

**ROLE OF SOCIAL MEDIA IN CREATING POLITICAL
AWARENESS IN DISTRICT UPPER AND LOWER DIR**

MS THESIS



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ABSTRACT

The worldwide usage of social media platforms and the widespread adoption of different social sites have grown significantly in recent years. Politics around the world has been impacted by this increasing usage of social media in different ways. Politicians and activists have used social media as a channel to conduct their campaigns and raise public awareness of political concerns. In the contemporary era, the role of these platforms has been questioned in almost all social movements in various countries with high internet access ratios. The immense power of social media has turned the political landscape of the world upside down. The strength of these platforms in raising political information in Lower Dir and Upper Dir, Khyber Pakhtunkhwa (KP), the center of attention of this project is to comprehend the influential effects of social media in disseminating information and raising awareness. Participating in online social networks is a trend that the younger generation in KP is really keen on adopting. Through these social networks, people with weak relationships are connected to each other. Political information can spread quickly, cheaply, and virally through social media. Information on political events or ideas to raise political consciousness might be found. Because of these advantages and the mainstream media's ignorance and bias towards political events, social media has become the alternative source of information for public. In light of the increasing popularity of smartphones, social media, and the internet, it is expected that the power of social media for increasing political awareness will only grow in the future. The study conducted survey of 200 participants between the age 18 to 45 years from University of Buner, University of Malakand, Shringal University and the University of Swat. The study used purposive sampling. The data is analyzed through SPSS.

KEY WORDS: *Social Media, Political Awareness, youth, Upper Dir, Lower Dir, Khyber Pakhtoonkhwa (KP)*

CHAPTER 1

1. INTRODUCTION

Social media has consolidated into a powerful platform for exchanging information, communicating, engaging with the public and building public discourse. Because of the instant access, these platforms have a very vital role in the democratic processes around the world. It has played a crucial role in introducing a revolution and shaping political institutions and educating the people about various political affairs. In Pakistan, the traditional media has long dominated the information landscape, social media platforms such as X (Twitter), Facebook and YouTube have been influential in the country. The social media has been significant in term of giving people access to political information, allowing them to engage with issues and express their views independently. Unlike traditional media which faces pressures from the political elite and embargos periodically subject to from the government, social media enjoy the freedom of information to a great extent (Muzaffar, Chohdhry, & Afzal, 2019).

With the increase in internet users, social media users have increased in Pakistan, witnessing a notable shift in political communication. Social media has been a significant space for people from all walks of life such as journalists, citizens, political workers and activists to communicate, share contents, organize online debates, mobilize support and organize protests. Therefore, these socially interactive platforms have been highly influential in building democratic narratives and influencing public opinion. Marginalized voices have also been amplified by social media. (Batool, Yasin, & Batool , 2020).

During the elections of 2013 and 2018, the usage of these platforms was much higher among the youth in the nation. The watchful and dynamic role of social media was one of the factors that helped introduce peaceful and constitutional reforms in the political landscape (Muzaffar, Yaseen, & Safdar, Role of social media in political campaigns in Pakistan: A case study of 2018 elections, 2020).

According to numbers provided by the Election Commission of Pakistan, voter turnout during the 2018 elections across the nation was 51.7 percent, a drop from 2013 when turnout was the highest it had ever been at 55.02 percent (Express Tribune. (2018). Election Turnout. Islamabad, 2019)

In the 2008 general elections, voter turnout was 43.65%, while in 2013 it touched the record all-time high of 55%, the highest turnout in general elections since 1970 (Gallup. (2019). Pakistan's General Election Turnout 2018. Survey, Social Research Lab, 2019)

In the 2018 general election, a marginal decrease was observed in the total number of votes due to registration issues, but still, social media sites in Pakistan have become important sources of political news and information. They have assumed the role of watchdogs and have become an influential force in mobilizing the masses (Bilal, Asif, Yousuf, & Afzal, 2018).

Keeping in view the effects of these platforms in democratic development and uniting the masses, the only silver lining for the citizens is that social media is expected to mobilize the nation. The previous findings highlight that even at the peak of its

unprofessionalism, it played a very crucial role (Express Tribune. (2018). Election Turnout. Islamabad, 2019).

The transformation from the traditional media to the social media has had significant implications for political participation, change and mobilization. Having access to social media sites, citizens have been able to interact with each other and debate political issues, get access to political information on daily basis, engage with diverse political viewpoints and build a political opinion based on the information and debates they receive from social media sites. Since the traditional media in Pakistan is centralized and often censored or biased, social media networks have emerged as alternative means of decentralized and free space for political mobilization and awareness. With this role, social media sites are no more mere tools of communication with each other but significant platforms for political change and mobilizations, political discourse, democratic development and political engagement (Saboor, Ali, & Ahmed, 2022).

Political attitudes and behaviors get shaped by various factors. One of the main factors in media which influence political attitudes and behaviors at a significant extent. Social media has become an integral part of the traditional media which also influence development of particular attitudes in people. As per the political awareness theory, political attitudes and behaviors are formed in late childhood; however, during adolescence at a small extent. Research studies on social media effects highlight the need to study attitude formation at early age. Social media effects research show that social media exposure greatly affects people's attitudes. A large number of the consumers use social media sites to reinforce their re-existing ideas. They avoid

contents which do not match with their ideas or attitudes. To avoid psychological stress, they select those contents which are already idealized by them (Batista, Seither, & Vicente, 2019).

All of these developments show that these platforms are performing a crucial role in developing democratic values and strengthening political culture in the country. This, however, need to be investigated on an empirical basis to know the extent social media influence the process of political awareness in the country. Questions persist around whether social media deepens democratic values and critical thinking or simply reinforce echo chambers and disinformation. Besides this, the usage patterns of social media across different demographics such as age, education and socio-economic background are yet to be explored in many contexts.

1.1 Problem Statement

The current research work aims to explore the proportion of young users of social media in Lower Dir District. This study further investigates the differential effects of exposure to social media with respect to awareness among viewers about current affairs and political change in the country. The research work as an attempt to explore media users' perceptions and experiences about the importance of social media in the democratic process in the country. Political awareness will be measured in terms of electoral and none electoral participation such as casting a vote in the elections.

The research study will carry out to observe whether using social media has any influential effect on viewers' perceptions about the norms and values of the political system, especially in terms of the roles and responsibilities of politically elected

officials who hold important positions in the government. The framework of political awareness has been replicated for almost 60 years. However, Upper and Lower Dir and the Pashtun community were still unexplored; therefore, this research work is particularly focused on this region to investigate whether the theory of political awareness could be applicable here or whether this ethnicity would be an exception to the political awareness theory of political science.

1.2 Objectives of the Study

This research project explores the level of exposure of youth to social media and its subsequent effects on the political orientation of the receivers. Some of the key objectives of the study are given below:

- To analyze how social media platforms are influential in building awareness among young adults about the current issues in the country
- To explore the relationship between social media usage and political awareness among young users
- To determine the impact of social media in the process of political participation and engagement
- To evaluate the demographic variables that affect the extent of political awareness through social media

1.3 Research Questions

The current findings aims to answer the following key questions;

RQ1. How do social media platforms influence awareness among young adults about the current issues in the country?

RQ2. What is the relation between social media usage and political awareness among young users?

RQ3. What is the association between exposure to social media and awareness among viewers on norms and values of the government?

1.4 Significance of the Study

Political awareness study's goals at attempting two different types of education related aims. In the initial stage, greater understanding is investigated into how democratic mechanisms develop and function and what are the influential factors behind it such as exposure to political awareness. Secondly the researchers look for a comprehensive understanding that how social media users mold a political identity. At one hand, the researchers of political awareness perceive that this process begins with the democracy itself. The vitally important goal of the research is to understand the dynamics of how a political system function and develop. In these perspectives political awareness has been observed as a source of encouragement for existing political systems and it has also been observed as a function of these phenomena.

It has been explored that the function of a political system had been affected by the awareness on current issues, awareness about the governance i.e. the roles and responsibilities of politically elected figures in a country. Furthermore, opinions, attitudes behavioral patterns and intentions of the citizens as well as political participations of the individuals. The manner in which a nation is organized and

governed, the degree of stability, coordination and harmony among the running bodies such as how smoothly democrats and technocrats manage the political system of a country is imagined to be depended on the political awareness of citizenry of that country. Looked from this point of views, political awareness framework could be explained as the phenomenon through which individuals learn and inculcate opinions which are collectively organized in a way that determine the political future of a country.

The aims of this research work were to correlate between political awareness and traits from those young adults who have been socialized through exposure to social media in order to observe the dynamics of political system of the country. Although some of these areas have not fully covered because of limited resources and time but this study work has cleared the way for future researchers to further investigate into the media effects areas such as who will be more susceptible to media message whether low and high level of an educated person. The process of awareness begins from the cradle and ends in grave therefore there are plenty of opportunities to research into that area.

CHAPTER 2

2. LITERATURE REVIEW

The social media is a way for people to share idea and information utilizing. It works through computer based platform that let public linked, and exchange message based on shared interest. Today outlets such as Pinterest, Facebook, Instagram, twitter and LinkedIn are famous example where users can post their thoughts, videos and images to stay in link with family and friends. One of the main aim of social media is to give public a space to found information, shows their opinion and taker part is discussion. It also support enjoy more freedom to share their views freely (Ghani, 2020).

In the beginning of the 21st century, social media became a vital part of every household, and now life without social media is nearly impossible to imagine. This convergence of technologies plays a dual role simultaneously, such as entertainment and information, and performs different types of functions, carrying a wide range of social issues. Over the last two decades, the number of social media sets in both developing as well as developed nations has increased extraordinarily. The results of different studies show that the availability of social media has increased drastically. Furthermore, it is also noticeable that only one social media set is watched by many people (Salman, 2020).

In the Pakistan young people are using social media outlets to learn things and become more aware of politics, they use these networks to share their political opinion and link with others. Nowadays, not only study but also ordinary citizen's political leaders and parties are using social media to spread their view about both national and

international problems and to gain people backing. The rise of the internet and digital technology has helped induce youth participation in social media. For the young generation, the social media is too much amused, it support them to link with love once and also gives them a space to express their political view point. Social media works are playing a significance character in the supporting youth by giving them easy basic political information. In the past the government had handle over the newspapers and televisions. Only some non-government channels existed. The print media was often censored and public had bounded sources for knowledge and entertainment (Muzaffar, Chohdhry, & Afzal, Social Media and Political Awareness in Pakistan: A Case Study of Youth, 2019).

The nature of political landscape has transformed in the twenty first century and in the modern scientific investigations, the shapes of the political process has been changed. The emerging media platforms play a key role in contemporary global political affairs. Many scholars of social sciences and communication studies are of the view that coverage of political issues by mass media can create a disparity in political affairs. Many communicationscholars believe that the media, particularly social media, are valued enough in world's political matters (Hayat, 2019).

Pakistan's 11th general election was held on July 12, 2018. After the declaration of outcomes from all National and Provincial Assembly seats, Election Commission of Pakistan (ECP) announced that voter turnout for July 25 elections have reached to 55.8% (Gallup, 2019).

The social media is also seen as a source of information because it permit users to create and share content, making it an outlets for open discussion. These users

generated discussion support public link intellectually and emotionally, which developed their ability to understand and judge political issues. Social media polls are often used to collect people opinion on political events and movement, the social media has grown immediately in current years and has become a powerful source in electoral process. It permit people to get involved in political activities. The election play a significance characters in portraying government leadership and personal communication on social media ca greatly affect people engagement and awareness (Opeyemi, 2018).

According to (Reuter & Szakonyi, 2015) most of the researcher have spent a lots of time on studying how public learn about politics through the media, most of the study has looked at traditional media tools such as newspaper, Radio and Television. However in current years more research have started emphasizing on how using the internet impact political awareness. But basically the social media is the main root of all information particularly about the politics, because of easily access of internet and mobile phone in mostly in the hand of every person.

Every political system needs active participation, access to government information strong belief in the process and awareness pf ongoing political issues. In the democratic countries. These strong beliefs and involvement in political activities help shape political socialization. A political system is made up of many institution that influence what is called political efficacy, which refer to hoe people view and understanding their political system. Political efficacy depends on public attitudes and beliefs about how the political system works. People feel politically efficacy is of two types: internal efficacy, which related to people's knowledge belief and ability to

understand political matters and external efficacy, which refers to how the government responds to public opinion. Internal efficacy often support external efficacy and sometime both work together. Social media plays a key role in strengthening both types involving users in political discussion and awareness. Over the past few decades, social media has become an influential platform for political engagement in Pakistan (Batoool, Yasin, & Batoool , 2020).

The role of media in political awareness can be traced back to the writings of political scientist Charles Merriam who wrote that radio and film reach millions of people daily and influence them through its contents and interpretation. His study gave a new impetus to the study of media and political awareness and since then a phenomenal growth in the research on news media usage and political awareness has been witnessed (Abida, 2013).

Academic pursuit of media effects on political awareness grew with the passage of time as focus of research shifted, where its role as a minimal socializing agent was replaced by a dominant one, for example, found that media use especially the newspaper by the young people increased their political knowledge and political activity. They are of the view that news media have political awareness capacity and should be considered as powerful socializing agents by the researchers (Chaffee, Ward, Leanord, & Tipon, 1970).

Media usage patterns and its contents are prominent indicators of its impact on the audiences and the same applies in the context of political awareness process (Paul , 2010) however, raised an important point about the role of media in established democracies and democratizing countries. He maintained that media awareness

processes are different in both the settings because the needs of citizens living in these conditions vary. However, media's awareness role in societies, with different political, economic and social structures, is different and most of the awareness studies are done in the Western established democracies. An important question that needs to be addressed here is: can the same studies and their methodologies be applied in the democratizing countries like Pakistan (Paul , 2010).

According to (Kahne & Bowyer, The political significance of social media activity and social networks., 2018) the online activity is changing the way young people get engage in politics. Today the internet plays a huge character in increasing campaign fund sharing knowledge discussing view and encouraging people to take political action. Youth political engagement now consist a strong online presence as seen in movement such as Black lives matter and various forms of quick, online activism. However it still not fully understood when hoe and why using social media actually leads to real political engagement.

An initial survey of research produced in Pakistan in the fields of Mass Communication and Media Studies reflects that there have been negligible studies on media effects in general and media as an agent of awareness in particular. The main reason of this trend is the methodological issues with Pakistani researchers where most of them rely on theoretical models being developed and tested in the Western democracies. Role of media as a socializing agent gained significance as a research area quite recently, therefore, researchers in Pakistan also remained indifferent to take it as a research project. This study will be among the few pioneering research's work in the article (Anwar & Jan, 2010).

In the article “Role of Social Media in Changing Value system in Pakistan” argued that during last decade social media has greatly reshaped the lifestyle of common masses and has promoted a global culture in Pakistan. “Media in Pakistan” is a comprehensive report on the role, responsibilities and challenges posed to Pakistani media in the wake of Pakistan’s transition to democracy in 2008. This report is prepared by Pakistan Institute of Peace Studies which primarily aims at investigation of functioning of Pakistani media under conflict situation and its role as a watchdog of democratic system (Ali, Jan, & Bukhari, 2013).

Many scholars debated on how the role of prominent journalists was influenced by the Military regimes in their booklet “Media and Governance in Pakistan: A Controversial yet Essential Relationship”. They argued that attempts of authoritarian regimes to screw media prove the potential of the significant socializing role that may be performed by media in promoting democratic values in Pakistan (Mezzera & Sial, 2010).

Digital media using does not always lead to direct changes in behavior, it still perform a significance character in political communication and democratic participation. According to media participation perspective, new media supported make the political setting often seen as difficult and exclusive more open and accessible to ordinary people. These platform can give citizen a sense of power and engagement by permitting them to communicate directly with political members through tow way communications, even if this relation in not only fully real but just perceived, it can still induce public confidence in their political information and their belief that their voices issue to government. In this way media can be empowering and mentally satisfaction,

helping people feel more linking and active in polices (Dimitrova , Shehata, Strömbäck, & Nord, 2014).

Impact of New Media on the Dynamics of Pakistani Politics” discusses the diffusion patterns, usages and impact of new media in Pakistan. The author argues that adoption of new media popularly called as social media has greatly contributed to increased following of some of political parties in Pakistan. Despite these few works on media effects there is still a wide range of areas yet to be explored. This study is an attempt to fill this vacuum (Abida, 2013).

2.1 Phenomenon

The area of “political awareness” received the attention of researchers around the world in late 1950s. Researchers wanted to know how individual members of a society learn and adopt political behavior and consequently started probing the influences of various socializing agents including; family, peer groups, school, and mass media’s contents such as social media on the processes of political awareness, however this study specifically focuses on the role of social media on the behaviors and attitudes of individuals regarding political changes and reinforcement of political participation, awareness about the current issues and norms and values of consumers regarding the government of a country (Chaffee , Ward, Leanord , & Tipon, 1970).

Political awareness as the way in which political values are formed and political culture is transmitted from one generation to the next”. Almond, et al., has listed family, schools, religious institutions, peer groups, social class and gender, and mass media as agents of awareness. The term “Political Awareness” has been viewed by researchers

in different perspectives. Furthermore, political awareness as an individual's "learning of social patterns corresponding to his societal positions as mediated through various agencies of society (Jennings & Zillman, 1994).

Political awareness can be defined as "a developmental process by which children and adolescents acquire cognitions, attitudes, and behaviors relating to their political environment". They further explain that Political awareness is a comprehensive process which shapes the outlook of individuals about politics, their patterns of political participation and voting, perceptions about government, democracy and feelings towards particular regimes and administrations. (Walter & Atkin, 1978).

CHAPTER 3

3. RESEARCH METHODOLOGY

This research work employed survey as a methodological approach for the data collection process. In order to discover the level of awareness among young adults in Pakistan in general while in Upper and Lower Dir in particular. Thus, the current study has correlated exposure to social media effects with the users' understanding regarding current affairs of the country. Likewise, in the next step the study work explored an association between using social media with the electoral and non-electoral participation of the users. And in the last step the research study associated exposure to social media effects with the users' awareness on the norms and values of the governance in Pakistan.

A questionnaire has been administered to the carefully selected female and male respondents who are aged between 18 to 45 years in order to ascertain their media use and the level of their political participation. Initial questions have assessed the viewers' use of social media and the following questions explored the effects of the social media on the political awareness process. Each and every question was carefully designed to precisely obtain the desired traits from the target population of this study.

3.1 Population of the Study

Population of a research study can be defined as a totality of supposedly the targeted region in which each and every individual has the same opportunity of being selected for inclusion in the study. It generally contains some homogeneous traits which the researchers try to collect those phenomena from a smaller part of that particular population. The universe for this research work was four universities such as,

University of Buner, University of Malakand, Shringal University and the University of Swat male and female students who have attained the desired age limit which is from 18 to 45 years old have been selected for the current analysis.

KPK is the province where this study is conducted, as generally known that KPK is the province of Pashtun tribe, there is no any other tribe settled in it except for Pashtun most of the population is young, vibrant, vocalized and active people. The population of the province constitutes 14.69% of the total population of the country (Wikipedia. (2017), 2020).

The Lower Dir is one of the 34 districts of KP province in Pakistan. The Timergara is the main city and administration of the Lower Dir, while the 2nd largest city is Chakdara. Its borders with Malakand, Swat Valley and Upper Dir. Dir was a princely state by Nawab Shah Jehan Khan before it was annexed into Pakistan. In 1969, it officially became part of Pakistan. In 1970, it was given the status of district. In 1996, Dir was distributed in two parts (Upper and Lower Dir) for the easily identification. Lower Dir is surrounded by Swat in east, Afghanistan in west, Upper Dir and Chitral in north and northwest, and Malakand and Bajaur in south (District Government of Lower Dir. (n.d.). About District. , 2025)

3.2 Purposive Sampling

In this technique, each and every sample of the study has been targeted. It means only those participants from the selected universe have been picked who were deemed qualified for the study requirements. The whole process of this survey has been done in a single step each and every subject from the said universities has been picked

independently and the desired gap among the subjects has been ensured in order to avoid any kind of imitations. Questionnaires were filled by the students of the said universities by both genders. Equal distribution was ensured and thus the data returned with a remarkable outcome. The survey has been conducted in the KP province. Copies of the questionnaire were distributed in four different universities as mention above. As the study was quantitative in nature following positivism as a research paradigm, purposive sampling technique has used for data collection process.

3.3 Operationalization of Political Awareness

Political awareness, especially for this research study has been seen as a theoretical framework, which involves three different steps such as Cognitive, Affective and Behavioral. Suppose an individual who wants to watch political stuffs on social media he or she will gain knowledge about politics (Cognition), in turn he or she will develop cognitions on the basis of those cognitions then he or she cultivate attitude either negative or positive (Affective), and attitude will govern her or his behavior (Behavioral). Each and every stage is vital in the process of political awareness framework, thus each one of the proceeding steps will decide the future of the succeeding step. It is vital to remember that the process of political awareness theory may end at any point of the awareness process. It depends on the level of the person's awareness.

This research work aimed to investigate the proportion of young male and female universities' students' tendency towards using social media, while in the second step the researcher has determined the association between exposure to social media and its underlying effects on electoral participation in the political awareness process.

And the final stage the researcher explored the exposure of individuals to social media with awareness among consumers about norms and values of the government. This research work aimed to investigate effects of social media on each stage of the awareness. All the three stages of awareness will be seen as: 1. Cognitive stage (Knowledge): awareness about politics and current affairs. 2. Affective stage (Attitude formation): Trust in democracy and political parties, orientation towards electoral and non-electoral participation, believe in political process, having views on political structure of the government of Pakistan 3. Behavioral stage (Action): awareness on current issues, Discussions about politics, campaign activities, and casting vote in previous general election 2018 and awareness on the roles and responsibilities of politically important personalities in Pakistan.

Therefore, the researcher explored the relationship of this principal variable with viewers' awareness which was considered as a dependent variable such as watching social media positively influences consumers' awareness about the current affairs of the state while in the next step the effect of independent variable haven be seen on the electoral and non- electoral participation of the receivers such as exposure to social media was associated with political participation of the viewers. Thus, the political participation of the viewers was considered as dependent variable. Dependent variable: Behavior variables: electoral and none electoral participation such as campaign activities, participations in protests, dinners donating money to a political organization among many other were perceived as the sub themes of dependent variable. However, attitude variables for instance attitude towards political parties:

knowledge about current political issues have been thoroughly investigated in this research work in the sub themes of that particular variable in the study.

Independent variable: In the last step exposure to social media was associated with the awareness factor of the receivers regarding the norms and values of government, in other words, the effect of exposure to social media was different among low and heavy viewers, the lesser they watch social media the lesser they were aware on the portfolios of various types of ministries. Thus, the duration was regarded as a cognitive phenomenon (differential effects on attitudes formation) in this process and the viewers' action such as casting vote in elections was behavioral factor and this was considered as a dependent variable.

3.4 Data Analysis Process

Data has been analyzed using suitable statistical and quantitative data analysis techniques. Computer assisted statistical techniques such as with the help of SPSS all of the complex calculation has become possible.

3.5 Scale Analysis and Interpretation

LIKERT-Scale measures such as Strongly Agree, Agree, Neutral, Somewhat Disagree, and Strongly Disagree were employed to get data from the participants. The demography of the study was 18-45 years' age groups were included in this research work. While in order to ensure an equal representation between both genders the questionnaire was distributed among 300 participants although keeping the authenticity of the results in perspective the researcher chose only 200 of the participants who were deemed worthy for participation in this research work. The questionnaire was

distributed in three sections, the first was concerned with the responders 'awareness on current issues while the second section was related to the electoral and non-electoral participations of the respondents while the last section was about the participants' awareness on norms and values of political system of the state.

3.6 Key Variables

3.6.1 Political Awareness

The political awareness means understanding public political strategies and how the government works, which in a significance part of being empathetic. Different well known scholars believed that political awareness leads to huge participant in politics, which helps in the progress of nation. It also backing public understand the aim and agendas behind political activities. The political awareness benefits policymaker by making them more aware of the public's concerns, which backing in portraying better strategies. Knowing about past event and decisions permit people to take part in creating developed and rules (Opeyemi, 2018).

3.6.2 Political Talk Shows

In a political talk shows, there are basically three persons i.e., host or moderator who organizes and manages the shows sometimes moderator also asks questions while the rest of two persons usually represent two opposing political parties. They are also posing serious questions on each other and most of the time the shows turn into heated discussions. The viewers can form a clear worldview about both of the parties' visions. However, sometime more than just three persons take part in a talk show.

3.6.3 Awareness on Current Affairs

Awareness about current affairs of the state was the dependent variable for this study. Current affairs can be consisted of various infrastructural projects, political issues, foreign policies, newly emerging crisis like COVID 19 in the country were the sub themes for this experimental variable. Could the responding variable could take a different value depends upon the nature of the principal variable such as how the exposure to social media affects viewers' behavior in terms of awareness regarding current affairs of the state.

3.6.4 Electoral and Non-Electoral Participation

Electoral participation can be defined the direct political participation such as voting for a particular political party or casting vote to a favorite political candidate in the elections. However, the non-electoral participation is defined as joining a protest, sharing dinner with a political candidate, donating money to political organization, signing on paper for a political reason,

participation in campaign activities, giving up a consumer product for a political reason and the definition of political terminologies and trust in democracy as regarded the none electoral participation in the country's general elections.

3.6.5 Awareness of the Norms and Values of the Governance

Norms and values of the political system of Pakistan were divided into further more questions and a number of sub themes were created such as about the election of premiership in the country, the power of the prime minister in Pakistan, the power of the president in a parliamentary form of government, the power of president i n a presidential form of government, impressions of the respondents for the term democracy and plurality in politics. These were carefully designed questions to investigate the concept in a systematically and the outcome was proved instrumental for the study.

CHAPTER 4

4. DATA ANALYSIS AND INTERPRETATION

The current study is particularly focused on the role of social media and its subsequent effects on the consumers' behavior, especially users' behaviors in political engagements as well as receivers' awareness regarding current political themes such as the norms and values of various important personalities of politically elected officials in the country. The following Bar charts and tabulations depict influential impacts of social media on the receivers' behaviors on so many different levels.

The results were obtained from almost 300 male/female subjects but 100 of them deemed unfit for the contribution. Although most of the unqualified responses came from the female participants however to ensure equal representation between male/ female cohorts the researcher reduced the number of copies of the questionnaire from male representatives too, therefore only 200 copies of the questionnaire were selected which the researcher carefully analyzed and read for interpretation of data. Besides this, names and nationalities of respondents are not mentioned as all respondents were Pakistani and names are not mentioned keeping their privacy intact. However, the names will be revealed if requested the concerned authority.

4.1 Reliability and Validity

A pilot survey was conducted in order to check the reliability and validity of the questionnaire. The questionnaire was posted on Google to observe any kind of shortcoming and to further refine those formulated questions. However, the piloted

questionnaire came back with an incredible precision and then the researcher started the process of distribution.

4.2 Demography of the population

The survey included participants from both genders such as male and female, people with different education level, people with various age and people from different walks of life. However, those people who were between 18 to 35 years were included as all students were of the mentioned ages. All were required to be enrolled in one those universities such as University of Buner, University of Shrengul, University of Swat and University of Upper and lower Dir. However, taking into account the number of PhDs students, the researcher has extended the required age limit for the survey to almost 45 years on his discretion.

Table-1: Male/ Female participants

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	100	50.0	50.0	50.0
	Female	100	50.0	50.0	100.0
	Total	200	100.0	100.0	

Table No: 1 clearly demonstrates that the same number of respondents such as male female were selected for this research project. All of the participants were precisely chosen for the study to maintain a balanced representation from the selected population of this research study.

Table-2: age of the participants

Respondents' Ages	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18 -24	62	31.0	31.0	31.0
25-30	66	33.0	33.0	64.0
31-36	44	22.0	22.0	86.0
Above than 36	28	14.0	14.0	100.0
Total	200	100.0	100.0	

Table No: 2 highlights that the number of participants was highly different demographically when it comes to their age. The research scholar was particularly keen to ensure equal participation among different age groups, but unfortunately the 25–30 age group participated in comparatively higher numbers, accounting for almost 33% of the total population, and the 18–24 age group had the second highest number, amounting to almost 31% of the total population. The remaining three groups were relatively fewer in number, but again, they were more than enough to meet the demands of this research project.

Table-3: level of education of the responders

Level of Qualifications	Frequency	Percent	Valid Percent	Cumulative Percent
Valid BS 1 st – 2 nd	13	6.5	6.5	6.5
BS 3 rd – 4 th	17	8.5	8.5	15.0
BS 5 th – 6 th	25	12.5	12.5	27.5
BS 7 th – Final	31	15.5	15.5	43.0
M. Phil 1 st – 2 nd	35	17.5	17.5	60.5
M. Phil 3 rd – Final	16	8.0	8.0	68.5
Ph. D 1 st – 2 nd	20	10.0	10.0	78.5
Ph.D. 3 rd – 4 th	12	6.0	6.0	84.5
Ph. D 5 th – 6 th	18	9.0	9.0	93.5
Ph. D 7 th – Final	13	6.5	6.5	100.0
Total	200	100.0	100.0	

Table no: 3 shows that 17 % of the respondents were from MPhil first year scholars and this is comparatively greater in the whole population of the study. Consequently, the findings report the second largest number of participants from BS final year, and they make up 15% of the total population. However, the rest of the students from different majors and programs can be calculated for almost 70% of the entire population.

RQ1. How do social media platforms influence awareness among young adults about the current issues in the country?

The ideas came up to this research question, were whether watching social media has any substantial impact on the viewer's awareness regarding current political issues as well as to investigate whether consumers have any differential information about the current affairs of the state.

Table-4: Number of hours exposure to political talk shows					
Hours spent, watching talk shows during a typical week		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than an hour	6	3.0	3.0	3.0
	2 - 4 hours	18	9.0	9.0	12.0
	5-6 hours	53	26.5	26.5	38.5
	7-10 hours	88	44.0	44.0	82.5
	More than 10 hours a week	35	17.5	17.5	100.0
	Total	200	100.0	100.0	

Table No: 4 clearly demonstrates the growing trend of watching talk shows among Pakistani young adults. The data presented in the table No 4 above indicated that almost 100% of our young adults watch talk shows on social media sets across the country. Almost 44% of the young adults consume 7 to 10 hours on watching social

media in a typical week while there is another greatest number of viewers between 5 to 6 hours' usage who are contributed for 26% of the total consumption of time among young adults. It means most of our young adults will be much more susceptible in a number of different ways such as their awareness about current issues and their non-electoral and electoral participation will be proportionally greater than those who do not watch political talk shows.

The following tables and bar charts will be particularly consisted of a number of multi choice questions for the interpretation of various sub questions regarding awareness of the participants about current affairs, political participation as well as awareness of the responders about the roles and responsibilities of the government officials who hold important positions in public offices.



Figure 0-1 Participants' views about PPP criticism in Karachi.

Bar chart No: 1 indicates that the poor sanitation was the most likely cause of criticism in Karachi against the PPP government. Karachi was recently hard hit by heavy rain, therefore, most of social media were focused on that issue. Poor sanitation

accounts for almost 50% of total responses. Although there is another rising trend of criticism reported in the above bar chart No 1 against the PPP which is bad governance so this is close to almost 30% of total population. However, the other three choices were not that much noticeable in the data and they contribute for 20% of responses in this research study.

Table-5: Who did attract the attention of world leaders to the issue of Indian occupied Kashmir during the last summit of UN General Assembly session 2019?

Names of the leaders		Frequency	Percent	Valid Percent	Cumulative Percent
Valid Shah Mahmood Qureshi		33	16.5	16.5	16.5
Sheikh Rasheed Ahmad		6	3.0	3.0	19.5
Imran Khan		146	73.0	73.0	92.5
Bilawal Battu		3	1.5	1.5	94.0
Maulana Fazal-ur-Rahman		12	6.0	6.0	100.0
Total		200	100.0	100.0	

Table No: 5 shows that the number of responses for Prime Minister is 146 while it becomes 73% of the total population of this research work, although the table also shows another great figure for Shah Mahmood, over 16.5% of responders believe that Shah Mahmood was the leader who attracted world's attention to the issue of Indian occupied Kashmir during the last summit of UN general Assembly 2019. However, the rest of three choices were not significantly chosen in this survey.

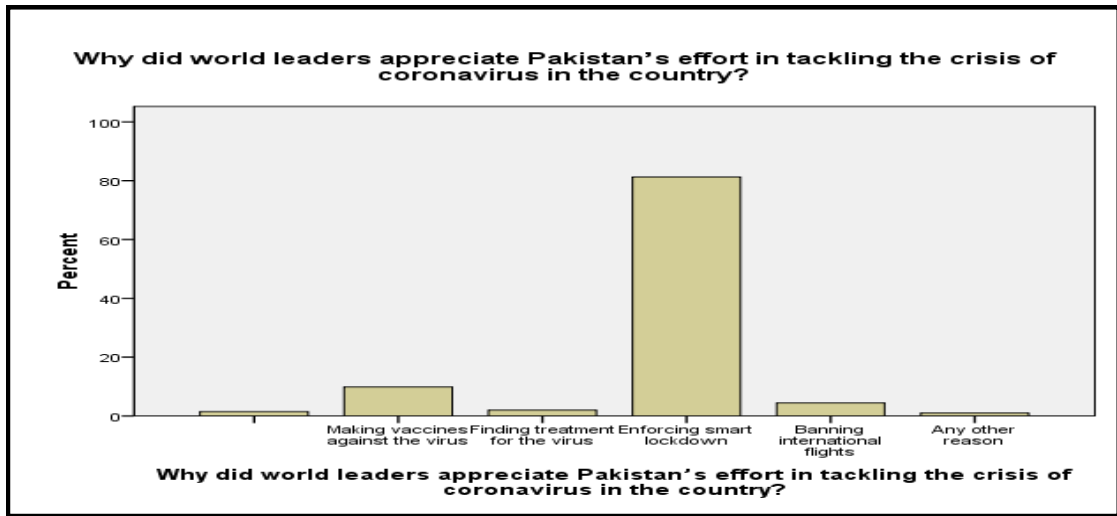


Figure 0-2 Responders' views about Pakistan's effort against the pandemic.

Bar chart No: 2 illustrates in percentage how much of the respondents know about Pakistan's effort in containing the coronavirus 2019. Over 80% of the responses came up for the correct choice because most of the participants believe how much of the world leaders appreciate Pakistan's effort in tackling the crisis during that critical situation. While the rest of choices were almost totally ignored however their collective contribution accounts for 19% in the total population of this study. However, the bar chart shows a remarkable percentage for the correct choice in this survey.

Table-6: Which one is the most Corona affected province of Pakistan in terms of infection till this day?

Provinces' Names	Frequency	Percent	Valid Percent	Cumulative Percent
Valid KPK	7	3.5	3.5	3.5
Sindh	168	84.0	84.0	87.5
Baluchistan	2	1.0	1.0	88.5
Punjab	20	10.0	10.0	98.5
Gilgit Baltistan	3	1.5	1.5	100.0
Total	200	100.0	100.0	

Table No: 6 demonstrates how many of the respondents know about the spread of coronavirus in the country. The number of responders ticked the correct choice 2. Sindh was the province which hard hit by COVID 19 so far. While it shows over 82% of the total population of this survey. Although a small number of participants went for other four choices as well which is calculated for almost 18% of the total population.

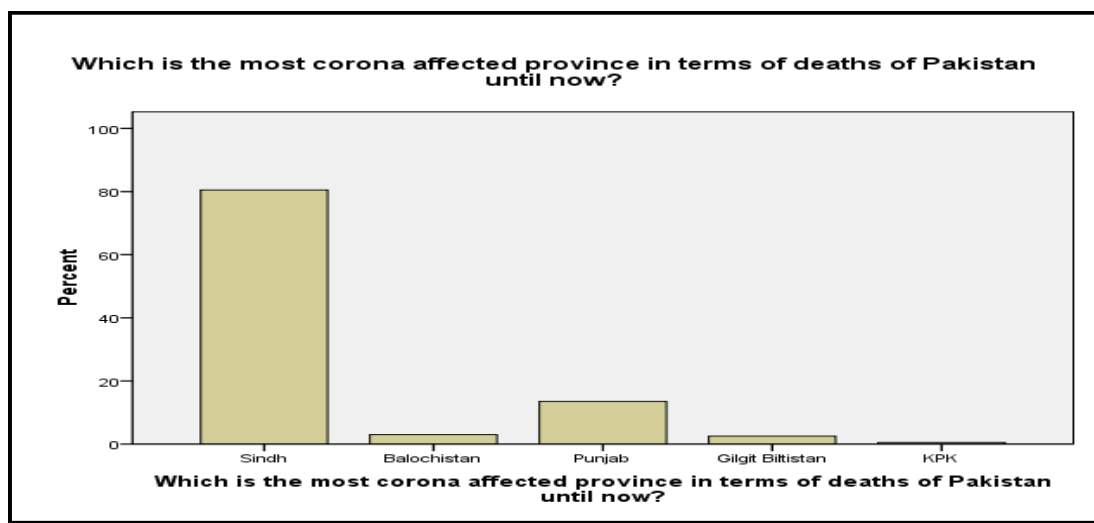


Figure 0-3 Participants awareness about the warmest provinces of the country in terms of death so far

Bar chart No: 3 demonstrates how much of the participants know about the death rate of COVID 19 in all provinces of the country. The data show 80% of the responders believe that again Sindh is the most affected province in the country in terms of death and infection so far.

However, the rest of the provinces were accounted for almost 20% of the total responses. The above data show that Sindh is remain dominant in both conditions such as in terms of death and infection ratio, thus it is clear that Sindh is the leading province in both conditions in the country till this day.

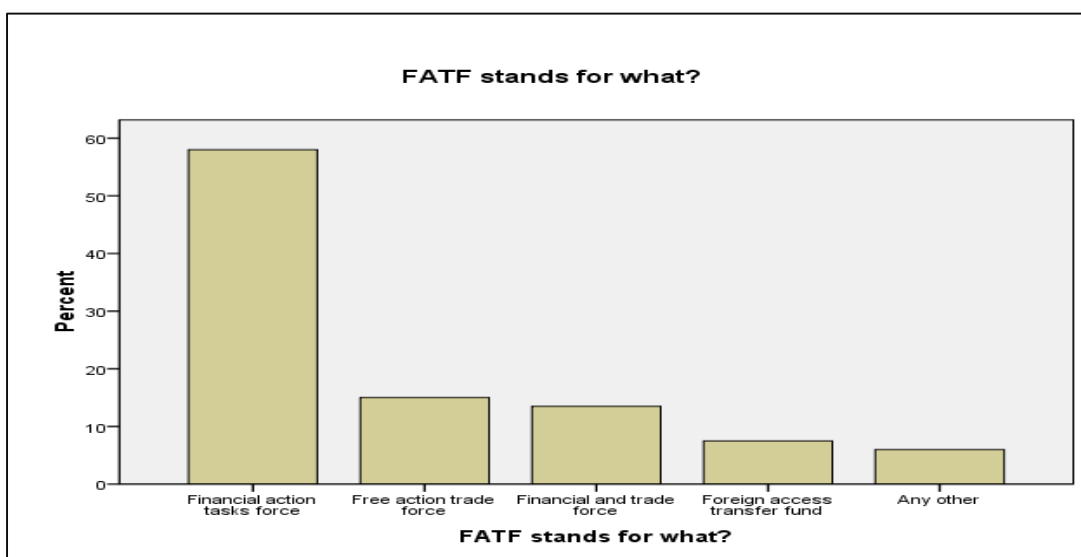


Figure 0-4 the number of responders knows FATF stands for what.

Bar chart No: 4 illustrates in percentage over 58% of the selected demography believes that FATF stands for Financial Action Task Force. The data show the number of respondents chose other choices as well which almost accounted for 42% of the total population of this survey. However, the correct choice is stood at far greater number than the rest of four other choices

Table-7: What does FATF demand from Pakistan?

	FATF demands	Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	To ensure transparency and to stop money laundering	112	56.0	56.0	56.0
	To enhance country's health system	36	18.0	18.0	74.0
	To promote gender equality	36	18.0	18.0	92.0
	To bring about changes in political system	10	5.0	5.0	97.0
	Any other	6	3.0	3.0	100.0
	Total	200	100.0	100.0	

Table No: 7 indicates that 61% of the selected demography know about the demands of FATF from Pakistan. Although most of the participants went for the correct choice while the rest of 39% picked wrong choices. However, the largest number of participants know that Pakistan must keep a tight control over money laundering and ensure transparency and these were the demands of FATF from Pakistan, so far that could be the only possible correct option to be selected.

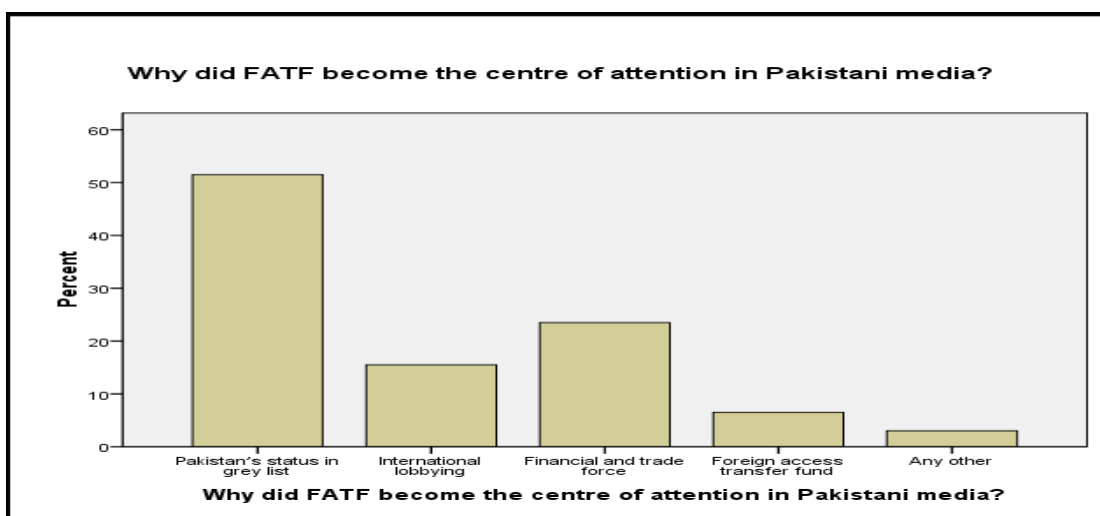


Figure 0-5 Demonstrates in percentage how much of the respondents know about the reason of FATF popularity in Pakistan.

The Bar chart No: 5 shows that how much of the respondents know about the reason of FATF popularity in Pakistan. The data shows 50.5% of the participants know why FATF became the focal point of discussion in Pakistan's media platforms. While almost 30% of the participants believe that financial and trade force has dragged media's attention to the issue in Pakistan. However, the majority of demography claims that Pakistan's status in grey list was the only plausible reason why the issue became so popular in all media outlets in Pakistan.

In conclusion, this study was particularly based on the role of viewers' exposure to social media and its underlying effects on viewers' behaviors in three different ways such as whether watching political shows can be influential on receivers' awareness regarding current affairs of the country, political participations of the viewers as well as on the norms and values of the politically elected officials who hold important positions in the government.

The above 13 questions were specifically designed to investigate the exposure to social media effects on consumers' awareness about current affairs of the country. The above data indicate incredible results. There were significant effects on viewers' awareness regarding current affairs of the country. Thus, it showed in the above data such as the question chart No-1. Likewise, a number of questions were asked in the questionnaire to investigate the impact of exposure to talk shows on consumers' behaviors. It has been found that almost each and every question was answered with correct choice by over 50% of participants of the study. This means the respondents who have used social media over 7-10 hours a week have showed a greater accuracy in the questionnaire's data, thus most of responders knew correct choices in the above questions.

Table-8: Did you vote in the last general elections held on 25th July 2018?					
Political Participation		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	135	67.5	67.5	67.5
	No	65	32.5	32.5	100.0
	Total	200	100.0	100.0	

Table No: 8 shows that 67.5 % of the responders say that they have cast vote in previous general elections while the rest of 32.5% say they did not participate in 2018 general elections of the country. As expected more than half of the participants have directly participated in the last general elections of the country.

RQ2. What is the relationship between social media usage and political awareness among young users?

The ideas arose to this research question were whether watching social media has any influential impact on electoral and non-electoral participation of the viewers. This question has been investigated in the following research data.

Table-9: How much interest do you take in politics? Are you...

Categories	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very interested	91	45.5	45.5	45.5
Quite interested	88	44.0	44.0	89.5
Hardly interested	7	3.5	3.5	93.0
Not all interested	9	4.5	4.5	97.5
Don't know	5	2.5	2.5	100.0
Total	200	100.0	100.0	

Table No: 9 reports that 45.5 of the participants believe they are very interested in political affairs and that the greatest number in the table above while the next biggest number of respondents think they are quite interested in politics who are accounted for 44% of the total population of this research work. While the rest of options were negligible.

Table-10: Which political party did you vote for in the last general elections held on Wednesday 25 July 2018?

Political Parties		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PTI	44	22.0	22.0	22.0
	JUI	33	16.5	16.5	38.5
	PPP	14	7.0	7.0	45.5
	ANP	23	11.5	11.5	57.0
	PMLN	16	8.0	8.0	65.0
	Any other	5	2.5	2.5	67.5
	Did not vote	65	32.5	32.5	100.0
	Total	200	100.0	100.0	

Data in the above table No: 10 illustrates that 22% of the respondents say they have voted for PTI and this is the single largest number of participants who have directly participated in previous general elections in the above data while the second greatest figure is stood at 16.5% of the participants especially those participants who have directly participated in the last general elections of the country they say they have directly supported JUI, thus the data table shows that 11% of votes of this study's respondents went for ANP in the last general elections of the country which held in 2018. However, PMLN, PPP and any other choices are collectively contributed for 17.5% of the total population of this research work. Although, the largest number of participants who calculate for 32.5 claimed that they did not directly participate in the last general elections of the country.

Table-11: Why did you vote for that particular party?					
	Categories	Frequency Percent		Valid	Cumulative Percent
				Percent	
Valid	Party manifesto	47	23.5	23.5	23.5
	Better future	54	27.0	27.0	50.5
	Longstanding affiliation	34	17.0	17.0	67.5
	Did note vote	32	16.0	16.0	83.5
	Unregistered	33	16.5	16.5	100.0
	Total	200	100.0	100.0	

Table No: 11 illustrates that 27% of the responders say they have voted for their respective party because they would expect better future from that particularly party which is the greatest figure in the above table while 23.5% of the participants claim that they voted for their respective because they were impressed by their party manifesto. Although 16% of the respondents say they did not vote in the last general elections of the country which were held in 2018. However, 17% of the responders claim they have longstanding affiliation with their party that is why they have voted for that political party. In the last option 16.5 % of the responders say they were not registered that was why they did not directly participate in the last general elections of the country.

Table-12: I feel myself to be well qualified to take part in political activities in the country.

Categories		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	58	29.0	29.0	29.0
	Somewhat agree	125	62.5	62.5	91.5
	Neither agree nor disagree	7	3.5	3.5	95.0
	Somewhat disagree	6	3.0	3.0	98.0
	Strongly disagree	4	2.0	2.0	100.0
	Total	200	100.0	100.0	

Table No: 12 indicates that 62.5% of the responders say they are somewhat in agreement with the above statement. According to their claims, to some extent, they feel themselves well qualified to be participated in the political activities of the country and that is the single greatest figure in the above data while there is another great figure in the data which shows that 29% of the participants say they are strongly in agreement with the statement. They believe they are well qualified to take part in political activities in the country. Although the rest of three choices such as neither agree nor disagree, somewhat disagree and strongly disagree are collectively calculated for 8.55 of the total population of this research study.

Table-13: I reckon that I am better up-to-date with the government and political affairs than most people do.

Categories	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	108	54.0	54.0	54.0
Somewhat agree	63	31.5	31.5	85.5
Neither agree nor disagree	21	10.5	10.5	96.0
Somewhat disagree	6	3.0	3.0	99.0
Strongly disagree	2	1.0	1.0	100.0
Total	200	100.0	100.0	

Table No: 13 shows that 54% of the participants say they are better up-to-date with the political and government affairs of the country than most people do. Although 31.5% of the participants believe they are somewhat in agreement with the above statement while the rest of the participants such as neither agree nor disagree, somewhat disagree and strongly disagree contribute for 14.5% of the total population of this study. However, the largest number of the responders believes they know better than most people do.

Table-14: How often would you say you take part in political campaigns?

Categories	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Most of the time	63	31.5	31.5	31.5
Some of the time	87	43.5	43.5	75.0
Only now and then	24	12.0	12.0	87.0
Hardly at all	21	10.5	10.5	97.5
Never	5	2.5	2.5	100.0
Total	200	100.0	100.0	

Table No: 14 highlights that 43.5% of the participants went for some of the time choice. It implies most of them usually participate in election campaigns and this is the single biggest number in the entire table findings. While the second biggest figure of the participants who are accounted for 31.5% of the total population understand most of the time, they participate in political campaigns. Although the remaining three choices are contributed for 25% of the whole population.

Table-15: Do you usually discuss political issues with your friends?

Categories	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	1.5	1.5	1.5
Most of the time	70	34.5	34.5	36.0
Some of the time	75	36.9	36.9	72.9
Only now and then	32	15.8	15.8	88.7
Hardly at all	16	7.9	7.9	96.6
Never	7	3.4	3.4	100.0
Total	203	100.0	100.0	

Table No: 15 shows in percentage that 37.5% of the respondents went for some of the time choice which is the biggest figure in the above table No: 15. While the data show in table, 35% of the participants picked most of the time choice. However, the rest of choices such as only now and then, hardly at all and never are collectively contributed for the 27.5% of the total population of this study.

Table-16: How often would you say you have contacted a politician or government officials either in writing or in person, through email, social media such as WhatsApp or through any other means to direct him/her regarding a political issue?

	Categories	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most of the time	56	28.0	28.0	28.0
	Some of the time	75	37.5	37.5	65.5
	Only now and then	29	14.5	14.5	80.0
	Hardly at all	24	12.0	12.0	92.0
	Never	16	8.0	8.0	100.0
	Total	200	100.0	100.0	

Table No: 16 illustrates that 37.5% of the responders say they would choose some of the time choice which is the single greatest number in this table No: 16. While the table indicates the second largest numbers of participants who account for 28% of the total population of this study believe that they agreed with the most of the time choice. However, the rest of three choices are collectively accounted for 34.5% of the total population.

Table-17: How often would you say, you have taken part in protests?

	Categories	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most of the time	58	29.0	29.0	29.0
	Some of the time	79	39.5	39.5	68.5
	Only now and then	25	12.5	12.5	81.0
	Hardly at all	22	11.0	11.0	92.0
	Never	16	8.0	8.0	100.0
	Total	200	100.0	100.0	

Table No: 17 indicates that 39.5% of the responders say they would pick some of the time choice and thus this is the only single largest number of participants who went for some of the time option while the data also show another greatest figure for the participants who have picked most of the time choice and these two are the largest number of participants who claim they have taken participation in protests. However, the other three options such as only now and then, hardly at all and never are collectively accounted for 63% of the total population of this study.

Table-18: How often would you say, you have signed petitions on papers about social issues?

Categories		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most of the time	42	21.0	21.0	21.0
	Some of the time	81	40.5	40.5	61.5
	Only now and then	42	21.0	21.0	82.5
	Hardly at all	23	11.5	11.5	94.0
	Never	12	6.0	6.0	100.0
	Total	200	100.0	100.0	

Table No: 18 shows in percentage that 40.5% of the participants ticked most of the time choice they believe they have signed a petition on paper about a social issue. While 21% of the respondents claim they are in agreement with most of the time choice. However, 38.5 % of the participants went for other three choices such as only now and then, hardly at all and never were collectively the largest number of participants while some of the time was the single largest individual group of responders in the whole data.

Table-19: How often would you say you have donated money to a political organization?

Categories		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most of the time	45	22.5	22.5	22.5
	Some of the time	80	40.0	40.0	62.5
	Only now and then	34	17.0	17.0	79.5
	Hardly at all	29	14.5	14.5	94.0
	Never	12	6.0	6.0	100.0
	Total	200	100.0	100.0	

Table No: 19 shows that 40% of responders claim they are in agreement with some of the time choice they say they have donated money to a political organization some of the time while the data indicates that 22.5% of the participants believe they have donated money to a political organization most of the time, thus 17% of the respondents say they have donated money to a political organization only now and then while the rest of two choices such as hardly at all and never contribute for 20.5% of the total population of this study.

Table-20: How often would you say, you have boycotted a product for a political reason?

Categories		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most of the time	44	22.0	22.0	22.0
	Some of the time	104	52.0	52.0	74.0
	Only now and then	17	8.5	8.5	82.5
	Hardly at all	20	10.0	10.0	92.5
	Never	15	7.5	7.5	100.0
	Total	200	100.0	100.0	

Table No: 20 demonstrates that 52% of the responders claim that they have boycotted a product for a political reason some of the time while 22% of the respondents

say they have boycotted a product for a political reason most of the time. However only now and then, hardly at all and never are collectively contributed for 26% of the total population of this research work.

Table-21: How often would you say, you have ever sent a letter to a newspaper about a political issue?

Categories	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Most of the time	33	16.5	16.5	16.5
Some of the time	61	30.5	30.5	47.0
Only now and then	41	20.5	20.5	67.5
Hardly at all	39	19.5	19.5	87.0
Never	26	13.0	13.0	100.0
Total	200	100.0	100.0	

Table No: 21 indicates that 30.5% of the responders say they are in agreement with some of the time choice while 16.5% of the participants say they do agree with most of the time choice while 20.5% of the participants say they are in agreement with only now and then option. However, hardly at all and never both contribute for 32.5 of the total population of this research study.

Table-22: How often would you say you have ever attended a political rally, dinner, meeting, speech or things like that?

Categories		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most of the time	59	29.5	29.5	29.5
	Some of the time	73	36.5	36.5	66.0
	Only now and then	23	11.5	11.5	77.5
	Hardly at all	27	13.5	13.5	91.0
	Never	18	9.0	9.0	100.0
	Total	200	100.0	100.0	

Table No: 22 illustrates that 36.5% of the participants claim they are in agreement with some of the time choice which is the single largest number in the above table No: 17 while 29.5% of the responders say they do agree with most of the time choice. However, 34% of the respondents went for other options such as only now and then, hardly at all and never.

To sum it up, the above 14 questions were formulated to determine the relationship between exposures to social media and its subsequent impacts on viewers' political participations such as electoral and non-electoral participations of the consumers.

It has been observed in the above data that the people who usually watched talk shows have participated in the electoral and non-electoral process of the country such as table No- 8 shows that 54.5% of the respondents say they have cast vote in the last general elections of the country which was held in 2018, while the rest of 45.5% say they did not vote in that elections although a large number of participants have directly and indirectly participated in the electoral process of the state. LIKERT-Scale was used

in these questions to investigate the level of participation in a number of different ways. Table No: 9 elaborates that 45.5% of the respondents say they are very interested in politics; thus, it is clear that most of the participants who watch talk shows on regular bases are very much interactive in political activities of the country. This section was specifically prepared to explore how much of the respondents in agreement with the directly electoral participation and indirectly with campaign activities such as political discussions among viewers, taking participations in protests, signing petitions against government officials, furthermore, sending a letter to newspaper about a political issue, donation of money to a political organization, joining a dinner with politicians, staging protest, giving up a product for a political reason and political affiliation with a specific political party were the themes of this section in order to find out what role do media exposure play in the political structure of a state. However, all of these questions came up with a remarkable outcome as the researcher expected in the proposal. There was significant rate of precision in responses in all those questions. The data recorded an influential impact of watching social media on the consumers' behaviors.

RQ3. What is the relationship between exposure to social media and awareness among viewers on norms and values of the government?

The main idea about this research question was to investigate whether watching social media has any differential effect on receivers' awareness regarding norms and values of the government.



Figure 0-6 Demonstrates in percentage how much of the responders know the correct choice.

Bar chart No: 6 shows in percentage over 70% of the responders know who elect Prime minister of the country and this is the single largest number of participants in the bar chart no: 6 they say Prime Minister should be elected by the members of the national assembly of the country. While the rest of 30% believe prime Minister should be elected by senate, direct vote by citizens and members of provincial assembly. However, these were not that much noticeable figure in the above bar chart.

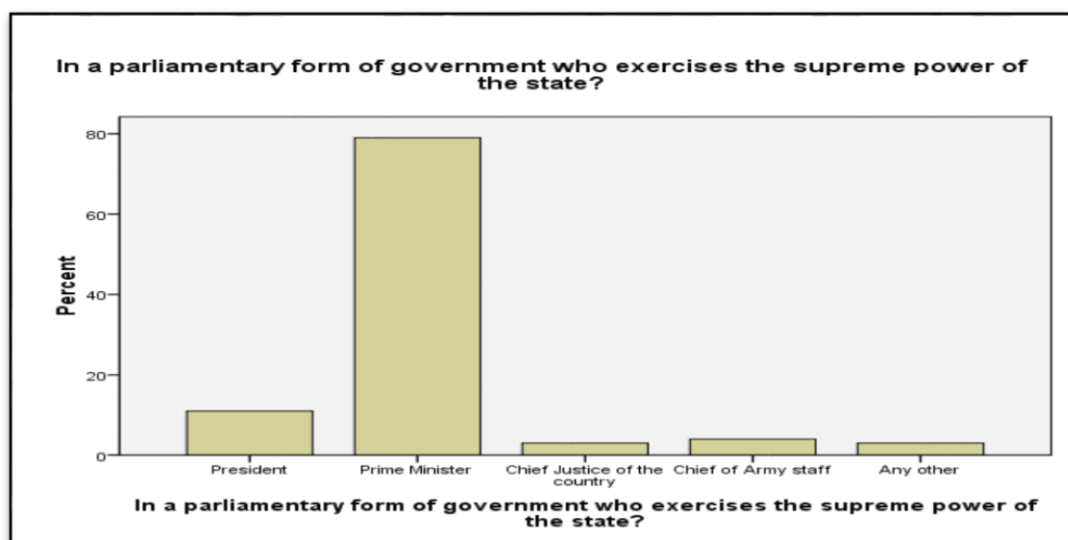


Figure 0-7 Shows in percentage how much of the participant picked the right choice.

Bar chart No: 7 indicates 79% of the respondents know that in a parliamentary form of government, prime minister is the person who exercises the supreme power of the state. While the remaining 21% of the total population has went for other choices. However, the greatest number of respondents picked the right choice.

Table-23: In a presidential form of government who exercises the supreme power of the state?

Options	Frequency	Percent	Valid Percent	Cumulative Percent
Valid President	160	80.0	80.0	80.0
Prime Minister	22	11.0	11.0	91.0
Chief Justice of the country	8	4.0	4.0	95.0
Chief of Army staff	9	4.5	4.5	99.5
Any other	1	.5	.5	100.0
Total	200	100.0	100.0	

Table No: 23 demonstrates that 80% of the respondents say president of the country is the only person who exercises the supreme power of the state in a presidential form of government. While 11% of the respondents say the supreme power of the state is held by prime minister of the country. However, the rest of three choices were not that much noticeable in the table but they are collectively contributed for 13.5% of the total population of this study.

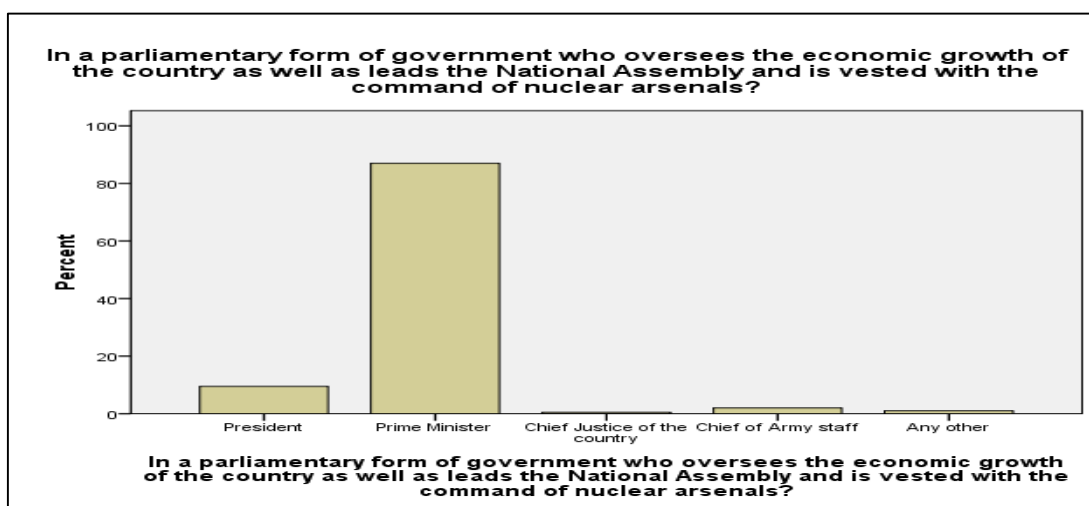


Figure 0-8 shows in percentage the selection of different choices.

Bar chart No: 8 shows 87% of the responders say prime minister is the person who oversees the economic growth of the country as well as leads the national assembly and is vested with the command of nuclear arsenals. While the rest of demography choose other choices that has collectively contributed for 13% of the total population of this study. However, the largest number of demography picked the right choice in the above bar chart.

Table-24: In a parliamentary form of government who appoints the Chief Justice of Pakistan?

Options		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	President	88	44.0	44.0	44.0
	Prime Minister	72	36.0	36.0	80.0
	Senate	1	.5	.5	80.5
	Chief of army staff	35	17.5	17.5	98.0
	Any other	4	2.0	2.0	100.0
Total		200	100.0	100.0	

Table No: 24 indicates that 44% of the respondents say in a parliamentary form of government, president of the country is responsible for the appointment of the chief justice of the country. While 36% of the respondents claimed that prime minister is the person who holds the power of the appointment of the chief justice of the country. However, a small number of participants believe neither the president nor the prime minister holds the power of the appointment of the chief justice of the country. They went for other choices such as Senate, chief of army staff and any other choices.

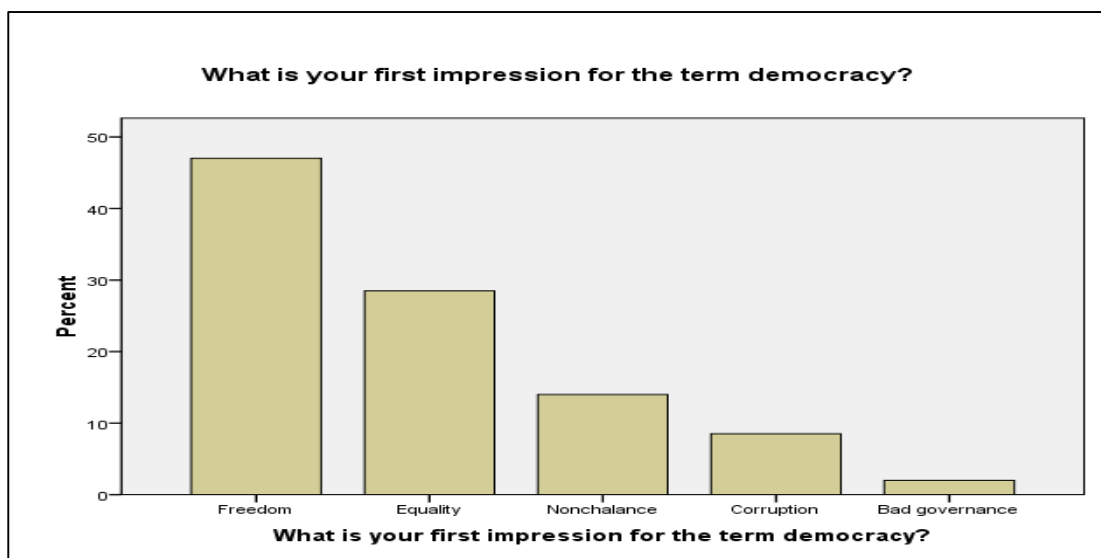


Figure 0-9 shows in percentage what the respondents feel about the term democracy

Bar chart No: 9 illustrates that 47% of the participants say that their first impression for the term democracy is freedom while 28.5% of the responders claim their first impression for term democracy is plurality, furthermore, the data show that 14% of the participants feel neutral about the term democracy. However, the rest of 10.5% of the participants claim their first impressions for democracy are corruption and bad governance.

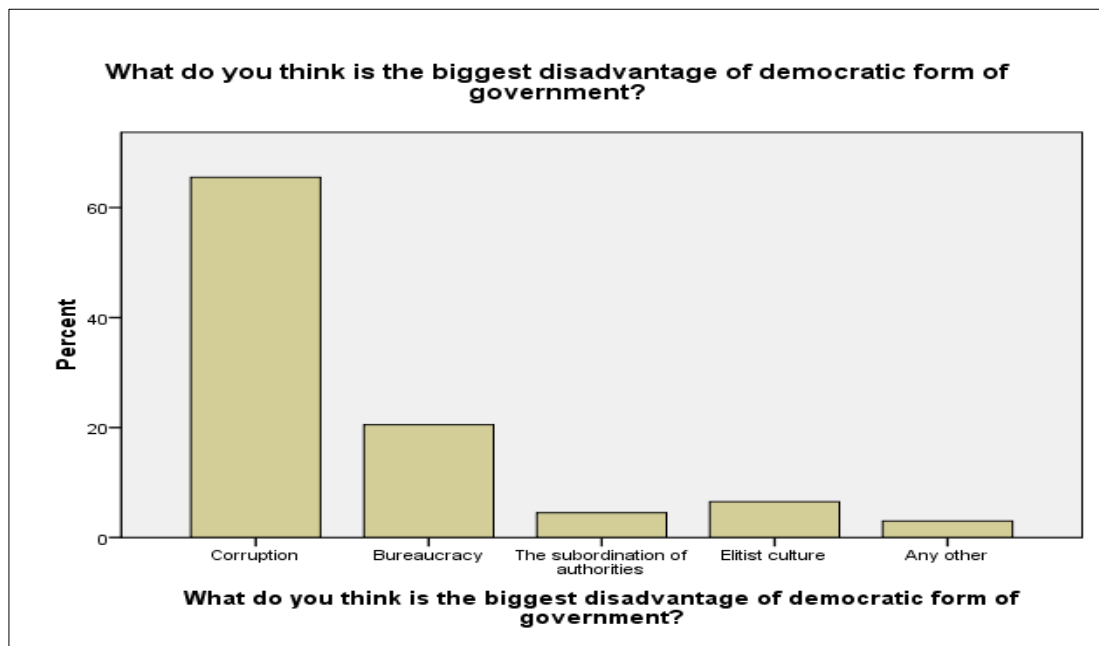


Figure 0-10 shows in percentage what the viewer's think are the biggest drawback of democracy

Bar chart No: 10 shows in percentage that 65.5% of the participants believe the biggest drawback of democracy is corruption. The figure for the choice corruption is the greatest among the rest of all choices. While the second largest number stands at 20.5% of the total population of this study, they say that bureaucracy is the biggest disadvantage of democracy, however the rest of three groups went for other options such as the subordination of authorities, elitist culture and any other thus they are contributed for 14% of the total population of this research work.

Table-25: What is the greatest benefit of democratic form of government?

	Number of choices	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Equality among all races	86	43.0	43.0	43.0
	Justice	15	7.5	7.5	50.5
	Transparency	14	7.0	7.0	57.5
	Equal opportunities for all	18	9.0	9.0	66.5
	Freedom of expressions	67	33.5	33.5	100.0
	Total	200	100.0	100.0	

Table No: 25 indicates that 43% of the responders claim that equality among all races is the biggest advantage of democracy while the second largest number of participants who account for 33.5% of the total population say that freedom of expressions is the greatest advantage of democracy however justice, transparency and equal opportunities for all were not that much noticeable in the data and they are collectively calculated for 23.5% of the total population of this study.

Table-26: Do you know what does plurality mean in democracy?

	Number of choices	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Acceptance diversity	of 132	66.0	66.0	66.0
	Equality	21	10.5	10.5	76.5
	Freedom of expressions	of 17	8.5	8.5	85.0
	Social peace	20	10.0	10.0	95.0
	Any other	10	5.0	5.0	100.0
	Total	200	100.0	100.0	

Table No: 26 shows that the largest number of participants say the term plurality means in democracy is acceptance of diversity who are accounted for 66% of the total

population of this study while 10.5% of the responders believe the term plurality means in democracy is equality however, the rest of three other choices account for 23.5% of the total population of this study.

To sum up, there were only nine questions in the last part of this chapter. All of these questions were systematically formulated to explore a relationship between exposures to social media with the consumers' awareness on the roles and responsibilities of politically elected officials who hold important positions in the government. The data indicate in bar chart No 8 about the election of prime minister of the country, thus it has seen in the bar chart that over 70% of the participants knew the correct choice therefore the confidence level of the above questions is remained high. Thus, in the following questions such as the appointment of chief justice, the first expression for the term democracy, plurality means in democracy, the power of the president in a presidential form of government were found to be one of the best scales to measure media impact on viewers' behaviors. Over 65% of the participants ticked the correct choices in this part of the questionnaire.

The impacts of media contents especially social media are there on the receivers' understanding about politically elected officials in the state. Similarly, the following questions also reflect that 79% of the responders believe in a parliamentary form of government the prime minister of the country is the person who exercises the supreme power of the state. Over all, the concept of norms and values was broken down into sub questions in order to investigate the effects of exposure to social media on consumers' awareness on norms and values of the government. This part particularly came up with a tremendous result; over 65% of the responses came back as these were

predicted. Most of the participants clicked on the right choices in that part of the questionnaire.

However, the researcher can confidently claim that social media play a vital role in our daily lives especially when it comes to politics. It has been recorded that people who have watched social media in their daily lives have come up with substantial positive changes in their behaviors in later parts of their lives in particular.

CHAPTER 5

5. DISCUSSION AND CONCLUSION

5.1 Discussion

The findings collected from students studying in four different universities indicate that social media has a great influence on their political perceptions and attitudes, highlighting the huge effect of social media sites in younger people. The indicators were meticulously formulated to investigate even the imperceptible insights of the target population. To achieve the fullest range of validity and reliability. A pilot survey was conducted on Google; thus, copies of the questionnaire was distributed among the university's students in the country.

The reliable and valid questionnaire helped achieved valid results with remarkable precisions. The participants were selected on the basis of their ages as people below 18 are usually unexpected to take their decisions by their therefore participants were selected on the basis that they take their decisions by their own. The first research question asked how exposure to social media can create changes in users' awareness regarding current affairs and situation in the country.

Therefore, the first indicator was broken into the survey questions in other words the concept for that variable was broken down into small questions such as questions about the issues of occupied Kashmir, criticism against PPP, COVID 19 and FATF were the themes of those questions. The data above for the research question no 1 show a convincing result that the more one uses the social media the better one grow

in awareness about the current affairs and the most pressing of the state in which he lives as well as about the whole world.

Almost most of the questions precisely designed to report the correlation between social media usage and the users' level of awareness have been proved substantially influential because the results show that each and every question has returned with the expected outcome.

The second research question was about the electoral and non-electoral of the viewers. It has been observed that political participation of the responders was considerably huge. The greatest ever turnout in the country's political history recorded in general while in the questionnaire specific because the largest number of participants they have directly participated i.e., they went to polling station to cast their valuable vote while indirectly they have participated in political discussion with their colleagues, their coworkers, family members, friends, peer groups.

None electoral participation was considerably massive as compared to the direct participation, such as attending dinner with a politician, giving up a product for a political reason, signing a petition about a social issue, donating money to a political organization, staging a protest, writing a letter to a newspaper complaining an issue and joining electoral campaigning. The indirect participations were proven instrumental and the observed outcome was huge than direct participation and thus, the confidence level of the reported positive impact on the consumers' political understanding was also enormous. Therefore, it is concluded that exposure to social media has direct impact on consumers' attitude, behaviors, perceptions as well as 'on various aspects of their lives.

The last question of the study was concerned about whether exposure to political shows can be influential on viewers' awareness about norms and values of government. The conception was further itemized into small themes such as about the election's process moreover, who elect Prime minister of the country, who exercises what powers in presidential and parliamentary forms of government. Furthermore, what democracy means to you and what does plurality mean in democracy.

Heyam (1959) founded the theory of Political awareness. The core concept of this theory can be defined as political awareness is a phenomenon by which people acquire new traits and repeatedly internalize a politically modified lens which shapes their understanding that how powers are organized and arranged and how the system around them should be arranged and executed, which in turn defines who they are and what they will be in the future.

Political awareness process takes place in various circumstances, this process starts from cradle and ends in grave. The first agent political awareness agent is family from the lap of a mother a child starts to frequently internalize things while with the passage of time those learnt things will become the individual definition of that particular child, although there are so many other agents of political awareness, such as peer groups, school church mosque, education but the important one is media. Thus, all those agents are collectively framing the perception of an individual in his or her entire lifespan.

However, this study is very much limited in its scope when it comes to the influential impacts of other agents so this cannot be absolute in generalization across the board. However, the impact of media is still there and it has been investigated

specifically in Upper and lower Dir, and the samples were collected from Pashtun ethnicity only. The outcome was just explicative in so many dimensions. The time which spent on using social media was comparatively greater than as it was expected. The possible reason can be the spread of virus and its lockdown because people were restricted to their homes and thus, they wouldn't have that much alternate opportunities to spend their time therefore the data shows the times of consumption is greater than it is normally expected period, as it is given above that most of the viewers ticked the choices of more time consumption such as 7 to 10 hours or above in a typical week.

The framework of political awareness has been there for almost seven decades and the researchers around the world constantly working on this concept using different communities to see whether the theory is generalizable and valid in a new population. However, the results are consistent no exception has been found anywhere in the world. Media play a vital role in creating awareness among viewers of diverse nature across the globe.

As expected, the current study showed incredible consistency for the same framework but one thing can be taken anomaly such as the number of hours spent during a typical was greater than the previous literature shows, the researcher believed it could be because of the COVID 19 smart lockdown. People were restricted to their homes and thus exposure to talk shows increased drastically than it was expected early.

As previously argued that the media has an influential role in a democracy as the media functions as a source of communication between people and the government while holding the government accountable to people. In the current era, media's role has increased with increase in media organizations, diverse audience and 24/7 news

analysis. As a result, the media has emerged as a power with its increased role in shaping people's political opinion and attitudes. Based on media's analysis, people are highly influenced who they vote for and who they don't. being available 24/7 and with high technological and easy access, people are easily exposed to media content on daily basis keeping them informed as well as shaping their opinions. With the given role of media, research on media and its effects has increased keeping wide areas open for further comprehensive and critical research.

This research work identified and established the range and extent of role of exposure to social media in political awareness, particularly, in the context of electoral and none electoral participation in Pakistan. The findings of the study greatly contribute to existing studies on the relationship between media and political awareness in Pakistan as well as in other developing countries. The findings of the study show the emerging trends in the country ranging from political to social and economic through social media networks with varying intensity and strengths. The study is step further for future research interested in media research to explore the role of social media in influencing people's political opinion. The research is also important for policymakers to make related decisions keeping the research's findings.

5.2 Conclusion

To conclude the data, the current study was conducted within the framework of political awareness theory of political science to investigate the relationship between exposure to social media with the awareness among viewers on current issues i.e. electoral and non-electoral participations of the receivers and consumers awareness on norms and values one of the receivers.

The last section of this study was consisted of different questions. These questions were designed to identify the relationship between exposure to talk shows with the awareness among viewers on norms and values of the governance i.e., who holds what power in a parliamentary or a presidential form of government.

The findings show that watching social media was substantially affected on consumers' behaviors on so many levels i.e., the data reflect influential impacts on viewers' awareness about current political issues and their political participations in both conditions such as electoral and non-electoral participations and consumers' awareness on the roles and responsibilities of politically elected officials in the country. That shows that the more you expose to social media the more you will be susceptible to the contents. Therefore, it is clear that social media can create a vivid picture of about the vision of a political party and its performance.

All the sub themes which were converted into questions are the best possible explanatory items for the investigation the researcher ever thought although there are so many other scales can be generated to explore the concept further.

The present study made a significant contribution to the field of political awareness which can be fruitful especially for those researchers who want to go further to explore the area of political awareness and media impacts and how behavioral shifts occur in a mass society.

As it is clear that the correlation among those variables were significantly greater than as it was expected therefore the predicted outcome of exposure to talk shows was, is and will be meaningful in an individual on every turn on his or her life.

Social media educate people about the political process of a country. The data show that exposure to social media can create awareness and understanding among viewers to fully comprehend the political process of a country. Indeed, social media can equip viewers with fresh perspectives, new insights and innovative ideas about the social fabrics of a poverty-stricken country like Pakistan.

5.3 Limitations

Political awareness research cannot be possibly comprehensively covered in one study because the area is wide and broad and awareness itself takes place in various situation i.e., education, age, media, family peer groups, religious ceremony, economic status and it also varies from country to country. Therefore, we cannot confidently claim that the data which interpreted in the tabulations reflect the ultimate form of the dynamics of individual learning and awareness representation. Since the study was also limited in scope the researcher carefully targeted the individuals who were exposed to social media to see whether they are differentially affected and they have different worldviews rather than those who do not exposed to talk shows.

5.4 Recommendations

The area of political awareness is broad and wide. There are plenty of opportunities for future research works available for researchers. As the process of awareness is quite different from country to country, region to region, language, newspapers, ethnicity, level of education, economic status, family backgrounds, and peer groups can be much more influential in the awareness process therefore, the future research work can be based on any of the above agents. Since the process of political

awareness is multifarious in nature therefore, there is a huge research opportunity for future research work available. When it comes to smart media there are numerous platforms which can trigger the process of awareness in individuals such as WhatsApp, Facebook, Instagram, and Twitter can be investigated for research purposes in the area of political awareness.

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Appendices

Appendix I

Consent Form

Consent Form

Research Title: Role of Social Media in Creating Political Awareness in District Upper and Lower Dir

Researcher: Amir Hussain, MS Student at Media Studies Department, International Islamic University, Islamabad

1. Purpose of the Study:

This research aims to explore the role of social media in creating political awareness in District Upper and Lower Dir. Your participation will provide crucial insights into the study.

2. Procedures:

- You will fill the questionnaire on your own.
- The interview will be in survey form focusing on your expertise and perspectives on the role of social media.

3. Confidentiality:

- Your responses will be kept confidential and used solely for research purposes.
- Personal identifiers will be removed or anonymized in any publications resulting from this research.

4. Voluntary Participation:

- Your participation is entirely voluntary. You may withdraw from the study at any time without any consequences.

Participant's Name & Details

Signature

Date

Appendix II

Questionnaire

Scale

Kindly tell us about you

Name: _____ Gender: Male/ Female. Age:
18 -24 years old. 25-30 years old. 31 -36 years old. Nationality: Pakistani / foreigner.

Now kindly mention your current qualification here

BS First /Fourth. Fifth/Eight. Ms/ MPhil. PhD First/ fourth. Fifth/ Eight. Others

Q.1. Do you use social media?

Yes	No
-----	----

Q.2. How much time do you spend in a week on using social media?

1. Less than an hour
2. 2 - 4 hours
3. 5-6 hours
4. 7-10 hours
5. More than 10 hours a week

Q.3. Why did the Pakistan People Party become the easiest target for criticism in Karachi in 2020?

1. Bad governance
2. High rate of unemployment
3. Street crimes
4. Water scarcity

5. Poor sanitation

Q.4. Who did attract the attention of world leaders to the issue of Indian occupied Kashmir during the last summit of UN General Assembly session 2019?

1. Shah Mahmood Qureshi
2. Sheikh Rasheed Ahmad
3. Imran Khan
4. Bilawal Bhatti
5. Mulana Fazal-ur- Rehman

Q.5. Why did world leaders appreciate Pakistan's effort in tackling the crisis of coronavirus in the country?

1. Making vaccines against the virus
2. Finding treatment for the virus
3. Enforcing smart lockdown
4. Banning international flights
5. Any other reason

Q.6. Which one is the most corona affected province of Pakistan in terms of infection till this day?

1. KPK
2. Sindh
3. Balochistan
4. Punjab
5. Gilgit Baltistan

Q.7. Which is the most corona affected province in terms of deaths of Pakistan until now?

1. Sindh
2. Balochistan
3. Punjab
4. Gilgit Baltistan
5. KPK

Q.8. FATF stands for what?

1. Financial action tasks force
2. Free action trade force
3. Financial and trade force
4. Foreign access transfer fund
5. Any other

Q. 9. Why did FATF become the centre of attention in Pakistani media?

1. Pakistan's status in grey list
2. International lobbying
3. State sponsored contents
4. Media war against corruption
5. Any other

Q. 10. What does FATF demand from Pakistan?

1. To ensure transparency and to stop money laundering
2. To enhance country's health system
3. To promote gender equality
4. To bring about changes in political system
5. Any other

Now kindly tell us about electoral participation

Q.11. Did you vote in previous election held on July 2019?

Yes

No

Q.12. How much interest do you take in politics? Are you...

1. Very interested
2. Quite interested
3. Hardly interested
4. Not all interested
5. Don't know

Q.13. I feel myself to be well qualified to take part in political activities in the country

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

Q.14. I reckon that I am better up-to-date with the government and political affairs than most people do.

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

Q.15. How much interested would you say you are in politics? Are you...?

1. Very interested
2. Quite interested
3. Hardly interested
4. Not at all interested
5. Don't know

Q.16. Which political party did you vote for in the last general elections of the country?

1. PTI
2. JUI
3. PPP
4. ANP
5. PMLN
6. Any other
7. Did not vote

Q.17. Why did you vote for that particular party?

1. Party manifesto

2. Better future
3. National responsibility
4. Longstanding affiliation
5. Any other reason

Q.18. How often would you say you take part in political campaigns?

1. Most of the time
2. Some of the time
3. Only now and then
4. Hardly at all
5. Never

Q.19. Do you usually discuss political issues with your friends?

1. Most of the time
2. Some of the time
3. Only now and then
4. Hardly at all
5. Never

Q.20. How often would you say you have contacted a politician or government officials either in writing or in person, through email, social media such as WhatsApp or through any other means to direct him/her regarding a political issue?

1. Most of the time
2. Some of the time
3. Only now and then
4. Hardly at all
5. Never

Q.21. How often would you say, you have taken part in protests?

1. Most of the time
2. Some of the time
3. Only now and then
4. Hardly at all
5. Never

Q.22. How often would you say, you have signed petitions on papers about social issues?

1. Most of the time
2. Some of the time
3. Only now and then
4. Hardly at all
5. Never
- 6.

Q.23. How often would you say you have donated money to a political organisation?

1. Most of the time
2. Some of the time
3. Only now and then
4. Hardly at all
5. Never

Q.24. How often would you say, you have boycotted a product for a political reason?

1. Most of the time
2. Some of the time
3. Only now and then
4. Hardly at all
5. Never

Q.25. How often would you say, you have ever sent letters to newspapers about political issues?

1. Most of the time
2. Some of the time
3. Only now and then
4. Hardly at all
5. Never

Q.26. How often would you say you have attended any political rallies, dinners, meetings, speeches or things like that?

1. Most of the time
2. Some of the time
3. Only now and then
4. Hardly at all
5. Never

Now you are kindly asked for accurate answers about the democratic norms and values of the country.

Q.27. The Prime Minister of Pakistan should be elected by the members of

1. Provincial Assembly
2. Senate
3. Direct vote by the citizens
4. National Assembly
5. Any other

Q.28. In a parliamentary form of government, who exercises the supreme power of the state?

1. President
2. Prime Minister
3. Chief Justice of the country
4. Chief of Army staff
5. Any other

Q.29. In a presidential form of government, who exercises the supreme power of the state?

1. President
2. Prime Minister
3. Chief Justice of the country
4. Chief of Army staff
5. Any other

Q.30. In a parliamentary form of government, who oversees the economic growth of the country as well as leads the National Assembly and is vested with the command of nuclear arsenals?

1. President
2. Prime Minister
3. Chief Justice of the country
4. Chief of Army staff
5. Any other

Q.31. In a parliamentary form of government, who appoints the Chief Justice of Pakistan?

1. President of the country
2. Prime Minister
3. Chief Justice of the country
4. Chief of Army staff
5. Any other

Q.32. What is your first impression for the term democracy?

1. Freedom
2. Equality
3. Nonchalance
4. Corruption
5. Bad governance

Q.33. What do you think is the biggest disadvantage of a democratic form of government?

1. Corruption
2. Bureaucracy
3. The subordination of authorities
4. Elitist culture
5. Any other

Q.34. What is the greatest benefit of a democratic form of government?

1. Equality among all races
2. Justice
3. Transparency
4. Equal opportunities for all
5. Freedom of expressions

Q.35. Do you know what does plurality mean in democracy?

1. Acceptance of diversity
2. Equality
3. Freedom of expressions
4. Social peace
5. Any other