence we can’t say that the feedback we received on Facebook is the reflection of a particular society.
- The researcher, tried to apply “Uses and Gratification Theory” . The application of this theory is general in sense. Bu t here the researcher reduced down his research up to the top five politicians in Pakistan.

- Facebook is the user's generated media, so the users are not bound to watch a particular post or video, they mostly remain busy in sharing their own generated content.
- Most of the Facebook users always in try to hide the reflection of attitude while discussion on social media.
- Some time users create more than one Facebook accounts and acts the dual standard. In this ways research can't find the real reflection of society.
- Some political opponents post derogatory remarks each others and the social media teams of politicians delete them after posting these. They allow favourable comments only. In this way we can't find the real feedback from the politicians pages. However, if researcher study random posts on Facebook , in this way he find the real results.
- The subscribers of a Facebook pages are the real fans of a politicians. So all of them always post the favorable comments towards the politicians. But the political opponents will always criticize the other.
- Besides this, some users are the very strong followers, some of them strong followers, some are just follows and some acts a neutral. Simple study of likes don't give the idea about how much strong the following is on Facebook?
- Some people are very active on Facebook but they don't like to participate in rallies and even to poll vote. So the behavior of people some time seems different on Facebook and practical life.

6.4. DELIMITATION

Delimitations are the boundaries that the researcher set for study. Actually these are the choices of researchers. Researcher will explain about the things that are not chosen for study and why. After this the literature not reviewed and why, population not studied and explain why not studied etc.

- In this research, the researcher left many politicians for study. For example Sheikh Rasheed, Pervaiz Alahi, Pervaz Musharraf, Molana Fazal ur Rehman, Siraj ul Haq and many other politicians & political parties etc. The reason to leave them is very simple and clear that the researcher has limited time and it needs too much time to take them in study. Besides this the researcher defines criteria to select the Facebook pages for study.
- Researcher only took the official pages of top politicians instead the political parties.
- The researcher keeps an eye on the number of fans of a politician.
- The researcher selected the active pages only.
- The searcher first visited the official website of political party, from where he finds the link of Facebook page.
- On first step researcher selected the page of a politician only and simply ignore the party page. However, in case of Nawaz Sharif and Asif Ali Zardari, the researcher selected the page from the official websites of the parties, because there was not genuine page exist on the name of Nawaz Sharif and Asif Ali Zardari.
- The researcher selected Dr.Tahir-ul-Qadri for study, he has no seats in parliament, but he has integral role in Pakistani politics. His official Facebook page likes remains highest among Pakistani politicians till the end of August,2014 but after this Imran Khan crossed him and Dr.Tahir-ul-Qadri still on the 2nd position in Pakistani political Facebook number of fans.

- The researcher never take the page of Pervaiz Musharraf even his likes are more than 2 million, the reason is that the further increase in Musharraf fans is stopped and now he has no role in Pakistani politics.
- Moreover, the researcher ignored the Facebook pages of Siraj ul Haq and Pevaiz Alahi because their presentation in Assembly and Facebook likes are too low.

The literature review is very short and limited up to the few studies, it is because the studies on Facebook pages of politicians in Pakistan are very few and very different in nature the method chosen by the researcher. Most of researchers studied the few posts of a politician but here the researcher had decided to study the whole content shared by the politicians during 122 days.

-----The End-----

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