

Impact of Social Media on Community Development in District Swat, Khyber Pakhtunkhwa

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Abstract: Social media has an influence on development process. There are so many networking sites like Face book, Twitter, LinkedIn etc which have a great influence on community's social, economic, educational sectors and many others. This study aims to assess the situation of population in rural areas of Pakistan and information facilities available to them. For the purpose of this study data were conducted from the areas of Swat valley. Triangulation method (both quantitative and qualitative methods) was used to conduct focus group discussions and case study in which 15 case studies, 2 FGDs and 130 structured interviews in a form of questionnaires were conducted. This study focused on to understand challenges and opportunities regarding the establishment of telecenters in rural areas of Pakistan and to propose the model of establishment in terms of strategy detailing, planning, management, subsidizing, building, equipment, innovation, administrations, target gatherings, promoting and supportability.

Keywords— Social media, Community Development, Planning, Management, Supportability

1 INTRODUCTION

Finding out about a community, regardless of whether it is characterized geologically knowing the group's societies and organizations, its abilities and resources, and its wellbeing needs and difficulties. Ordinarily, discovered a community requires the range of methodologies, including existing information and producing new data, consolidating subjective and quantitative information, and fusing the viewpoints of a wide range of people, associations, and gatherings (2014).

Social networking sites allow users to build connections and affiliation both personal and professional. There are three fundamental frequency uses for social networking (1) as a means of personal communication (2) to link grouping (3) to promote an idea. Social media such as Facebook, Skype, YouTube and MySpace may have been freshly marketed as great leveler as gathering in which

divides of subspecies, classes and ethnicity. Lucky (2013) described that social media is means of connections among people in which they create percentage and exchange information and ideas in virtual communities and networks.

As defined by Jacka and Scott (2011) that "There is no single definition of social media." There are different social networking sites and mostly used social networking sites, are face book and twitter and have hundreds of millions of users. The Oxford University Lexicon (2011) also defines social media as "web site and applications used for social networking." It also defines social networking as the use of dedicated websites and applications to communicate with other users or to find with similar interest to one's own. Social media will continue to evolve by adapting to the demand of exploiter. It enables the communication and

communion across the net. Social media can be used by all the areas of society. Our societies call 21st century "The century of information."

Social media is basically a new way to communicate with mass of different community. It becomes one of a main instrument used to spread entropy. Blogs, social networking sites, content communities, virtual public or collaborative projects all represent mathematical group of people that create and share content inside and outside of professional routines. It is an important source of information (Kaplan and Haenlein, 2010). As Larry Carl Maria von Weber (2009) in his book "Marketing to the social web" says social media is a new strategy that has the capacity of changing public belief every hour, minute or even a second. The phenomenon of social media has tremendously fast and in different ways is merging in people's lives. Social media has benefitted the development of the communities. But still there is a lack of Information and Communication Technologies (ICTs) to access to the neglected expanse.

ICT can be developed further for better connectivity. In Pakistan both rural and urban communities use social media. Social media can be used in different ways. For one way communicating, such as share-out info and planning the logistics of residential area meetings. It can be used for two ways communicating such as asking for community input on particular strategy. Social media can be used to implement growing imaginativeness by helping to maintain public involvement throughout the planning process and by keeping the community focused for achieving development strategies.

The educational system needs to be changed for widely utilization of social media for educational purposes. Around the world for the people, glocal is a word common platform to share and exchange their beliefs, culture,

knowledge, traditions, views etc. It is a good way for better research and connectivity. From "Glocal" the world is becoming "Global" for giving opportunities in economic, social, educational and as well as all sphere of society. It is a "Social Networking" tool. They can enhance their skills; but there is a dire need that students and youth and as well as other people must understand this entertainment mode for awareness and connectivity with the more professional and knowledgeable world.

It is become a part of the culture. Different online pages share their information for creating awareness for the sake of development. Benedict Anderson, (1991) who first coined the term "Imagined Communities" because the members not even know each other or even hear. They feel a sense of community and hope to meet one day. The community development is based on the participation of the community members and their involvement and cooperation. Social media has also an impact on social life of the communities. They know each other cultures and adopt the good values of their culture. Traditional gender stereotypes, if not completely eliminated, but it is a good and effective platform to lessen these and provide equal opportunities for every member of the society.

First telecenter was established in mid 1980s in a rural farming community in Sweden. To use modern inventions telecenters enable the rural communities for their development. The Government of Pakistan launched the first National IT policy in August 2000. Community based information systems in rural areas of Pakistan launched in Gwadar in South-West Baluchistan named as Cyber Community Centers (CCCs) in 2001. Another project named as Pilot Project for Providing Internet Services in Northern areas of Pakistan launched in remote regions of Gilgit started in 1999.

1.1 Background of the study

1.1.1 Social Media in Pakistan

The explanation of social media and Net use in West Islamic Republic of Pakistan is densely rich, although it is a relatively new online culture. The availability of cyberspace was made possible in Pakistan since unity 1992, and since its availability, it has developed several million users. According to the information, the very first sense of begin of Net in Pakistan was introduced with a dial-up-E-post service provided by Imran Net in 1992-93. The dial-up-E-mail venture a new project called Sustainable Development Networking Programm was initiated in the capital of Pakistan in 1993. In 1996, around 20 years before, the Pakistan Telecom Authorization (PTA) was established.

Internet incursion is dramatically increasing in Pakistan. PTCL and other telecommunication companies are now offering affordable and speedy internet service. The involvement and sake of Pakistani citizens in sociable networking can be judged by the ratio of use of different sociable networking applications program. Tourist industry is promoted due to the social media in Swat. Social media is an attractive, informative, useful and approachable way to get information. In last few years, there is an increase observed in the smart phone, smart tablet and receiving set broadband market in Pakistan. It is because of the popularity of social media its access and usage in most of citizens which is a positive prospect for the country.

1.2 Significance of the study

The use of social media and networking is significant as a community development tool in terms of building kinship, improving communications, documenting development efforts, communion information, and a wider consultation. Because social media is a widely spread social network and everyone connected with their targeted audience get latest information and up to date from the setting. Through this

study, it is a great way to analyze the percept of wider audience in territory Swat. And to evaluate how they make use of them and benefited with this new technology.

1.3 Objectives of the study

1. To analyze the influence of social media on social life of communities.
2. To examine the direction of community to utilizing social media.
3. To explain the attitude of community members towards social media.
4. To recommend some measures for proper use of social media in right guidance to inform and educate the people.

1.4 Hypothesis of the study

- H1.Social media is creating awareness for community members in better living style.
- H2.Social media is a source of information.
- H3.Social media is great facilitator for community in economic development.

2 REVIEW OF LITERATURE

This chapter provides the subject area within the related literature based on the historical complexities. And further discuss the overview of literature that broadens the views related to the study.

Rossi & Dolene (2010) said that the purpose is to reveal the capacity of learning relationships to promote student participation in learning activities, facilitate in the online course and how to draw attention to the possibility of learning relationships to provide local, educational response to the institutional challenges of offering an integrative, collaborative, enabling surround for diverse students and supporting undergraduate learner.

Inside a hierarchical setting, social capital empowers people to find valuable data draw on assets and make commitments to the system. Steinfield *et al.*, (2010)

clarified that the utilization of SNS (Social Networking Sites) adds to the social capital inside the association in which they keep up bigger systems of heterogeneous contact.

Raush explained in *Online Networking: Upsetting the Business World* that open correspondence roads, were enormously influenced through the innovation of the web, what has created correspondence forms significantly additionally is the ascent of web-based social networking. Individuals are ending up more beneficial cash and time productive as a piece of rivalry inside systems (2011).

For this situation examine *Online Networking for Social Change a Contextual Investigation of Web-Based Social Networking use in the 2011 Egyptians unrest* via Sheedy in April 28,2011 clarified that online networking devices are said to give individuals the capacity to interface and join in an emergency, bring issues to the light of discussion around the world. The creator additionally included that less than 24 hours after web get too closed down in Egypt in the middle of 2011 challenges administration that enables Egyptian to utilize their cell phones to record messages that are immediately converted into tweets with # Egypt.

The Effect of New Web-Based Social Networking on Intercultural Adaption Sawyer (2011) clarified that intercultural adaption through cooperation to expand the level of wellness so the requests of another social condition can be met. While societies around the globe esteem their individual conventions, convictions and standards that make them interesting, online networking joins individuals around the globe. Correspondence and cooperation are key factors that impact how web-based social networking impacts intercultural adaption.

Gender Differences in Using Social Networks Guzin & Yasemin (2011) explored that there is a possible differences between females and males with the usage of social

networks. Investigations of the assessment demonstrated that Facebook mostly used social network. Male category mostly used because females feel insecurity to share their personal information as compared to males. They are uncomfortable in online environment. Overall social networks play a critical part of these destinations in individuals' everyday lives.

Raising Money for Economical Community Development and part of Web-Based Social Networking: Instance of Pakistan Ahmad *et al.*, (2012) investigated that interpersonal interaction locales are utilized by a large number of individuals around the globe and can be an astounding approach to advertise gathering. Deliberate associations will bring about quiet as well as supported and prosperous group in Pakistan.

In *Web-Based Social Networking Improvements in Pakistan* Mushtaq (2012) clarified that the trading of news and feelings is more advantageous than any other time in recent memory because of the web-based social networking achievement. It enormously helped in picking up the consideration of the world group. Web-based social networking is on the slope and enables youngsters and guarantees socio-political change in the nation.

Barbaric (2012) stated in *Social Media in Economic Development* that social media has given individuals a chance to assemble around a typical reason. From a financial improvement angle, your order ought to be to search out the individuals who are truly enthusiastic and empower them to interface and connect with each other. Facebook, Twitter, LinkedIn may not be around everlastingly but rather solid groups will persevere, develop and remain associated by a typical reason or thought.

In the Role of Information Technology and Telecommunications in Promoting Economic Development in the

European Community Huber (2013) explained that entropy and telecommunication technology are likely to cause structural changes in cottage involving the development areas as well as the industrialized world. But this can happen only if the collective will and the economic potential can be successfully harnessed. Online educational activity as a means of enhancing the learning opportunities of those living in regional, rural and remote areas is recognized by government and educational institutions.

In *Empowering Community through Online Networking* Eysenbach, (2013) expressed that informal organization examination gives a viewpoint and strategy to inquisitive into the structures that contain gatherings and groups. The people in community development with an understanding of co operation in the system.

In *The Part of IT Industry in Pakistan Economy* Ghauri (2013) clarified that IT industry is an administration industry that can give a significant raise to our monetary development. There have been numerous examples of overcoming adversity in different IT areas, for example, fund, medicinal services, and telecom and portable applications.

Atif explained in *The Part of Web-Based Social Networking in Changing the Fate of Pakistan* (2013) that a few innovations are so enormous in their impact that they cast their shadow over the entire structure holding the system together, making escape incomprehensible for any section rather all units of society need to reorient themselves to make living under the new umbrella. Interpersonal organizations propelled to enable individuals to get cooperated and remain associated. Pakistan is depending on its youth to exceed expectations.

Community and Technology Development with Social Media Trap (2014) explained that the internet and the use of social media initiate different ventures to frame groups on

the premise of trust to trade data rapidly and consequently to accelerate advancements. Informal organizations are capable device to join individuals on the premise of their interests and drives. Understood interpersonal organizations like face book and twitter are perfect media for sharing data and associating individuals.

Social media is seeking in the general population of local regions in light of the fact that their issues can be featured through web. The young assume an extremely dynamic part in the web based social networking so they can advise the general population in urban regions about their issues. Web-based social networking is an effective stage for your voices to be heard. (Jundiai, 2014)

Ittikhar (2014) in *Information and Communication Technologies and Socio-Economic Development: linking Pakistan's Future* explained that broadband is transforming the way in which business consumers and governments interact and ultimately impact growth. And introduce broadband in rural and semi urban areas in which people are not familiar with modern technologies it is also necessary to improve the eco system. Broadband technology aimed at the creation of jobs and people would be aware with the latest news and affairs about the world.

Victimization of Social Media among University Students Shafique *et al.*, (2014) stated that social media web situation frequently used by the students for communication, research work, online learning and making social contacts. This study aimed at finding the drift of social media usage among the students of the Islamia University Bahawalpur. They have IT skills and sophisticated pecker and good net connections available to them so they do not confrontation any problems in accessing these sites. Pupil in Pakistan has been using the social media for different use of learning and

communication. They also aspect problems due to the social media sites related to the privacy and security issues.

In *The Impact of Social Networking Sites on Education* Harris (2015) explained that the power of social networking sites is potential no doubt but how the potential will be used it depends on individual mentality and personal choice. Social networking sites can help students to get better feedback from friends and related community. Community help and feedback not only help them to stay motivated and inspired it is a wonderful way to be more productive and result oriented.

In *Web-Based Social Networking*, community improvement and social capital that twitter, LinkedIn in addition to endless others is expanding enthusiasm for long range informal communication on the web and the new groups being made and reproduced. Methews (2015) explored for community advancement the conspiracy is in what new open doors are offered by these innovations.

In this Blog "*would social media be able to help creating nations? Completely!*" July (2016) Online networking conveys access to data to any individual who can see it. In creating nations this implies individuals in provincial ranges or with little access to administrations would now be able to get instructive, versatile wellbeing and money related administrations in ways that were inconceivable before portable innovation and the spread of web-based social networking. One truth sheet or a crisis message around a flare-up can be spread through twitter speedier than any flu infection".

2.1 Overview of literature

All the above review of articles and journals shows that the social media has an influence on development process. Online networking has influenced all circles of local individuals' lives from their human services, from customs to social battles and so forth. It gives the monetary chance

to take profits by the framework. Web based social networking can help very much.

Information and communication technology (ICTs) has a drastic change not in only one area but also all over the Pakistan and have an access from posh area to remote areas. People accept the importance of social media that makes life better. After reviewing the literature, it is more evident that social media is more important and necessary and become the need of society as food, cloth and shelter.

3 MATERIALS AND METHODS

It is a way from known to unknown facts. It is a discovery. Clifford Woody also defines research as defining redefining problems, formulation of hypothesis, suggestions, collecting, organizing and evaluating data. And making deductions and reaching conclusions to determine whether they fit in formulating hypothesis. This is a systematic approach. As there are a different types of research for example descriptive, analytical, applied, fundamental, quantitative and qualitative, conceptual, empirical and some other types of research.

For the purpose of this study, descriptive research is appropriate which includes surveys and fact finding questions of different kinds. The major purpose of this research is description of the state of affairs as it exists at present. In social science and business research quietly used the term "Ex Post Facto" for descriptive research studies. The main purpose of this method is that the researcher has no control over variables. In this research only report what has happened or what is happening.

Most ex post facto research measures such items as frequency and preferences of the people or similar data. The researcher can also discover causes. Qualitative research includes case studies, in-depth interviews, focus group discussions etc. It is a kind of exploratory research. It is the assessment of attitudes and opinions etc.

3.1: CONCEPTUAL FRAMEWORK

This is the whole concept of the research to conduct. As an idea can change the life similarly concepts change the whole study. The concepts must be broad, clear and easy to understand for any one either researcher or non-researcher. Because social media is a broad term in this way only selected social media tools were used for the purpose of this study due to their popularity among users.

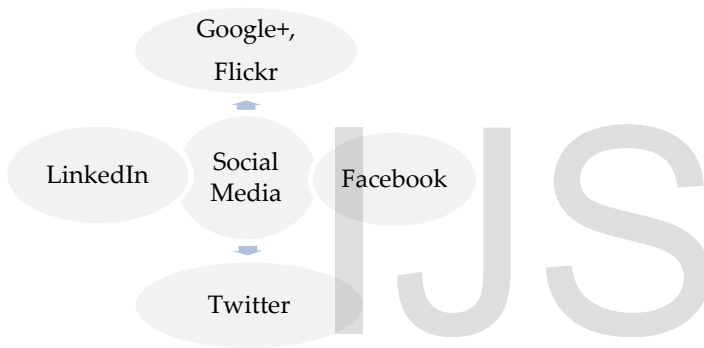


Figure 3.1: Independent variable

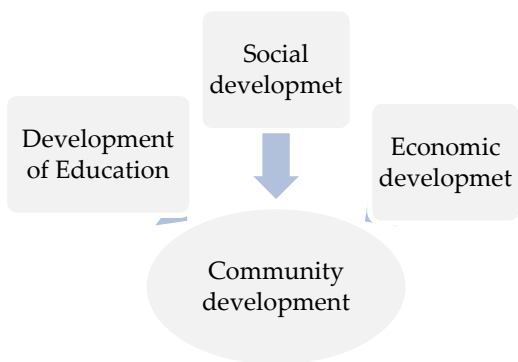


Figure 3.2: Dependent Variable

4 RESULTS AND DISCUSSION

In the existing writing and in addition the social research, there are three all around created and generally spread research reason exploration, description and explanation. These systems contrast as far as information gathering.

Table 4.1: Measurement of Reliability Statistics

Variable	No of items	Cronbach's Alpha
Educational development	5	.305
Social development	13	.649
Economic development	7	.687

4.1: Reliability Statistics

This table shows the analysis of reliability statistics of variables by applying CRONBACH's Alpha test.

Educational development variable has 5 numbers of items and its Alpha value after analysis is .305 which shows the less reliability of inter items because the Alpha is .6.

The variable social development has 13 number of items because the social development analyze the social life, gender related questions and social capital and its reliability value is .649 which shows the inter reliability of items within social, gender and social capital.

The variable economic development contains 7 numbers of items and its value is .687 which shows the reliability of items.

After analysis of reliability statistics it is evident from the result that the reliability within items of variables of social and economic development is higher as compared to the educational development.

Table 4.2: Correlation Matrix

Variable	Significant value(Two-tailed)	Pearson correlation
EDU, SM	.041	.180*
SM,SD	.000	.376**
SM,ED	.000	.487**

** . Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

4.2 Correlation Matrix

4.2.1 Description of Correlation between Educational Development and Social Media

Table 1 shows the correlation between social media and educational development. The significance level is .041 which is less than 0.05 the significant value. It shows that there is a positive correlation between educational development and social media. It is evident from the table that social media is a source of information. The social media is a way of communication and provides information on different issues and any kind of knowledge, history, background can be easily accessible on just one click. The hypothesis is accepted that social media is a source of information.

It is also evident from the study Harris (2015) that there is an impact of social networking sites which help students to get better feedback from friends and related community.

Victimization of Social Media Shafique et al., (2014) stated that social media web situation frequently used by the students for communication, research work, online learning and making social contacts.

4.2.2. Description of the Correlation between Social Development and Social Media

Table 2 shows the correlation between social media and social development. The significance level is .000 which is less than 0.01 from the significant value. It shows the positive correlation between social development and social media. Social media is creating awareness in all the spheres of life for better living style which is a good way in community development or capacity building projects. The hypothesis is accepted that social media is creating awareness for community members for better living style.

As Junaidi(2014) explained that through this featured web, general population can highlight their issues in which they become more active members of community and can better understand their rights.

4.2.3. Description of the Correlation between Social Media and Economic Development

Table 3 shows the correlation between social media and economic development. The significance level is .000 which is less than 0.01 from the significant value. It also shows the positive correlation. Social media is a facilitator in economic development of the community. People work for the community development projects. They realize the importance of social media to promote their economy without going outside the home especially for women. In this process, the role of NGOs is very important for women who are working inside their home and share the burden of income. The NGOs in this way upload the information on their pages like "Swat page" to introduce their products. It is an easy way of earning. In this way investors invest their money for these beautiful areas which is a great source of revenue of their economy. Social media is a kind of bridge to promote the local industry. The result is the acceptance of hypothesis.

As similar with the studies of Barbaric and Elisha (2013) explored that there is cooperation of social media and economic development. It gives chance to every individual to assemble around a typical reason, provide financial support and empower them to interface and connect with each other.

4.3. Analysis of case studies

After conducting case studies from the target population it is evident that people used it for different purposes. The case studies analyze the direction of social media and the way communities utilizing it for business purpose, develop their earning skills, and enable them to become self independent for rainy days. If the access and provision of resources provided in deprived and neglected areas, it would become a wonderful opportunity for the community members for bread winning, cultural positivity, better initiative, promote development in community's social, economic and educational well being.

Analysis of the case studies describe that the respondents were agreed with its tremendous change and positive use of it. The community people really want a change in their locality. There are also some other factors which the respondents highlighted during case studies these are as follows:

- Male dominancy (on the usage of social media).
- No internet access.
- Feudal system in remote areas so they cut off the broadband system.
- Lack of education.
- Consider social media is just for harmful purposes.
- Women waver to approach the business sector for offering and advertising of their items.

- The traditions and conventions are major obstacle in a business.
- Other problem buyers did not trust women entrepreneurs.

4.4: FUTURE IMPLICATIONS AFTER CONDUCTING CASE STUDIES

1. In this way education system should be changed.
2. And raise voices through online networking is a decent approach to convey and solve the issues.
3. Educational developments in rural areas open the door to the progress of community's social and economic development.
4. The government bolster expected to give them introduction and advertising aptitudes.
5. The government should also help the weavers establish linkages with textile industry to improve their efficiency and productivity.
6. For self employment in the Islampur as well as surrounding areas need more attention to grow its local economy.
7. Problems discussed with donor agencies for future development.
8. Improving market access.
9. Provide modern production technologies and equipments.
10. PaRRSA planning for economic growth.
11. Increase social capital.
12. Provide opportunities to the skilled women.
13. Students campaign on positive use of social media.
14. People are encouraged and motivated while participating in community development projects.

4.5. Analysis of FGDs

Focus Group Discussions are proposed to provide analysts for gathering information that can be utilized to build an

unmistakable record of the marvels being explored. Subjective methodologies, for example, center gatherings are especially valuable since they enable a scientist to reveal individuals' subjective demeanors. For instance, an individual may demonstrate on a study that she/he encounters noteworthy work-life struggle. This is imperative to know however what the review information does not give data regarding why and in what ways the individual encounters those work-life challenges. Group discussions additionally take advantage of subjective encounters and are an effective approach to gather a lot of information that portrays looks at or clarifies a social wonder since they enable members to cooperate with each other and expand on each other's remarks, and they enable the facilitators to test for details.

FGDs were conducted from male in Hujra NGO and from female in Rahimabad School. In which 6-7 members were participated in this discussion. Everyone had fully participated in this discussion and highlighted their issues and give suggestions. After conducting focus group discussion from male and female groups every participant had its own view about social media and agreed that there is an impact of social media on community's social, economic and education sectors. It is an easy way to communicate and increase more interaction level. The people of Swat have to earn or start a business through the use of Face book, Twitter etc. But they also added that there is no control on social media because it disrupts their social life, social security, and increase in crime rates, blackmailing, political instability and ethical propaganda which depicts that area is not a safe place for investment and to live.

Now the people are not denying the importance of social media. It affects their life and now they utilize in positive way for educational purposes, for example upload

their lectures on YouTube in this way students can easily note down the missing lectures. For the betterment of their social life, improving their living standards, people's perception regarding female education is also changed. It also improves the economy. All these factors lead towards the community development. Although the pessimistic aspects if not completely eradicated but it is a good way to highlight the optimistic side of social media. All of the above discussion can be end up when people truly participate in community development projects and appreciated the affirmative side of social media. Governments should commission programming, creating organizations to create nearby dialect content and applications for E-Governance administrations, E-Education, E-Health, and E-Agriculture. Significantly lessening charges on ICTs in Pakistan and figuring digital laws and making implementation systems along with enhancing limit of legal framework to settle ICTs. Extending span of optic fiber up to Union Councils, giving equivalent access to everyone who might want to make utilization of it. According to the community needs and development, the groups may be targeted as users are local government functionaries, teachers and students, health workers, farmers, small business entrepreneur, local NGOs, sports clubs and general population.

CONCLUSION&RECOMMENDATIO S

CONCLUSION

The social media (Facebook, LinkedIn, Twitter, YouTube etc) plays vital role for people's personal and community's social, economic and educational development process. After the analysis of data collection, it is evident from the result that there is correlation between social media and economic, social and educational development.

The study was conducted from the areas of Swat and Matta the purpose was to highlight their issues, attitudes towards its use etc and how much it is important for the development of their community and as well as themselves.

RECOMMENDATIONS

The research brings out some suggestions to improve the service and access of social networking sites (SNS) in a better way.

- More access to the rural areas of district Swat.
- Community's perception towards the use of social media by women should be changed.
- Loss of privacy is another negative impact and drawback which has to be overcome or develop some measures to control this problem.
- Awareness given to the community members on positive impact of social media.
- Explore the way to encourage the people to build a value based new practices by sharing thoughtful messages.
- Social media provides a platform for expressing Individual's as well as group talents and creativity.
- Improvement in the access of this service with its maximum possibilities and the whole community has to explore this opportunities.
- Enable the people to raise their voice against social issues.
- Welfare for the whole community.
- Appreciation by the community members, involved in community development projects.
- Developing their own creative products and opening new fan pages on such sites lead towards the development of the community.
- Promote healthy lifestyle.
- There is an evidence of the benefits with the use of social media which has been largely neglected in public debate.
- Educate the people on positive impact of social media.
- Communities support women's participation in development projects.
- Livestock is important source of their income so vocational trainings should be given to the farmers for better livelihood.

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