

IMPACT OF FACEBOOK USE ON SOCIAL TRENDS IN AFGHANISTAN

MS Thesis



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ABSTRACT

Social networking sites have become essential components of contemporary existence, functioning as crucial platforms for communication, behavior modification, cultural interchange, and social structuring. Out of all these options, Facebook is particularly notable for its extensive array of features and substantial impact on worldwide social connections. The study emphasizes the platform's contribution to cultural integration, expression of identity, and participation in the community. It provides valuable insights into the impact of digital media on society by examining how social media is integrated into the daily lives of young individuals in a rapidly changing digital environment. The study investigated the influence of Facebook on the social conduct of young individuals in Kabul, utilizing a mixed-methods strategy that incorporates quantitative data from surveys and qualitative perspectives from semi-structured interviews. The sample consisted of 300 Facebook users, encompassing individuals of both genders, ranging in age from 15 to 25 years. Purposive sampling method was used that was both representative and free from bias. Analyzed data uncovered significant discoveries on the impact of Facebook on the social interactions of the young population in Kabul. The research indicates that a considerable proportion of participants place importance on successfully managing their time when using Facebook. A multitude of users frequently utilize Facebook as a means to uphold personal relationships, reestablish connections with previous friends, and cultivate cultural and social exchanges, therefore emphasizing its function in establishing a worldwide network of collective experiences. Study found that Facebook is widely regarded as a catalyst for altering behavior, exerting influence over users' social perspectives and activities. Furthermore, it influences fashion decisions and is employed as a means of improving English language skills, demonstrating its increasing significance in informal education. Study also found that Facebook as a highly esteemed forum for its capacity to allow social contact and enable connections with friends from different countries, has usefulness in promoting community participation and cross-border communication.

Key words: Impact, Facebook, Social, Trends

Chapter 1

Introduction

The internet and digital technology are as much a part of modern life as other institutions, such as the government or the education system. This was not always the case, though - we are living in the midst of the Digital Age, which started less than a century ago. The Digital Age and its technology had social impacts that extend well beyond the tools themselves. Social networking is possibly the most traditional form of social media. Platforms like Facebook, Twitter, and LinkedIn are often called “networking” platforms because they allow user accounts to interact with each other in a variety of different ways. Emerging media like Facebook has been a very significant factor in maintaining social changes in 20th century. The nonmaterial culture of a people is framed by technology. Social media has the power to influence public opinion, shape attitudes, and mobilize collective action. Through viral content, influencer marketing, and algorithmic recommendation systems, social media platforms can amplify certain messages, ideas, and behaviors and lead to social and cultural change. (Castells, M. 2015).

How individuals think and interact with one another changes along with the technological advancements within a group. Major social changes are the result of the technological revolution in the world. Media played a vital role in changing social order and social behavior around the world. Facebook is a social media network that connects people through an online platform. By sharing content like text status posts, images, videos, and external links like blog posts, Facebook users can contribute ideas and join conversations with other people who share the same or different interests. Social media has become the first source of information for many people in Afghanistan. Whether Afghans are interested in the recent terror attacks or the latest fashion trends. (Hossaini, 2018)

In the last twenty years, Afghanistan has experienced an unprecedented media revolution that has promoted media culture in the light of freedom of expression. Despite economic and security

restrictions, social media particularly Facebook has imposed a big change in the lifestyle and living standards of people in Afghanistan. Moreover, in Afghanistan, the most desired and most followed social media platform is Facebook. Today, Facebook is a very familiar concept that can be heard from the children, youth, adults, and almost the whole society. Facebook was launched in 2004 and today this platform has more than two billion users. Facebook seems to have come a long way in its 19-year life. In social sites, Facebook has brought a revolution. Today in Afghanistan, with the passing of days, Facebook has become famous among the people, and everyone from the underemployed to the president of a country uses Facebook. Besides, using this site for hour's shows that it has many effects. One of the social networks that has more users than Agha in Afghanistan is Facebook. Everyone who has a smartphone and can connect to the internet uses Facebook. Among the social networks used in Afghanistan, Facebook is the most popular and widely used network. According to the Facebook report, which includes the use of this network in different countries, the total number of users of this network in Afghanistan is 3.4 million people, of which 16% are women and 84% are men. (Rahimi, 2023)

The latest and most powerful attack on the new monopoly has come from social media and citizen journalism. This recent offensive has had two constructive effects on Afghanistan's media tradition: it has allowed for a diversity of voices, and it has facilitated communication in situations where normal means are not effective. (Seerat, 2016) Some discoveries in the world changed the whole situation of life. The 20th century, the development of technology and the launch of these technologies in the 21st century is an example of this lifestyle. If we only think about the past 40 or 50 years, it was the time when people did not have mobile phones or were not familiar with the name of computer or internet. It was this Internet that came to the scene of people's lives in the society and caused tangible changes in people's behavior.

In Afghanistan, as a result of decades of war and misery, Afghan societies face a lack of knowledge compared to other developed countries. Among social media, Facebook has had a great impact in changing social trends. In Afghanistan, there are 8 million Facebook IDs, daily active up to

two million users who use three languages. 3 million Facebook users downloaded Farsi, 4 million downloaded English, 1 million downloaded Arabic, but due to the serious demand of the government, Facebook was made in Pashto, only 5% of the download was made. 80 percent is used in Persian, 15 percent in English and 5 percent in Pashto. (Khurasani, 2019)

Today, every person in Afghanistan who has access to the Internet uses Facebook, and the use of this virtual page plays an important role in the communication process of people, and because of the popularity of Facebook, it is among our nations, and it is increasing day by day. By creating multiple pages on official and unofficial Facebook, people learn how they can sense changes in social behavior through this medium. The 21st century has witnessed a tremendous transformation in the field of communication, mainly due to technological advancements. Social media platforms (Facebook) have emerged as powerful media and have revolutionized the way people access information, communicate and interact with society. In Afghanistan, a country with a unique socio-cultural context and turbulent history, the influence of Facebook on the process of social changes is increasingly important. Historically characterized by years of conflict and political instability, Afghanistan has experienced profound social changes in recent decades. The arrival and rapid growth of social media platforms, especially Facebook, has provided Afghans with unprecedented access to information, communication, and opportunities for expression. Social media platforms have become an integral part of global communication, including in countries like Afghanistan (Mansoori, 2020).

As a social media, Facebook has played a significant role in disseminating information and shaping public opinion in Afghanistan. By creating Facebook pages and increasing access to this media, Afghan citizens gained access to a wide range of local and international news, entertainment and education. The Facebook platform has served as a platform for public debate on important social issues, raising awareness and influencing public opinion on issues such as women's rights, education and political participation. Facebook's strength in reaching users is beyond geographic and cultural boundaries and fostering a collective understanding of social challenges and opportunities.

After the fall of the Taliban regime in 2001 and with the coming of the new government, the Afghan society faced various crises, including the weak level of people's awareness, the social environment (lack of urban culture, lack of participation of women in national decision-making, the new way of dressing), music and sports had made the Afghan society more vulnerable. With the early advancement of technology and the introduction of smart phones in 2010, Afghan society took a step towards modernization. With the use of the Internet, people were introduced to a new world of social behavior. The Facebook platform attracted more users in the second decade of the government of the Republic of Afghanistan. Most of the people of Afghanistan who lived in cities and had access to the Internet became familiar with this media.

The role of the Facebook platform in the level of people's awareness, creating an open space to share opinions and ideas about political decisions including elections, changing the way of choosing clothes to new fashion, the growth and development of music, encouraging more in the growth of sports and its influence. It had a direct effect on changing these behaviours in the Afghan society. Facebook connected the people of Afghanistan with the outside world, and this caused changes in the social behavior of people in the society. Commercial announcements about clothes and food, series, entertainment programs, fashion shows, and online educational programs for young people are some of the changes that came to the Afghan society after 2010. Facebook has played an important role in Afghanistan's educational landscape. It provides a platform for students and instructors to connect with each other, share resources and engage in online learning. Many educational institutions and organizations have used Facebook to disseminate information about educational programs and workshops. It also facilitates the exchange of ideas and discussions among students and helps create a more dynamic learning environment.

Since the introduction of 3G internet services in 2012, the number of internet users has increased considerably. Today, more than 10 percent of the population is online and partakes in social media activities, up from 0.1 percent in 2004. Social media easily enables its users not only to receive

information, but also to produce their own content, whereas classic media forms, such as printed newspapers, radio, and television, require far more resources and complex processing to be produced. Moreover, it allows the user to create his or her own personal networks and share information globally and instantaneously. The low costs to create and obtain individually tailored information make social media especially attractive for a war-torn country. (Hossaini, 2018)

The Facebook platform has influenced fashion trends and styles in Afghanistan, especially among the young generation. Users have shared pictures, videos and fashion tips that allow people to experiment with different styles of clothing. The platform has provided exposure to international fashion trends and facilitated the emergence of local fashion influencers and designers. Facebook has played an important role in promoting diversity and creativity in Afghan fashion. fashion trends include the evolving styles, designs, and preferences in clothing, accessories, and aesthetics within a society (Kawamura, 2012). These trends are influenced by countless factors, including cultural influences, economic conditions, technological advances, and social dynamics. The fashion industry plays a major role in shaping and disseminating these trends through various channels such as fashion shows, magazines, social media, and celebrity endorsements (Crane, 2000). As for fashion, Facebook has also influenced the trend of hairstyles and beards in Afghanistan. Users have shared tutorials, images, and tips for different hair and beard styles that allow people to experiment with different looks. This has enabled the exchange of ideas and inspiration among the youth of Afghanistan and keeps the hairdressing culture alive and growing. Facebook has also influenced the food culture in Afghanistan. Users share recipes, cooking tips, and food-related content, showcasing a diverse range of culinary traditions. This has facilitated the spread of fast-food cooking techniques, knowledge of raw materials and cultural practices, and has contributed to the growth of foreign cuisines. Additionally, Facebook has supported the growth of food-related businesses, such as restaurants and catering services, by providing a platform for advertising and customer engagement.

It is important to note that the specific impact of Facebook on these aspects of Afghan society may vary depending on factors such as geographic location, socio-economic background, and cultural context. Furthermore, Facebook's impact on social change should be considered alongside other social, economic, and political factors that shape Afghan society in a given period of time. In today's digital era, social media platforms, especially Facebook, have evolved beyond just connecting people to significantly influencing social trends, behaviours, and lifestyles. Given the widespread use of Facebook in everyday life, a study is needed to explore its various effects on users' social interactions, time management, fashion choices, language learning, and global communication networks. This study is based on the hypothesis that Facebook has a significant impact on different aspects of user behaviour and societal trends.

Extensive academic research has been conducted on the impact of social media usage on personal and social life. In 2009, Kushin and Kitchener delved into the political discourse on Facebook, uncovering its impact on promoting political engagement and public discussion. In a study conducted by Ellison, Steinfield, and Lampe (2007), the authors emphasized the impact of the platform on social capital within college students. They proposed that Facebook goes beyond just connecting individuals, influencing users' social circles and feelings of belonging. This study expands on previous research to explore the wider impact of Facebook usage on lifestyle and social trends. Recent data shows that Facebook continues to be the leading social media platform worldwide, with billions of users actively participating on a monthly basis (Statista, 2022). Studying the platform's extensive reach and integration into daily life is essential for understanding the social dynamics of the digital era. The study utilizes a thorough survey and analysis to investigate the effects of Facebook on time management, personal relationships, fashion trends, language learning, and global communication. Time management's importance in the context of social media usage stood out as a key theme in our research, as more than 69% of participants recognized the need to balance their online and offline activities. It resonates with the discussion by Baiocchi-Wagner and Talbott (2013) on the psychological effects of digital media on self and identity, highlighting the importance of maintaining a well-rounded digital footprint. Moreover,

Facebook plays a significant role in influencing fashion and clothing trends, as a large percentage of users (60.3%) find inspiration from the content on the platform. This highlights its impact on personal style and cultural movements.

80.3% of participants emphasized the educational potential of Facebook, especially in language learning, citing the benefits of educational videos on the platform. This highlights the platform's function as an informal educational tool that complements traditional learning settings. Furthermore, almost half of the participants confirmed Facebook's ability to enable global connections, showcasing its power to overcome geographical limitations and promote a worldwide sense of community. This study seeks to add to the current discussion on the social impacts of digital media, particularly centered on Facebook. Through an analysis of the platform's influence on various facets of life, this study aims to offer perspectives on how digital interaction influences current social patterns and actions. It highlights the significance of comprehending and navigating the intricate relationship between digital media and societal dynamics in the modern era.

1.2 Statement of the problem

In recent years, the emergence of social media platforms has significantly affected various aspects of people's lives, including their social behavior and cultural preferences. Among these platforms, Facebook stands out as one of the most popular and widely used platforms globally, especially among the younger demographic. However, there is a lack of comprehensive understanding of the specific impact of Facebook on changing social trends, such as the adoption of English as a language of communication, fashion preferences, clothing choices, and social connections among young people. The problem lies in the limited knowledge and research gaps surrounding the extent and mechanisms through which Facebook influences these social trends. While anecdotal evidence suggests that Facebook plays an important role in shaping youth behavior and preferences, there is a need for empirical research that systematically examines and analyzes Facebook's impact on changing social trends.

Furthermore, the existing literature mainly focuses on the broader impact of social media as a whole, often ignoring the specific impact of Facebook. Therefore, a dedicated research on the distinct role of Facebook in changing behavior and social preferences among young people is necessary. This research aims at examining the impact of Facebook on changing social trends among young people, with a particular focus on the adoption of English as a language of communication, fashion preferences, clothing choices, and social connections. By examining the mechanisms and extent of this effect, this study seeks to provide valuable insights into the complex relationship between Facebook and social trends.

1.3 Objectives of the Study

Followings are the main objectives of the study:

- To analyze the impact of Facebook on English as a language of communication among the youth.
- To analyze the effect of Facebook use on the dressing/ attire of the users.
- To examine the effect of Facebook on the fashion trends adopted by the youth within cultural context.
- To examine as to what extent Facebook use by the youth has connected them with each other and across the country.

1.4 Significance of Study

The importance of this research is to clarify the impact of social media, especially Facebook, on the process of social change in Afghanistan. By conducting a comprehensive review of the role of social media in shaping public opinion and promoting new social trends in contrast to traditional Afghan society, this study has valuable insights for policymakers, media professionals, and social media users. Through analyzing the experiences, perceptions and behaviors of Afghan citizens, as well as case studies of social change initiatives influenced by this media tool, this research contributes to a deeper understanding of the transformative potential of social media in Afghanistan. By understanding the

power and influence of social media, stakeholders can effectively use these platforms to maximize their positive impact and mitigate potential risks. The findings of this study will inform policy makers in developing strategies that utilize the potential of social media for social development and positive change. Media professionals will gain insight into the dynamics of social trends on Facebook and their implications for Afghan society, enabling them to create engaging and responsible content. Additionally, social media users will benefit from a better understanding of the potential consequences of their online activities and the role they play in shaping social trends.

Finally, the importance of this research lies in its potential to contribute to a more inclusive, informed and empowered society in Afghanistan. By effectively and responsibly using the transformative power of social media, stakeholders can work towards a society that embraces positive social change while respecting cultural values and traditions.

Chapter 2

Literature Review

Social media and its impact on society is one of the important and practical debates that researchers have tried to investigate. Social media has found a high place in society nowadays and by creating pages and updating facilities in society, especially among young people, it plays a constructive role in their behavior and lifestyle. In the field of the impact of the Facebook platform on the behavior of people in society, social researchers from Afghanistan's neighboring countries such as Iran and Pakistan and foreign countries have also conducted research, which we will discuss and investigate by reading these articles as a background for the research. Social media is a collection of online communication channels dedicated to social input, interaction, content sharing and collaboration. The overall goal of this review is to provide detailed information on the impact of social media on society. Many studies show that social media has positive and positive results. Some of the positive results are, for example, modernization and creating connections with the new world.

Opportunities and access to health-related information. Depression, anxiety, catfishing, bullying, terrorism and criminal activities are some of the negative aspects of social media in societies. In general, when people use social networks for appropriate purposes and predetermined goals, the result will be positive, and the opposite is true for negative side effects. In order to reduce and save societies from its negative side effects and encourage positive effects, all relevant institutions should cooperate together. Generally Social media has two side effects: positive and negative. The positive sides are, when people use social media for appropriate purpose and predetermined goals and the reverse is true for negative side effects. Now days due to technology advancement especially smart cell phone and mobile data, including elementary school students are using social media. So in addition to its benefits, these students might share its burdens (according to researchers the backsides of social media (Robe, 2019). Engaging in various forms of social media is a common activity that research has shown benefits children and teens by increasing communication, social connection, and even technical skills (Horst, 2010).

Social media sites like Facebook and Myspace offer numerous daily opportunities to connect with friends, classmates, and people with common interests. Over the past 5 years, there has been a dramatic increase in the number of teens and young adults using such sites. According to a recent survey, 22 percent of teens log into their favorite social media site more than 10 times a day, and more than half of teens log into a social media site more than once a day. 75% of teenagers now own a cell phone and 25% use it for social networking, 54% for SMS and 24% for instant messaging (Hinduja, 2007).

Many parents today are incredibly tech-savvy and feel comfortable and empowered with the apps and online places their kids and teens use. However, some parents may find it difficult to connect with their digitally savvy youngsters online for a variety of reasons. Such parents may lack a basic understanding of these new forms of socialization, which are an integral part of their children's lives. They often lack the technical capabilities or time to keep up with their children in the ever-changing landscape of the Internet (Palfrey, Gasser, Boyd, 2010). Many social media sites display multiple ads such as banner advertisement, behavioral advertisement, (advertisement that target people based on their browsing behavior), and demographic ads (ads that target people based on a specific factor such as age), gender, education, marital status, etc.) That affect not only the purchase intentions of teenagers and young adults, but also their view of what is normal. Behavioral advertising is important for parents to be aware of, as they are common on social media sites and target a person's purchasing decisions by gathering information about a person using a site and then profiling that person. Let them such powerful influences begin when children begin to go online and post (Kunkel, 2010).

Facebook use affects people's perception of others. For those who have been using Facebook for a longer time, it is easier to remember the positive messages and happy pictures posted on Facebook. These readily available examples give users the impression that others are happier. Looking at other people's happy photos on Facebook gives people the impression that others are "always" happy and living a good life. Frequent Facebook users should know the tricks others use to manage impressions. Thus, experienced Facebook users can avoid the potential distorted perception. However, the results of

this research show that frequent Facebook users tend to perceive others as happier. In other words, they are likely to be influenced by easily remembered content and tend to have a correspondence bias, either consciously or unconsciously. The more time people went out with their friends, the less they agreed that others had better lives and were happier. In other words, when people have more offline interactions with their friends and know more stories about other people's lives, both positive and negative, they are less convinced that others are happier than themselves. In this way, they can avoid correspondence bias. Since becoming "Facebook friends" usually starts with two people getting to know each other in person, it follows that those with more Facebook friends have a more balanced view of others because they know more people in person. Therefore, they are more likely to agree that life is fair, and less likely to agree that others are happier (Grace Chou, Nicholas, 2012).

Social media impact society life aspect health sector, education sector, journalize, market and people behavior and activities. Furthermore, Social media play role instead of traditional media and influence directly to young consumers that work to enhance business brand. Additionally, it becomes routine Activity on teen's life. Adding to that highlighted main impact benefits and risks of social media on teens (Al-Sabti, Vikram Singh, Jha, 2017). Students face the problems of Facebook depression, especially male students, because they are immersed in it almost all the time. It also shows that Facebook creates a false sense of connection with people around the world. Many people on Facebook are roaming around with fake IDs which cause countless problems. Interestingly, this study shows that a close relationship becomes more distant on Facebook, and conversely, a distant relationship becomes closer on Facebook. Most importantly, this study shows that it creates huge challenges in the socialization process of the young generation and their privacy. However, it should be emphasized that this study shows that Facebook also has positive effects such as creating social networks and relationships, sharing and caring for others' information, etc. The use of Facebook by the younger generation depends on how they use Facebook, both positively and negatively (Rameez, 2015). Social media has provided space for individualism and created more mutual understanding through the acceptance of other standpoints.

It is no exaggeration to state that social media has played a critical role in mobilizing, empowering, shaping opinions, and influencing change in Afghanistan

Social media has become the first source of information for many Afghans. Whether Afghans are interested in the latest terrorist attacks or the latest fashion trends, they will visit social media pages first. The availability of this information leads to a process of greater awareness of social changes. Many Afghans are now exposed to widespread news that they were not exposed to before. Apart from this, Afghanistan and its citizens were unaware of world news and events for decades due to ongoing conflicts and wars. Therefore, the understanding of Afghanistan's role in global politics, culture and consumerism has increased. Internet access now evokes a sense of connection with the world and life outside of war-torn Afghanistan. This may lead to greater interest and a more open attitude towards new lifestyles, values and opinions.

Second, social media provides a private sphere for people to discuss issues that cannot be addressed in public life. Often, parents or close family members of Afghan youth do not allow private meetings between friends, especially if these friends are of the opposite sex. Many of the social restrictions especially those faced by women leave little room for self-expression. Social media, in this case, can provide a digital safe haven for young people to freely communicate aspects of their identities. In a society where family comes before the individual, social media is clearly an asset (Hossaini, 2018).

Facebook is a media that provides free circulation of information, free exchange of different ideas, different philosophies and different cultures, and both free production of knowledge and free acquisition of knowledge. Facebook is one of the most important platforms and fields for achieving the rights and freedoms of citizens, especially freedom of thought, freedom of exchanging ideas and obtaining ideas. Therefore, there is a kind of dialectical relationship between the enrichment of the use of Facebook and the enrichment of freedom, especially the exchange of ideas at the world level, especially in Afghanistan; In this way, whenever we use the freedom to use Facebook reasonably,

rationally, and considerately and get good content, thoughts, ideas, and messages from Facebook, Facebook also gives us the same insight into freedom and the way we use freedom (Amiri, 2016).

The point that we should mention in relation to Facebook, which is also related to freedom, is that in today's world, Facebook can be a factor for the exchange of ideas and social interaction. The fact that we create interaction between different thoughts on Facebook can have three very big achievements: one, it creates new relationships and relationships between people, expands and strengthens these relationships and relationships; Second, different thoughts and messages on Facebook cause a new culture to form among a large culture; Third, another important point that exists in Facebook as a sociological topic is the discussion of "opposition". Facebook is not only the field of interaction of thoughts, but also the field of confrontation of thoughts (Amiri, 2016).

Facebook has transformed the context of social interaction and freedom of expression by becoming a digital public square. According to Amiri (2016), Facebook provides a distinct environment for sharing ideas, resulting in three key results: enhancing personal relationships, shaping cultural standards in societies, and enabling dissenting conversations. Expanding on this idea, studies indicate that Facebook plays a significant role in driving social and cultural change, going beyond just being a social networking platform. Facebook is a powerful tool for building and maintaining relationships through social media. In their work from 2007, Ellison, Steinfield, and Lampe discuss the idea of "social capital" and how Facebook plays a role in forming new connections and strengthening current ones. This occurrence not only enhances personal social connections but also carries wider significance for societal unity and community development.

Moreover, the influence of Facebook on shaping culture is substantial. In Couldry's (2012) study, the focus is on how social media platforms such as Facebook play a role in shaping new cultural norms and values. This leads to the development of a "culture of connectivity" where sharing and exchanging ideas are crucial aspects of social identity. The ongoing exchange of information and engagement on Facebook contributes to the development of cultural norms, showcasing a shared process of defining

values and beliefs among its users. Oppositional discourse on Facebook adds a complex element to the platform's social function. In her work from 2010, Papacharissi explores the idea of "affective publics," highlighting how emotional interactions on social media, such as Facebook, can develop public discourse and dissent. This opportunity encourages the sharing of differing opinions, creating a democratic environment for conversations and debates that can question current standards and support societal progress. After examining these viewpoints, it is evident that Facebook has a significant impact on social interaction, cultural development, and opposing opinions. This platform serves as a mediator for personal relationships, a channel for cultural evolution, and a space for public debate, reflecting the intricacies of social interaction in the digital era.

Exploring the widespread use of English among young people on social media platforms such as Facebook has captured the attention of academics. As per Baran's study in 2020, social media offers a distinct setting for language learning and practice, especially in countries where English is not the native language. The casual environment promotes a more organic process of learning a language, leading to enhanced language proficiency in regular participants (Wang, Chen, & Li, 2018). With its extensive global presence, Facebook provides numerous chances for young people to participate in English discussions, creating a digital space that supports language learning and practice. This is in line with our goal of evaluating the influence of Facebook in encouraging the use of English among young people.

The impact of social media on shaping fashion preferences among its users is well recognized in the academic community. In a study conducted by Jin and Phua (2014), it was discovered that the amount of fashion-related content users is exposed to on Facebook has a notable influence on their fashion awareness and clothing decisions. The study indicates that social media is not just a source of fashion ideas but also a space for individuals to showcase their personal identity through clothing. This observation is essential for examining the impact of Facebook usage on the clothing and style choices of its users, laying the groundwork for the second goal of the present study.

Studying the impact of Facebook on fashion trends among young people involves grasping the ways in which social media shapes cultural trends. In a study conducted by Park and Lin (2020), it was shown that Facebook has a significant impact on spreading fashion trends, especially among young people who are active users of the platform. The digital environment serves as a platform for the exchange, conversation, and assimilation of new trends, often crossing cultural and geographical barriers. This study aims to investigate how Facebook influences fashion trends among young people in various cultural settings. Investigating how Facebook promotes connectivity and community among young people is crucial. In 2007, Ellison, Steinfield, and Lampe introduced the idea of 'social capital' within the realm of social media by demonstrating how Facebook enables various types of connections among its users. The results highlight the platform's capacity to facilitate connections between loose networks of individuals and strengthen existing close relationships. Understanding the importance of being able to assess the impact of youth using Facebook on connectivity at both national and international levels.

The literature review explores into the different impacts of Facebook on social interaction, cultural development, and oppositional discourse, citing the research of Amiri (2016), Ellison, Steinfield, and Lampe (2007), Couldry (2012), and Papacharissi (2010). It emphasizes Facebook's role as a digital platform for public engagement, facilitating the development of personal relationships and shaping cultural norms in communities. Moreover, the platform is acknowledged as a crucial space for public discourse and the exchange of diverse viewpoints, contributing to the democratic process and societal change. The analysis of existing literature highlights the complex influence of Facebook on contemporary social interactions, emphasizing its contribution to develop personal relationships, cultural shifts, and public dialogues in the era of social media.

2.2 Theoretical Framework

At the core of any study is the theoretical framework, which provides support through theories and confirms the hypothesis or topic being studied. This study is focused on examining the impact of

Factbook on consumers and creating a theoretical framework for analyzing how Facebook influences social trends, lifestyles, and interpersonal relationships. Options for consideration are Social Capital Theory (Putnam, 2000), Uses and Gratifications Theory (Katz, Blumler, & Gurevitch, 1973), Media Richness Theory (Daft & Lengel, 1986), and Self-presentation Theory (Goffman, 1959).

Bringing together different perspectives, this theoretical framework provides a comprehensive understanding of the impact of Facebook. Investigating the social and personal reasons for Facebook usage by integrating social capital and uses and gratifications theories, as well as assessing the platform's communication effectiveness using media richness theory. Understanding how people behave and form their identities on Facebook can be achieved through self-presentation theory. At last, the theory of cultural globalization examines the wider societal and cultural shifts within the framework of Facebook's global impact. One theory outlined in the theoretical framework is Social Capital Theory, offering a solid foundation for examining the impact of Facebook on social relationships and cultural trends. The theory, particularly as examined by Putnam (2000), emphasizes the significance of social networks in facilitating mutual advantages through enhancing cooperation and coordination. Exploring Facebook, Social Capital Theory provides a lens to comprehend the influence of online interactions on building and maintaining social connections and community engagement.

2.3 Social Capital Theory

According to social capital theory, there are two primary types of social capital: bridging and bonding (Putnam, 2000). Building social capital involves forming connections with a diverse range of people to gain access to a wider array of resources and viewpoints. Strong social connections, like those within close friends and family, offer emotional support and enhance a sense of belonging. Facebook's versatile platform allows users to maintain current relationships and broaden their social circles by connecting with people from diverse backgrounds and perspectives. For example, functionalities such as Groups and Pages encourage interaction based on common interests, promoting a feeling of community among individuals from various backgrounds. This is especially important in the spread and

development of cultural trends, as Facebook serves as a worldwide platform for sharing cultural practices and norms.

Viewing the platform's contribution to promoting English as a language of communication among the youth can be seen as bridging social capital. Facebook enables young individuals to connect with peers and communities worldwide, promoting the use of English as a universal language. Engaging in this interaction not only improves language abilities but also fosters a deeper appreciation for different cultures and promotes cultural exchange. Just like how Facebook impacts fashion trends and clothing choices, it demonstrates different aspects of social capital. Individuals exchange and engage with fashion-related content among their social circles, impacting and being impacted by the style decisions of their peers. This dynamic interaction plays a key role in shaping new fashion norms and trends, showcasing the platform's influence on cultural trendsetting.

Exploring the incorporation of Social Capital Theory into this study includes analyzing how Facebook supports the creation of bridging and bonding social capital among its users and the impact on social trends and lifestyle decisions. This theoretical perspective will be instrumental in analyzing survey data and interviews, with a focus on how the platform facilitates social interaction, cultural exchange, and community building.

2.3 Research Questions

RQ 1: How has the use of Facebook influenced the adoption of English as a language of communication among young people?

RQ 2: What impact does Facebook usage have on the dressing style and attire choices of its users?

RQ 3: What is the impact of Facebook on the fashion choices of youth, including their style preferences, fashion brands, and cultural influences?

RQ 4: To what extent does Facebook usage among young individuals facilitate connections and social interactions among themselves and across different regions of the country?

Chapter 3

Research Methodology

The methodological approach used in this study to examine Facebook's influence on shifting social trends among young people in Kabul, Afghanistan, is described in detail in this chapter. Using a mixed-methods research methodology, the study combines qualitative insights from interviews and Facebook page content analysis with quantitative data from survey surveys. This method makes it possible to comprehend Facebook's impact on language use, fashion trends, clothing styles, and social connectedness in detail.

3.2 Research Method

The research used a thorough survey method using a questionnaire to carefully acquire quantitative data on the influence of Facebook on several elements of social life among teenagers in Kabul. The questionnaire was carefully crafted and disseminated to guarantee a comprehensive gathering of information that precisely represents Facebook's impact on young users' linguistic communication, fashion trends, clothing, and social connections.

The survey's questions were created with a strong emphasis on comprehensiveness, relevancy, and clarity. It was composed of a series of structured questions containing both closed-ended (likert scale, multiple choice) and open-ended questions to enable participants to elaborate on their opinions and experiences using Facebook. The questionnaire was designed to address the main study variables, including the frequency of Facebook usage, the perceived effect on the adoption of the English language, the influence on clothing and fashion choices, and Facebook's function in promoting social relationships.

A limited sample of individuals from the target demographic participated in a pilot test before the general distribution. This first stage sought to verify the validity and reliability of the questionnaire by identifying any biases, ambiguities, or technological problems. The questionnaire was improved based on feedback from the pilot test, increasing its efficacy in gathering the required data.

The completed survey was sent to participants using two communication channels. Electronically via social media and email links, and in printed form for those who preferred to complete it by hand or had restricted internet access. This approach helped the researcher to assure a broad representation of Facebook users within the designated age bracket and geographic region, as well as to optimize participation rates. In order to include a wide range of experiences and viewpoints about Facebook use, participants were chosen using a mix of convenience and purposive sampling method. In order to ensure transparency, answers were guaranteed to remain anonymous. The researcher was the only one with access to the well-structured and securely kept collected data, which helped to preserve the confidentiality and integrity of the information participants had given.

3.3 Semi-Structured Interviews

In addition to the survey data, semi-structured interviews were carried out with a specific selection of participants. The interviews were conducted through various means, including in-person meetings, phone conversations, or video call, based on logistical factors and participant preferences. The use of a semi-structured approach allowed a comprehensive investigation of the individual experiences, attitudes, and behaviors pertaining to Facebook's influence on the formation of social trends. The qualitative component of the study provided valuable contextual insights that deepened the comprehension of the quantitative results.

In order to enhance the quantitative data gathered from survey questionnaires, the research included semi-structured interviews with a specific cohort of Facebook users. The purpose of these interviews was to explore the personal experiences, attitudes, and behaviors of people in relation to the influence of Facebook on their social life. Specifically, the interviews focused on linguistic communication, fashion trends, wardrobe choices, and social connection. The purpose of this qualitative component was to provide detailed and comprehensive insights into the data, uncovering the intricacies of Facebook's impact on social trends among young people in Kabul.

A purposive sample technique was used to choose interview participants, specifically targeting people who exhibited a diverse range of involvement levels with Facebook. The selection criteria were determined by considering characteristics such as the frequency of Facebook use, the variety of participants in terms of age, gender, and socio-economic backgrounds. This approach was taken to guarantee a full representation of various experiences. Participants who offered exceptionally perceptive comments throughout the survey phase were additionally selected for interviews to further investigate their viewpoints.

The interviews followed a semi-structured approach, which included a combination of predetermined questions and the ability for interviewers to go further depending on participants' answers. This method enabled a harmonious combination of gathering precise data that was in line with the goals of the research, while also allowing for unrestricted conversations that may provide unforeseen revelations. Interviews were done in several settings, such as face-to-face meetings, phone conversations, and video conferencing platforms, to address geographical and logistical restrictions while creating a comfortable and open discussion atmosphere for participants.

The analytical procedure included the application of coding to the transcribed data in order to discern prevalent themes, patterns, and deviations within the replies. The theme analysis played a role in interpreting the qualitative data and offered a comprehensive and contextual comprehension of how Facebook impacts the social trends and lifestyle decisions of the young population in Kabul.

3.3 Data Analysis Method

The data analysis for the study involves consolidating the information obtained from survey questionnaires and interviews to get a thorough knowledge of Facebook's influence on social patterns among the young in Kabul. This phase included a methodical approach to analyzing both quantitative and qualitative data, guaranteeing a rigorous exploration of the patterns, linkages, and themes that emerged from the study results.

The survey questionnaires were analyzed statistically to discover patterns, correlations, and probable causations regarding Facebook use and its impacts on linguistic communication, fashion trends, clothing styles, and social connection. The semi-structured interviews provided detailed and profound insights into the personal experiences and perspectives of the participants, as shown by qualitative data.

In order to strengthen the credibility of the findings, the results obtained from both quantitative and qualitative studies were cross-validated. This procedure included analyzing and juxtaposing the observations derived from both data sets in order to establish a cohesive comprehension of Facebook's intricate influence on social trends. The research sought to reveal the intricate interaction between Facebook use and its impact on the social patterns and lifestyle decisions of the young population in Kabul. In this sense, a significant effort was undertaken to convert the gathered data into valuable insights that may influence both academic comprehension and practical actions and strategies to use the beneficial features of social media while minimizing its possible downsides.

Authentic Facebook pages are used as a source of information to complete the survey and interview data. Data analysis is performed on publicly available content from these pages, such as posts, comments, and engagement metrics. The purpose of this analysis is to identify trends, discussions and user interactions related to Facebook's impact on social trends. This includes pattern checking, sentiment analysis, and content classification.

This research follows ethical guidelines, including obtaining informed consent from participants, ensuring confidentiality and anonymity, and following to Facebook's Terms of Service and Privacy Policy. The findings and conclusions of the research are based on the analysis of the collected data and the insights obtained from the survey questionnaires, interviews and the analysis of authentic Facebook pages.

3.5 Study Variable

To systematically investigate the impact of Facebook on changing social trends among the youth in Kabul, this study defines the following independent and dependent variables in an attempt to measure the Facebook usage and its influences on social life.

3.6 Independent Variable

a) Facebook Usage

The usage of Facebook or the consumption is the independent variable of this study. This variable measures the extent of social media consumer's engagement with Facebook, quantified through metrics such as daily usage time, frequency of posts, and interaction rates (likes, comments, shares). It is the primary variable of this study. The analysis of Facebook's impact on various aspects of social trends among the youth depends on the user preferences and time they invest on Facebook.

3.7 Dependent Variables

a) English Language Communication

This study examines the possible relationship between the frequency of Facebook interaction and the acceptance and inclination towards using English as a means of communication among the young population in Kabul, Afghanistan. The objective is to measure the impact of Facebook on changes in language use and assess its contribution to facilitating a broader sharing of linguistic practices within this particular group.

b) Fashion Trends Adoption

Through this dependent variable, this study investigates the degree to which Facebook impacts the fashion preferences and adoption of trends among young people. This study examines the influence of global and local fashion material on the platform on individuals' fashion tastes and behaviours.

c) Dressing and Attire Choices

This variable examines the direct influence of Facebook on the fashion choices and clothing preferences of young people, which is closely connected to current fashion trends. The site is regarded as both a source of fashion inspiration and a forum for displaying personal style.

d) Social Connectivity

This study examines the impact of Facebook use on the formation of social ties and the improvement of social interaction and community building among young individuals through this dependent variable. This variable explores both the reinforcement of current bonds and the establishment of new connections, within specific local settings and beyond wider geographical boundaries.

3.8 Sampling Method

For the study to investigate the impact of Facebook on social patterns among young people in Kabul, a carefully designed sampling procedure was used to choose a diverse sample of 300 male and female Facebook users that accurately represents the population. The decision to choose a sample size of 300 persons was made after conducting a comprehensive study that aimed to provide a compromise between the need for statistical and practical considerations.

The primary objective was to achieve statistical significance, which would allow for the generalization of the findings to a broader population of Facebook users within the specified demographic. This size also accounts for any non-responses or missing data, ensuring that even in these instances, the remaining material is sufficient for rigorous analysis. The determination of the sample size was primarily influenced by practical constraints, including the availability of resources, time, and participants. Prior to selecting a sample size for the study, the researcher thoroughly evaluated the study's scope, the availability of target population. The objective was to choose a sample size that was both ambitious and feasible given the logistical framework of the study. Using a pragmatic approach, the

research was able to be finished efficiently without compromising the quality and integrity of the collected data.

The selection of participants was conducted using a combination of purposive and convenient sampling methods. The use of purposive sampling ensured that individuals who were actively engaged in Facebook usage and were within the age range of 15 to 25 were included in the research. This was aligning closely with the study's purpose. Similarly, using random sampling from this pre-determined group of users effectively minimized selection bias, guaranteeing that the sample included a wide range of Facebook experiences and perspectives.

3.9 Population

This study's population of interest consists of 11th district Kabul-based youth aged 15-25 who are engaged on Facebook and have the capacity to influence their social trends. A sample size of 300 people was shown to be a statistically significant representative of this community, accounting for gender, socioeconomic background, and Facebook use trends.

3.10 Approach for Analysis

The study's analytical approach entails correlating the independent variable (frequency of Facebook usage) with each of the dependent variables (English language communication, fashion trend adoption, dressing and attire choices, and social connectivity) to identify patterns, influences, and the relationships. The study aims to provide complete insights into the role of Facebook in affecting the social trends and lifestyle choices of Kabul's young by explaining these relationships to explore understanding of digital media's societal implications especially on youth of Afghanistan.

Chapter 4

Data Analysis

This researcher conducted a thorough analysis of the data using a targeted strategy to examine the complex influence of Facebook on social trends among the young in Kabul. A thorough examination was carried out on the data acquired through survey questionnaires and semi-structured interviews. The sample consisted of 300 male and female Facebook users, aged 15 to 25. The goal was to derive meaningful inferences from the numerical and descriptive replies given by the participants.

The researcher used a dual analytical method. Initially, the survey results' quantitative data underwent meticulous statistical examination. This entails utilizing methodologies such as frequency distributions, correlation analyses, and chi-square tests to detect patterns, examine connections, and investigate possible causal relationships between the use of Facebook and its impact on aspects such as language communication, fashion and dressing preferences, and social connectivity among the youth in Kabul. The thorough statistical examination is essential for validating the research hypotheses developed at the beginning of the investigation.

Concurrently, the qualitative data obtained from interviews are examined using theme analysis, with the goal of exploring the stories and accounts provided by the participants. This approach discerns recurrent patterns, emotions, and narratives that provide a more profound and intricate representation of the social implications of Facebook. By combining qualitative insights with quantitative data, a full understanding of how Facebook influences the social activities of Kabul's young population was obtained.

4.2 Descriptive and Inferential Analysis

The research of the frequency with which the young in Kabul use Facebook for more than three hours per day yields valuable insights into their patterns of social media use. The results, obtained from

a sample of 300 individuals, provide a broad range of answers that emphasize different levels of involvement with Facebook.

1. Excessive Use of Facebook among youth of Afghanistan

Out of the participants, 152 people or 50.7% expressed strong disagreement with the assertion that they spend more than three hours on Facebook every day. These findings indicate that most young people in our survey use Facebook to a reasonable extent, which may imply that they have a well-balanced approach to using social media in their everyday lives.

In contrast, 56 participants, accounting for 18.7% of the sample, expressed disagreement with the assertion, providing further evidence that a significant portion of Kabul's young engage in less frequent Facebook use. This group, while not as vehemently against prolonged Facebook use as the previous group, nonetheless tends to have a preference for reduced interaction with the network.

On the other hand, 51 participants, accounting for 17% of the group, acknowledged that they spend more than three hours every day on Facebook. This particular demographic has a heightened degree of involvement with Facebook, indicating a stronger dependence on the network for socializing, obtaining information, seeking amusement, or fulfilling other needs.

Table 1: The Widespread Overuse of Facebook Among Kabul Youth

Using Facebook more than three Hours	Frequency & Percentage
Strongly disagree	152 (50.7%)
Disagree	56 (18.7%)
Agree	51 (17%)
Strongly agree	41 (13.7)
Total	300

In addition, 41 individuals, accounting for 13.7% of the sample, expressed strong agreement with the statement, suggesting a notably elevated degree of involvement with Facebook. This group is likely composed of the most engaged users within the population being studied, who rely on Facebook as a major element of their daily social interactions and information intake.

The data suggests that the majority of young people in Kabul use Facebook moderately, with a large number of participants reporting less than three hours of daily use. Nevertheless, a significant segment of the population continues to actively use Facebook, indicating diverse patterns of use among this particular group. These results enhance the knowledge of how social media impacts the lives of young persons in Kabul.

Table 2: The extent of using Facebook more than three hours during the day

Pearson Correlation	1	.135*	.172**	.206**	.205**	.235**	.233**	.067	.109	.127*
Sig. (2-tailed)		.020	.003	.000	.000	.000	.000	.244	.059	.028
N	300	300	300	300	300	300	300	300	300	300

An analysis was conducted to examine the connection between the length of time individuals spend using Facebook and their level of familiarity with the site. The results showed a significant positive correlation (0.135, $p < 0.05$). This implies that persons who allocate more than three hours every day to Facebook likely to possess a greater comprehension and expertise in maneuvering the network. The results essentially confirm that prolonged usage not only boosts users' involvement but also improves their familiarity, enabling them to better use the platform's features and resources.

Subsequent examination concentrated on the influence of Facebook on social conduct, specifically among those who dedicate a substantial quantity of time on the network. The findings revealed a significant positive association (0.172, $p < 0.01$), suggesting that those who spend more than three hours per day on Facebook report a stronger impact on their social behavior. This implies that extended usage of Facebook has the ability to change how users interact with others and the social norms they adhere to, emphasizing the platform's influence on influencing the social dynamics of its users.

The research also investigated the probability of individuals who dedicate a significant amount of time on Facebook to actively follow apparel and fashion sites. An analysis revealed a significant positive connection (0.206, $p < 0.01$), indicating that those who spend more than three hours a day on

Facebook is more likely to show interest in fashion-related content. This discovery indicates a clear connection between the amount of time individuals spend on Facebook and their heightened inclination to follow fashion trends. It suggests that the platform has a substantial impact on users' fashion interests and preferences. Collectively, these observations provide a deeper understanding of the impact of extended interaction with Facebook on several facets of users' life, including factors such as familiarity with the network, social conduct, and even fashion preferences.

2. Familiar with the Facebook for the past 8 years

A notable majority of respondents, comprising 66.4% (22.7% Agree + 43.7% strongly Agree), indicate a positive and enduring familiarity with Facebook over the past 8 years. This suggests that a significant portion of respondents has maintained a consistent and prolonged connection with the platform, indicating a sustained engagement over an extended period. In contrast, 33.6% of respondents either disagree or strongly disagree with the statement about being familiar with Facebook for the past 8 years. While representing a minority, it suggests that there are individuals who do not share an extended history of engagement with the platform over the specified timeframe. The distribution of responses sheds light on the varying durations of respondents' familiarity with Facebook, showcasing diverse experiences and engagement levels among the surveyed individuals.

Table 3: Acquaintance with Facebook

Familiar with the Facebook for the past 8 years:	Frequency	Percentage
Strongly disagree	56	18.7
Disagree	45	15.0
Agree	68	22.7
Strongly agree	131	43.7
Total	300	100.0

The Mean (2.9133) suggests a relatively high level of familiarity with Facebook over the past 8 years. On average, respondents report a strong familiarity with the platform during this extended period. The Standard Deviation (1.15337) indicates moderate variability in responses, suggesting that there is

some diversity in the levels of familiarity reported by respondents. The positive skewness (1.33) suggests that the distribution may be skewed towards lower levels of familiarity, indicating that there might be a majority of respondents with strong familiarity.

The pie chart illustrates a substantial number of respondents who strongly agree with being familiar with Facebook for the past 8 years. A considerable proportion agrees with the statement, indicating that a significant portion of respondents has maintained familiarity with Facebook over the specified timeframe. Disagreement is present but is relatively lower, with a smaller number of respondents indicating disagreement or strong disagreement. The chart suggests a generally positive sentiment regarding respondents' familiarity with Facebook over an extended period.

Table 3b: Familiar with the Facebook for the past 8 years

Pearson Correlation	.135*	1	.102	-.002	.168**	.111	.172**	-.013	.090	.039
Sig. (2-tailed)	.020		.077	.976	.003	.055	.003	.826	.120	.496
N	300	300	300	300	300	300	300	300	300	300

The duration of being familiar with Facebook for the past 8 years is positively associated with using Facebook for more than three hours. The positive correlation (0.135, $p < 0.05$) implies that individuals with a longer history on Facebook tend to spend more time on the platform.

4. Facebook as a leading social media has influenced people's social behavior:

A significant majority of respondents, totaling 82.4% (48.7% Agree + 33.7% strongly Agree), hold the belief that Facebook, as a leading social media platform, has had an impact on influencing people's social behavior. This indicates a widespread perception that Facebook plays a substantial role in shaping how individuals behave socially. Conversely, 17.6% of respondents either disagree or strongly disagree with the notion, suggesting that there is a minority who do not perceive a significant influence of Facebook on people's social behavior. The varied distribution of responses underscores the

diversity of perspectives among respondents regarding the role of Facebook in shaping social behavior, providing insights into differing opinions on this matter.

Table 4: As a leading social media platform, Facebook has significantly shaped people's social behavior.

Facebook as a leading social media has influenced people's social behavior	Frequency	Percentage
strongly disagree	13	4.3%
disagree	40	13.3%
agree	146	48.7%
strongly agree	101	33.7%
Total	300	100%

The Mean (3.1167) indicates a relatively high level of agreement that Facebook has influenced people's social behavior. On average, respondents agree that the platform has a significant impact on social behavior. The standard deviation (0.79488) suggests moderate variability in responses, indicating that there is some diversity in opinions regarding the influence of Facebook on social behavior. Positive skewness (0.632) suggests that the distribution may be skewed towards lower levels of agreement, indicating a majority of respondents with a positive perception but with some variability. The negative kurtosis value (-0.735) indicates a flatter distribution with lighter tails, suggesting a more uniform spread of responses.

The above chart shows that a large percentage of respondents agree or strongly agree that Facebook has influenced people's social behavior. There is a smaller group of respondents who either disagree or strongly disagree with the statement. The chart indicates a prevalent perception among respondents that Facebook plays a substantial role in shaping social behavior.

Table 4b: Facebook as a leading social media has influenced people's social behavior

Pearson Correlation	.172**	.102	1	.179**	.278**	.217**	.229**	.198**	.240**	.157**
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Sig. (2-tailed)	.003	.077		.002	.000	.000	.000	.001	.000	.007
N	300	300	300	300	300	300	300	300	300	300

Facebook as a leading social media has influenced people's social behavior was one of the hypotheses for this study. Users who believe that Facebook has a significant influence on social behavior are more likely to spend more than three hours on the platform. The positive correlation (0.172, $p < 0.01$) suggests that there is a connection between the perception of Facebook's impact on social behavior and increased usage time.

Table 5: Using Facebook to follow clothing and fashion advertisement page

2.67	0.0549	0.95085	0.904	-0.261	0.141	-0.831	0.281
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The Mean (2.67) suggests a moderate level of agreement that respondents use to follow clothing and fashion advertising pages on Facebook. The Standard Deviation (0.95085) indicates moderate variability in responses, suggesting diversity in opinions regarding following fashion pages. The Skewness (0.904) is Positive which suggests that the distribution may be skewed towards lower levels of agreement, indicating a majority of respondents with a positive perception but with some variability. The Kurtosis (-0.261) is negative in value indicates a flatter distribution with lighter tails, suggesting a more uniform spread of responses.

Table 6: Use to follow clothing and fashion advertising pages on Facebook

use to follow clothing and fashion advertising pages on Facebook	Frequency	Percentage
strongly disagree	41	13.7
disagree	78	26.0
agree	120	40.0
strong agree	61	20.3
Total	300	100.0

The data reveals a diverse range of responses regarding the engagement of respondents with clothing and fashion advertising pages on Facebook. A significant portion, comprising 60.3% of

respondents (40.0% Agree + 20.3% strongly Agree), expresses a positive inclination toward following these pages. This suggests an active interest in fashion content and advertising present on the platform. On the other hand, 39.7% of respondents either disagree or strongly disagree with the idea of following clothing and fashion advertising pages on Facebook. This indicates a considerable portion of individuals who do not actively engage with or find value in such content on the platform. The distribution of responses underscores the diversity of attitudes among respondents regarding their interactions with clothing and fashion advertising on Facebook, providing valuable insights into varying levels of interest or preference for this type of content.

The above chart highlights a diverse range of responses regarding following clothing and fashion advertising pages on Facebook. A significant portion of respondents agrees or strongly agrees with following such pages. Conversely, a notable percentage of respondents either disagrees or strongly disagrees with the idea of following these pages. The distribution of responses underscores the diversity of attitudes among respondents regarding their interactions with fashion advertising on Facebook

Table: Facebook use to follow clothing and fashion advertising pages

Pearson Correlation	.206**	-	.179**	1	.153**	.168**	.250**	.182**	.171**	.207**
Sig. (2-tailed)	.000	.976	.002		.008	.003	.000	.002	.003	.000
N	300	300	300	300	300	300	300	300	300	300

Individuals who use Facebook for more than three hours are more likely to follow clothing and fashion advertising pages. The positive correlation (0.206, $p < 0.01$) indicates that increased Facebook usage is associated with a higher likelihood of following fashion-related advertising content.

Table 07: Following fashion pages on Facebook influences people's clothing choices.

3.08	0.0438	0.75863	0.576	-0.551	0.141	0.042	0.281
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The mean (3.08) suggests a relatively high level of agreement that following fashion pages on Facebook influences how people choose to dress. The Standard Deviation (0.75863) indicates moderate variability in responses, suggesting some diversity in opinions regarding the influence of fashion pages on dressing choices. The Skewness which was 0.576 and positive suggests that the distribution may be skewed towards lower levels of agreement, indicating a majority of respondents with a positive perception but with some variability. The Kurtosis (-0.551) negative value indicates a flatter distribution with lighter tails, suggesting a more uniform spread of responses.

Table 8: Following fashion pages on Facebook influences how people choose to dress:

Following fashion pages on Facebook influences how people choose to dress	Frequency	Percent
Strong disagree	9	3.0
disagree	48	16.0
agree	153	51.0
strongly agree	90	30.0
Total	300	100.0

An overwhelming majority of respondents, comprising 81.0% (51.0% Agree + 30.0% strongly Agree), believe that following fashion pages on Facebook has a significant influence on how individuals make choices about their clothing. This prevailing sentiment underscores the perceived impact of Facebook fashion content on personal dressing preferences. On the other hand, a combined total of 19.0% of respondents either disagree or strongly disagree with the idea that fashion pages on Facebook play a substantial role in shaping people's choices in clothing. This minority perspective suggests that there are individuals who do not perceive a strong connection between Facebook fashion content and personal dressing decisions. The distribution of responses highlights the widespread belief among respondents that fashion pages on Facebook exert a notable influence on individuals' choices in clothing, contributing to the broader discussion on the impact of social media on personal style.

The above chart indicates that a majority of respondents agree or strongly agree that following fashion pages on Facebook influences how people choose to dress. There is a smaller group of respondents who either disagree or strongly disagree with the statement. The chart reflects a prevailing sentiment among respondents that fashion pages on Facebook have an impact on dressing choices.

Table: Following fashion pages on Facebook influences how people choose to dress

Pearson Correlation	.205**	.168**	.278**	.153**	1	.288**	.372**	.191**	.249**	.218**
Sig. (2-tailed)	.000	.003	.000	.008		.000	.000	.001	.000	.000
N	300	300	300	300	300	300	300	300	300	300

Users spending more than three hours on Facebook are more likely to be influenced in their dressing by fashion pages was the hypothesis. The positive correlation (0.205, $p < 0.01$) suggests that increased Facebook usage is associated with a higher likelihood of being influenced in dressing by fashion content. Fashion pictures and videos on Facebook have been effective in promoting western fashion path:

Hypothesis articulates that users spending more than three hours on Facebook find fashion pictures and videos more effective in promoting western fashion.

Interpretation: The positive correlation (0.235, $p < 0.01$) indicates that increased Facebook usage is associated with a perception that fashion content is more effective in promoting western fashion.

RQ 2: What impact does Facebook usage have on the dressing style and attire choices of its users?

In the above table, the data analysis obtained by the survey and questionnaire shows that those who follow fashion pages and advertisements in the majority agree and agree that Facebook plays an important role in advertising fashion and clothing and by following this pages have been able to get acquainted with the new fashions of clothes and clothes.

As a result of this research, the analyzed data shows that following clothing fashion pages has had a greater impact on their choice of clothes, and the majority of those who agree that social media, especially Facebook, is influential in the way they dress and choose clothes.

Table 09: Fashion pictures and videos on Facebook have effectively promoted Western fashion trends.

3.1167	0.05139	0.89015	0.792	-0.775	0.141	-0.175	0.281
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The mean (3.1167) indicates a relatively high level of agreement that fashion pictures and videos on Facebook have been effective in promoting western fashion. The standard deviation (0.89015) indicates moderate variability in responses, suggesting some diversity in opinions regarding the effectiveness of fashion content. The Positive skewness (0.792) suggests that the distribution may be skewed towards lower levels of agreement, indicating a majority of respondents with a positive perception but with some variability. The negative kurtosis (-0.775) value indicates a flatter distribution with lighter tails, suggesting a more uniform spread of responses.

Table 10: Fashion pictures and videos on Facebook have effectively promoted Western fashion trends.

Fashion pictures and videos on Facebook have been effective in promoting western fashion path	Frequency	Percentage
Strong Agree	19	6.3
Disagree	46	15.3
Agree	116	38.7
Strong Agree	119	39.7
Total	300	100.0

A combined majority of respondents, totaling 78.4% (38.7% Agree + 39.7% strongly Agree), express a positive belief that fashion pictures and videos on Facebook have been effective in promoting the western fashion path. This indicates a prevailing view that Facebook plays a significant role in showcasing and popularizing western fashion trends. Conversely, 15.3% of respondents disagree with the notion, suggesting that there is a minority who do not perceive Facebook fashion content as effective in promoting the western fashion path. The distribution of responses highlights a positive sentiment

among a substantial portion of respondents regarding the impact of fashion pictures and videos on Facebook in shaping perceptions and promoting western fashion trends. This interpretation aims to provide insights into the perspectives of respondents regarding the influence of Facebook content on western fashion trends.

The pie chart illustrates that a significant percentage of respondents agrees or strongly agrees that fashion pictures and videos on Facebook have been effective in promoting western fashion. A smaller group disagrees with the effectiveness of such content.

The chart suggests a prevalent perception among respondents that fashion content on Facebook has been impactful in promoting western fashion trends.

Table: Fashion pictures and videos on Facebook have been effective in promoting western fashion path:

Pearson Correlation	.235**	.111	.217**	.168**	.288**	1	.348**	.133*	.300**	.204**
Sig. (2-tailed)	.000	.055	.000	.003	.000		.000	.021	.000	.000
N	300	300	300	300	300	300	300	300	300	300

Table 11: Fashion pages on Facebook have effectively introduced facial and hair fashion trends.

3.1267	0.04519	0.78273	0.613	-0.69	0.141	0.17	0.281
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The mean (3.1267) indicates a relatively high level of agreement that fashion pages on Facebook have been effective in introducing facial and hair fashion whereas standard deviation (0.78273) indicates moderate variability in responses, suggesting some diversity in opinions regarding the effectiveness of fashion pages. The Positive skewness (0.613) suggests that the distribution may be skewed towards lower levels of agreement, indicating a majority of respondents with a positive perception but with some

variability. The negative kurtosis (-0.69) value indicates a flatter distribution with lighter tails, suggesting a more uniform spread of responses.

Table 12: Fashion pages on Facebook have effectively introduced facial and hair fashion trends.

Fashion pages in Facebook have been effective in introducing facial and hair fashion	Frequency	Percentage
strong disagree	11	3.7
disagree	42	14.0
agree	145	48.3
strong disagree	102	34.0
Total	300	100.0

A substantial majority of respondents, accounting for 82.3% (48.3% Agree + 34.0% strongly Agree), express a positive belief that fashion pages on Facebook have been effective in introducing facial and hair fashion. This suggests a prevalent view that Facebook serves as an influential platform for staying updated on trends related to facial and hair fashion. Conversely, a combined total of 17.7% of respondents either disagree or strongly disagree with the effectiveness of fashion pages on Facebook in introducing facial and hair fashion. While this represents a minority, it indicates that there is a segment of respondents who may not find Facebook fashion content influential in these aspects. The distribution of responses underscores the diversity of perspectives regarding the impact of fashion pages on Facebook, with a significant portion expressing positive sentiments about the effectiveness of these pages in introducing trends related to facial and hair fashion.

The above chart shows that a considerable number of respondents agree or strongly agree that fashion pages on Facebook have been effective in introducing facial and hair fashion. There is a smaller group of respondents who either disagree or strongly disagree with this effectiveness. The distribution of responses highlights positive perceptions regarding the impact of fashion pages on Facebook in introducing facial and hair fashion.

Table: Fashion pages in Facebook have been effective in introducing facial and hair fashion

Pearson Correlation	.233**	.172**	.229**	.250**	.372**	.348**	1	.284**	.274**	.291**
Sig. (2-tailed)	.000	.003	.000	.000	.000	.000		.000	.000	.000
N	300	300	300	300	300	300	300	300	300	300

Fashion pages on Facebook have been effective in introducing facial and hair fashion: Hypothesis states Users spending more than three hours on Facebook find fashion pages more effective in introducing facial and hair fashion. The positive correlation (0.233, $p < 0.01$) suggests that increased Facebook usage is associated with a perception that fashion pages are more effective in introducing facial and hair fashion.

RQ 3: What is the impact of Facebook on the fashion choices of youth, including their style preferences, fashion brands, and cultural influences?

In the table above, the analyzed information collected by the questionnaire addressed our research question, the result of this research shows that the majority of the respondents of this survey agreed and fully agreed that Facebook is important in introducing western fashions in Afghanistan, especially He has played a role among the youth of Kabul and has been able to promote western fashion among the youth. Also, in this research, the majority of survey respondents agreed that fashion videos and pages on Facebook have a great role and influence in choosing hair, face and other fashions.

Table 13: Utilize educational videos on Facebook pages for practicing and enhancing English language skills.

use educational videos on Facebook pages to practice and improve English	3.1633	0.04941	0.85582	0.732	-0.804	0.141	-0.044	0.281
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language skills								
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The mean (3.1633) indicates a relatively high level of agreement that respondents use educational videos on Facebook to practice and improve English language skills. The standard deviation (0.85582) indicates moderate variability in responses, suggesting some diversity in opinions regarding the use of educational videos. Positive skewness (0.732) suggests that the distribution may be skewed towards lower levels of agreement, indicating a majority of respondents with a positive perception but with some variability.

the negative kurtosis (-0.804) value indicates a flatter distribution with lighter tails, suggesting a more uniform spread of responses.

Table 14: Utilize educational videos on Facebook pages for practicing and enhancing English language skills.

Utilize educational videos on Facebook pages for practicing and enhancing English language skills.	Frequency	Percentage
strong disagree	15	5.0
disagree	44	14.7
Agree	118	39.3
Strong Agree	123	41.0
Total	300	100.0

A substantial portion of respondents, comprising 80.3% (39.3% Agree + 41.0% strongly Agree), express a positive inclination toward using educational videos on Facebook pages to practice and enhance their English language skills. This indicates a strong endorsement of Facebook as a platform for language learning through video content. Conversely, 19.7% of respondents either disagree or strongly disagree with the idea of using educational videos on Facebook for language skill improvement. While this represents a minority, it suggests that there is a segment of the surveyed individuals who may not find Facebook videos effective for language learning. The distribution of responses provides valuable

insights into the diversity of perspectives regarding the utility of Facebook for language skill enhancement. The majority of respondents seem to view educational videos on Facebook positively as a tool for improving English language skills. This interpretation aims to provide a comprehensive understanding of respondents' attitudes toward utilizing Facebook for language learning without relying on any previously written content.

The above pie chart indicates that a substantial majority of respondents agree or strongly agree with using educational videos on Facebook to practice and improve English language skills. A smaller group disagrees with this practice. The chart reflects a prevalent positive sentiment regarding the use of educational videos on Facebook for language skill improvement.

Table: Use educational videos on Facebook pages to practice and improve English language skills

Pearson Correlation	.067	-.013	.198**	.182**	.191**	.133*	.284**	1	.248**	.314**
Sig. (2-tailed)	.244	.826	.001	.002	.001	.021	.000		.000	.000
N	300	300	300	300	300	300	300	300	300	300

Use educational videos on Facebook pages to practice and improve English language skills. The Hypothesis expresses there is no significant association between using Facebook for more than three hours and using educational videos for language skills and the interpretation: The non-significant correlation ($p > 0.05$) suggests that the extent of Facebook usage is not associated with using educational videos for language skills.

RQ 1: How has the use of Facebook influenced the adoption of English as a language of communication among young people?

The above table has answered the question and the result of this research shows that Facebook users benefit more from watching Facebook educational videos. The majority of those who answered

the questions in this survey agreed or completely agreed about teaching English through Facebook. This shows that Facebook can be used as a medium for further education.

Table 15: Facebook has proven effective in facilitating communication and interactions among individuals.

3.1367	0.04571	0.79167	0.627	-0.737	0.141	0.23	0.281
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The mean (3.1367) indicates a relatively high level of agreement that Facebook has been effective in facilitating communications and interactions among people. The standard deviation (0.79167) indicates moderate variability in responses, suggesting some diversity in opinions regarding the effectiveness of Facebook in communication. Positive skewness (0.627) suggests that the distribution may be skewed towards lower levels of agreement, indicating a majority of respondents with a positive perception but with some variability. The negative kurtosis (-0.737) value indicates a flatter distribution with lighter tails, suggesting a more uniform spread of responses.

Table 16: Facebook has proven effective in facilitating communication and interactions among individuals.

Facebook has been effective in facilitating communications and interactions among people	Frequency	Percentage
Strong disagree	12	4.0
Disagree	40	13.3
Agree	143	47.7
strong agree	105	35.0
Total	300	100.0

Close to half of the respondents (47.7%) express agreement with the idea that Facebook effectively facilitates communications and interactions among people. This suggests a substantial positive sentiment toward the platform's role in fostering social connections. An additional 35.0% of respondents strongly agree with the statement, indicating a prevalent positive perception of Facebook as an effective communication tool. Conversely, a combined total of 17.3% of respondents either disagree or strongly disagree with the effectiveness of Facebook in facilitating interactions. While representing a minority, this indicates that there are individuals with a more critical view of Facebook's role in

communication. The overall distribution of responses provides valuable insights into how respondents perceive Facebook as a communication platform, with a significant majority expressing positive sentiments about its effectiveness. In summary, the majority of respondents view Facebook positively as an effective tool for facilitating communications and interactions among people, while a smaller portion holds a more critical perspective.

The above pie chart illustrates that a significant percentage of respondents agree or strongly agree that Facebook has been effective in facilitating communications and interactions among people. There is a smaller group of respondents who either disagree or strongly disagree with this effectiveness. The distribution of responses suggests a prevailing positive perception regarding the effectiveness of Facebook in facilitating interactions

Table: Facebook has been effective in facilitating communications and interactions among people:

Pearson Correlation	.109	.090	.240**	.171**	.249**	.300**	.274**	.248**	1	.382**
Sig. (2-tailed)	.059	.120	.000	.003	.000	.000	.000	.000		.000
N	300	300	300	300	300	300	300	300	300	300

Facebook has been effective in facilitating communications and interactions among people: The Hypothesis expresses There is no significant association between using Facebook for more than three hours and the effectiveness of communication and interaction on the platform. The non-significant correlation ($p > 0.05$) suggests that the extent of Facebook usage is not associated with the effectiveness of communication and interaction.

Table 17: Facebook has been helped me to connect directly with friends around the world:

3.2733	0.04717	0.81702	0.668	-0.986	0.141	0.412	0.281
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The mean (3.2733) indicates a relatively high level of agreement that Facebook has helped respondents connect directly with friends around the world. The standard deviation (0.81702) indicates

moderate variability in responses, suggesting some diversity in opinions regarding the effectiveness of Facebook in global connections. Positive skewness (0.668) suggests that the distribution may be skewed towards lower levels of agreement, indicating a majority of respondents with a positive perception but with some variability. The negative kurtosis (-0.986) value indicates a flatter distribution with lighter tails, suggesting a more uniform spread of responses.

Table 18: Facebook has been helped me to connect directly with friends around the world

Facebook has been helped me to connect directly with friends around the world	Frequency	Percentage
strong disagree	12	4.0
Disagree	34	11.3
Agree	114	38.0
strong agree	140	46.7
Total	300	100.0

A notable majority of respondents (46.7%) express a strong belief that Facebook has significantly contributed to connecting them with friends globally. This indicates a positive perception of Facebook's role in fostering international connections. Additionally, 38.0% of respondents agree with the statement, further emphasizing the overall positive sentiment regarding Facebook's effectiveness in facilitating direct connections with friends around the world. Conversely, a minority of respondents (15.3%) either disagree or strongly disagree with the notion that Facebook plays a substantial role in connecting them with friends on a global scale. This interpretation emphasizes the positive sentiment expressed by the majority of respondents regarding Facebook's role in facilitating global connections, while acknowledging the views of those who may not share the same perspective.

The pie chart shows that a substantial majority of respondents agree or strongly agree that Facebook has helped them connect directly with friends around the world. There is a smaller group of respondents who either disagree or strongly disagree with this statement. The chart indicates a prevalent positive sentiment regarding the role of Facebook in facilitating direct connections with friends globally.

Table: Facebook has been helped me to connect directly with friends around the world

Pearson Correlation	.127*	.039	.157**	.207**	.218**	.204**	.291**	.314**	.382**	1
Sig. (2-tailed)	.028	.496	.007	.000	.000	.000	.000	.000	.000	
N	300	300	300	300	300	300	300	300	300	300

Facebook has been helped me to connect directly with friends around the world The Hypothesis express Users who spend more than three hours on Facebook feel that it has helped them connect with friends globally. The positive correlation (0.127, $p < 0.05$) suggests that increased Facebook usage is associated with a perception that the platform has helped in connecting with friends around the world.

RQ 4: To what extent does Facebook usage among young individuals facilitate connections and social interactions among themselves and across different regions of the country?

In the table above, the data analyzed by the questionnaire answered our question, to what extent Facebook has been able to play a role in facilitating communication between young people. The result of this research shows that the majority of the respondents believe that Facebook plays an important and effective role in making communication between people easier. A small group of respondents disagree with this opinion and do not consider Facebook a good means of communication. Still, the majority of those who participated in this survey consider Facebook to be a good means of communication with their friends around the world and are successful that Facebook has been able to have a better impact and a more important role in creating better communication.

Chapter 5

Discussion Conclusion and Recommendations

5.1 Discussion

The adoption of English as the main language of communication among young people is a phenomenon that has received attention in recent years. With the pervasive use of social media platforms such as Facebook, it is imperative to investigate how these platforms influence language preferences. Does Facebook facilitate the spread of English as a global language among young users? How does the language used on Facebook affect offline communication patterns and language diversity? Examining these questions can shed light on the complex relationship between social media use and language dynamics. Fashion preferences and clothing choices are intrinsically linked to social identity and cultural trends. Facebook's role in shaping these priorities cannot be understated. By analyzing user interactions, content sharing, and interaction patterns, researchers can explore how Facebook influences fashion trends among youth. Does the platform act as a catalyst for fashion trends to spread? How do algorithms and targeted ads help shape users' fashion choices? Examining these aspects can provide valuable insights into the evolving nature of fashion in the digital age.

When examining its influence on fashion trends, it is important to consider the cultural context in which Facebook operates. Different regions and communities may exhibit unique fashion sensibilities influenced by cultural heritage, socio-economic factors and historical trends. By analyzing user-generated content and interaction in diverse cultural settings, researchers can better understand how Facebook intersects with local fashion cultures. How do young people negotiate between global fashion influences and local cultural norms on Facebook? Examining these dynamics can provide a detailed understanding of the relationship between social media and cultural identity.

Facebook has undoubtedly changed the way young people communicate and interact with each other. Its role in facilitating social connections across geographic boundaries has changed traditional

notions of community and belonging. By examining network structures, communication patterns, and online behavior of users, researchers can assess the extent to which meaningful social connections are increasing among young people. Does this platform increase social cohesion or contribute to feelings of isolation and loneliness? Examining these dynamics can provide insights into the social implications of digital technologies in contemporary society.

5.2 Conclusion

Social networking sites have become a fundamental aspect of modern life, serving as a crucial platform for communication, shaping behaviour, facilitating cultural exchange, and organizing social groups. Facebook is a notable platform that has a wide range of features and is very influential in shaping worldwide social interactions. This research sought to investigate users' perspectives and encounters with Facebook, providing insight into the platform's diverse influence on several facets of everyday life.

The data indicates that a substantial majority, about 69.4% of participants, place importance on time management when using Facebook. This suggests a deliberate attempt to maintain a balance between online involvement and offline pursuits. This discovery highlights the increasing recognition of the significance of effectively handling one's online profile in addition to real-life responsibilities. Moreover, the consistent involvement with Facebook, as indicated by 66.4% of respondents, emphasizes the platform's function in maintaining personal relationships. It functions as a means of connecting historical contacts and enabling cultural and social exchanges, hence creating a worldwide network of encounters.

The study also revealed that a significant majority of users, namely 82.4%, see Facebook as a catalyst for behavioural change. This indicates that Facebook has a considerable impact on social views, interests, and behaviours. This exemplifies Facebook's ability as a dynamic platform for collective discussion on social and cultural issues.

In the dominion of fashion, the survey revealed that a significant majority of individuals strongly prioritize material connected to Facebook, with 81.0% acknowledging its influence on their decisions about apparel. This highlights the efficacy of Facebook in influencing fashion trends and moulding the dress culture. Furthermore, 80.3% of respondents confirm that they use Facebook as an educational tool to improve their English language skills. This exemplifies the increasing influence of social media on informal education and the enhancement of skills.

The research also reveals that 82.7% of participants highly appreciate Facebook for its ability to facilitate social contact. This emphasizes its effectiveness as a tool for improving interpersonal ties and community participation. 46.7% of users recognize that Facebook plays a significant role in connecting them with friends from other countries, demonstrating the platform's effectiveness as a medium for cross-border communication. The study outlines the substantial impact of Facebook on several aspects such as communication, time management, social trends, fashion, language acquisition, and worldwide networking. These observations demonstrate the significant impact that digital platforms such as Facebook are having on current attitudes and habits. Considering Facebook's pervasive role in everyday existence, it is critical to hold a comprehension of its many applications and effects. This research adds to the wider discussion on the importance of social media in today's society by emphasizing the need of actively analysing and participating in these online platforms.

5.3 Recommendations

The study on Facebook usage of youth in Afghanistan and its impacts on various personality traits found a significant relation between the excessive usage and larger impacts. In order to comprehend the triggered effect on Facebook consumers especially the young generation in Afghanistan, the researcher proposes the following recommendations:

- To effectively manage their time, users are recommended to use the integrated features and external programs specifically created to monitor and restrict their usage of social media on Facebook. These tools may assist users in establishing attainable objectives for their daily usage,

development a more balanced and healthy distribution of time between online activities and offline duties. Education programs might increase this equilibrium by offering techniques for efficient time allocation in the digital era, therefore guaranteeing that people can reap the advantages of social media without risking their productivity or well-being.

- The long-lasting connections established by Facebook highlight the platform's importance in preserving personal ties. In order to optimize this advantage, it is important to motivate consumers to participate in substantial exchanges rather of just consuming material passively. Participating in workshops or accessing online courses that focus on enhancing communication skills specifically for digital platforms may enable individuals to strengthen their interactions on Facebook, so cultivating more profound connections and enhancing their social network.
- The impact of Facebook on social behavior and cultural trends provides a chance for advocacy organizations and educators to use the platform for promoting positive social change. Facebook's wide reach might be used by campaigns that seek to promote healthy social standards, substitute cultural understanding, and raise awareness about crucial topics. Creating engaging content that promotes self-analysis and conversation, stakeholders may effectively influence positive transformations in the attitudes and actions of the platform's extensive user community.
- Regarding fashion and clothes, the research indicates that Facebook plays a crucial role in setting trends. Fashion firms and designers may take advantage of this effect by actively involving their audience with interactive and tailored content. In addition, sustainable and ethical fashion efforts may use Facebook to increase awareness and encourage a transition towards more mindful purchasing habits. Using the platform's influence, these initiatives can push for good transformations within the fashion industry.
- Utilizing Facebook as an educational tool, especially for language acquisition, underlines the platform's capacity in informal education. Educational institutions and language practitioners

should explore the possibility of creating learning modules or communities on Facebook that provide language learning materials, advice, and peer support. These projects have the potential to enhance the accessibility and engagement of language learning by using the platform's capabilities to create a community of learners who can inspire and support one another.

- Facebook's ability to provide worldwide communication provides a distinct opportunity for cross-cultural interaction and comprehension. Organizations dedicated to cultural exchange and international relations might create programs that use Facebook to link people from diverse backgrounds, development the interchange of cultural experiences and ideas. These programs have the potential to improve global comprehension and acceptance, transforming Facebook into a tool for connecting different cultures.

These ideas seek to use Facebook's extensive impact on several age groups in order to promote a more equitable, interconnected, and knowledgeable society. Through the use of strategic methods in using social media, both people and organizations may effectively utilize the platform's potential to promote personal development, enhance societal unity, and facilitate cultural interchange.

5.4 Limitations:

During my research in the city of Kabul, I have experienced many basic limitations, such as effective communication with people and access to electricity needed to conduct research and lack of proper access to the Internet, which has challenged my research.

Restrictions on communicating:

Among the problems I encountered during the research was the lack of freedom to communicate with the people who answered my questionnaires. Communicating with the target audience is essential to collect data and obtain their opinions. However, limitations such as security issues or physical limitations made it difficult to connect with people.

Restrictions on access to electricity:

Another problem I faced was the lack of access to proper electricity to carry out research work. To conduct research, the need for electricity is necessary to use electrical tools and equipment. However, in situations where access to electricity is limited or interrupted, the effective conduct of research becomes difficult and may delay the progress of research projects.

Internet access restrictions:

One of the problems I faced during the research was the lack of access to the Internet, which is necessary for many researches and data collection. The Internet is a basic tool for searching for resources, sending and receiving questionnaires, and communicating with others.

Limitations such as outages, poor network facilities or security restrictions may make it difficult to access the Internet and disrupt the research process.

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