

Effects of Face Book on Political Behavior of Students of University of Gujrat

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Abstract

The study was conducted at the university of Gujrat to examine the role of social media specially face book is creating awareness among students about political system of Pakistan and possible change in political behavior of students after exposure to political content on face book. Survey research method was adopted in this research. A pilot study was conducted before choosing sample. During pilot study survey method was used to find out that student of which departments of University use face book the most. It was found that students of CS/IT and MCM department use face book. Through Survey Research, data was collected from 120 respondents, among which 67 were male while remaining 53 were female. A clear majority of 65% of the respondents belong to age group from 22-24 years.30%,19-21.56.7% of respondents belong to Urban area, 30% from Sub Urban area while only 13.3% belong to Rural area.

Key Words:Face book,political system,Social media

Introduction

Media has a powerful and significant role in human life. It is the source of information, entertainment and education.

Role of media in the life of people and in the society development can't be overlooked. Media is considered as the mirror of society. It has now become an important pillar of society as well as state.

Media is considered as the most influential tool of communication. Its duty is to promote the right thing on right time. A new kind of media, social media, has become an important phenomenon around the globe. It has got immense importance after its effective role in 2008 Presidential elections of U.S and its role in Arab Upspring. This study will examine the role of social media specially face book in creating awareness among students about political system of Pakistan and possible change in political behavior of students after exposure to political content on face book. Social network sites started emerging in 1990s and now become an important online tool. Social networks through social networking sites provides a platform to its users to communicate with each other and share personal information, beliefs thoughts, experiences, knowledge ,interest and affiliations. It also allows the users to form their online communities. Social networking sites allow users to present themselves in the form of text, videos and multimedia content. Social media includes cell phone& worldwide web bases technologies which give birth to interactive online communities. Andreas Kaplan and Michael Haenlich (2010) defines social media as a group of Internet based application that build on ideological & technological foundations of Web 2.0 & that allows creation & exchange of user generated content.

1.1 Objectives of the research:

The objectives of this thesis are:

- To calculate relationship between online political participation and face book usage.
- To find out the relationship between face book usage and traditional political participation.

- To investigate the effects of online political participation on social media and traditional political participation.
- To evaluate the change in attitude of students after exposure to political content on face book
- To find out the level of change in behavior of students after exposed to political content on face book

1.2 Significance of the study:

Present era is the age of internet and New Media. This new media has opened new platforms and communication channels for its users around the globe.

The use of Internet as a private advertisement campaign started in nineties but the advent of social media including face book, YouTube, twitter, blogs and discussion boards has demonstrated the true strength of this medium.

. Today it is no more difficult for a common person to make his views on any of the current happening wit in the country as well as around the globe. People use to discuss ranging from economic crisis in country to international political paradigm shifts without any censor and fear. It can be said easily that Social media has now become a new hub and platform for communication. Social media has become a new phenomenon in the political spectrum of the world. Only a decade ago television & internet were considered new media but today we are living in the age of face book, twitters & blogs; a new social media

Social media has got immense importance after its role in political campaign of U.S presidential elections 2008. Many of the political scholars termed these elections as “face book election”, “twitter election” and “New media elections”. Face book and YouTube were used as a tool to deliver messages and share the timings and venues of meetings and public addressees by the presidential candidates. According to many political scholars of U.S.A the biggest factor which boosted up the campaign of Barack Hussain Obama and provides him platform to communicate with his supporters and voters was the use of social media specially face book.

Face book also played a pivotal role in Tunisian and Egypt revolution. Protestors couldn't get proper coverage from the national TV so they used the platform of social media like face book and twitter to not only communicate and deliver message to mainstream international media but also to gather protestors and inform them about the next place of protest.

Pakistan has a democratic parliamentary federal system of government. Although it has a democratic system of choosing public representatives but three military coups of 1958–1971, 1977–1988 and 1999–2008 haven't strengthened the democratic system of Pakistan

Social Bakers.com is a credible research company in terms of social media research. According to which Pakistan has 6943720 active users and astonishingly 50% of the users are between the ages of 25-34. According to latest statistics of socialbakers.com among 6943720 users, 69% male and 31% females use internet.

Youth use face book for many different purposes. A new trend on face book is observed by the researchers that many of the face book users share political content on face book like pictures, videos and advertisements of a particular political party leader or Political party. According to media report now the mainstream Political parties of Pakistan have formed their social media teams whose primary duty is the image building of its political party as well as the leaders of the parties. These social media

activist try to circulate the activities and manifesto of its affiliated party. They also counter the propaganda led by opponent political party's social media team. In this research researcher will try to examine and find out that can face book be used as a powerful tool in political scenario of Pakistan.

1.3 Research Question:

Whether and to what extent exposure to political content on face book affects, Political Behavior of Students of University of Gujrat?

1.4 Hypothesis:

- More exposure to political content on face book, more is the online political participation by students.
- Intensity of exposure to political content on face book usage is directly related to traditional political participation.
- Students would be more vigilant to cast a vote in coming elections.
- Students would be more vocal to discuss political conditions of the country with parents and friends.

1.5 Face book:

Face book is a social networking website which was launched in 2004. Initially membership was only available for the students of Harvard College & within one month, more than half of the degree students at Harvard got themselves registered on Face book. Like other social media website face book provide its users a formatted page in which users use to enter his or her personal information like name, age, gender, education, place of birth, religious and political views, marital status, likings and disliking and his personal or family pictures etc. Face book also provide services like "private messaging" system as well as public messaging system in the form of "Wall".

1.6 Face book User in Pakistan:

Pakistan has a huge chunk of population using Face book. Pakistan has 6898720 face book users which make Pakistan 29 in the ranking of Face book statistics (socialbaker.com). According to social badker.com, 3.89 of total population of Pakistan use face book. Astonishingly the largest age group is currently 18-24 with total 073368113 users followed by the users in the age 25-34. out of 3.89 % of face book users 69% are male & 31% female users in Pakistan. source (www.socialbakers.com/face-book-statistics/ Pakistan). According to Pakistan Telecommunication Authority, more than 20 million Pakistanis are online, which means that the number using Face book is only 32.86% of the total online population.

1.7 Students of Mass communication and CS/IT:

A Pilot study was conducted before choosing the sample from the University of Gujrat. It was found after the pilot study that students of Mass communication and CS/IT use face book the most among other departments. They are the active users of face book.

1.8 Literature Review:

(Basely & Burgess 2002; Dyck & Zingales 2002; Hamilton 2003). Media may influence the public not only by choosing the slant of a particular story but also choosing what to report (George & Waldfoegel 2006).

Alen Gerber, Dean Karlan & Daniel Bergan(2007) argued that Media bias may alter behavior & opinions. They added that knowledge of news events & little exposure to daily newspaper influence voting behavior as well as public opinion.

Negroponte (1995) and Rash (1997) were of the opinion that internet has potential of renewal of democracy.

Gibson and Ward (2000) argue that five functions are important for website if it is to be used for political purpose it includes flow of info, multimedia and interactivity, interactivity for content sharing use of hyperlinks, effective feedback

(Marta, 2010) says Face book is modern and effective in statement for E-campaigning

(Mossberger et al, 2008; Shah et al, 2005; Shah, Mc Lead & Lee 2009).

(Lenhart, Maddon Macgill & Smith, 2007). New media which include blogs forums & social networking sites have become a platform for political expression & discussion

Wojcieszak & Mutz (2009) found 53% of youth observe political discussion in online chat rooms & forums as compared to sites related to their habits & fan sites.

Krueger(2002); Mossberger et al (2008) found that youth is a heavy consumer & user of new media. (Lenhart et al, 2007) Pew research Institute & American life project examined that 64% of youth on internet involves in online content formation & 28% have developed personal blogs.

Erikson, (1968); Smith, (1999); Jennings & Niemi, (1981) suggested that youth is time of significant political identity development & this development has lasting effects.

(Earl & Schuss man 2003). An easy approach for any individual to share it on SNS is viewed as step toward more democratic society. Benkler (2006), Jenkins (2007) & Salter (2005), mention that social networking sites provide a logical sphere for voice cultivation & political citizenship formation:

Conway (1985) says that political participation is indicated through electoral activities, voting and to work for political parties.

Verba, Schlozman & Brudy (1995) say that working for the betterment of community and attending political protests refers to political participation

Zukin et al (2006) argues political participation involves public voice and process through which common public give views on public issues. It may include contacting official, boycotting & protestin.

Pasek, More & Romer (2009) found that intensity of usage of social networking sites is positively associated with offline political participation.

Those who consume social networks are not likely to vote, sign a petition or boycott (Baumgartner & Morris 2010).

Tersi (2010) found that information relayed through face book increase political knowledge.

Towner & Dilio (2011) found more exposed to face book page effect political knowledge of candidate.

Althaus and Tewkbury (2000) argues that people now prefer online newspaper when gathering political information rather than TV & hardcopy newspaper.

Smith (2009) mentions that more than 50 years of youth who have right to vote use internet during election.

Skoric and Kwon (2011) found that intensity of face book usage was marginally related to political participation they found that those who are part of any face book political group are found interested in other forms online participation like reading political blogs.

Ashay Payne (2009) found face book did have impact on 2008 presidential elections. It was not a direct impact rather indirect in the form of awareness and info related to election use of SNS is a cheap, fast way to interact with voters with direct message.

Visser & Stolle, (2012) concluded that face book has mobilization potential they say "face book political activism is positively associated with online and offline participation". They add that "mobilization power of face book result in a little increase in other types of political participations."

Face book mobilization is observed in political interested groups of face book rather than less interested individuals.

Visser and Stolle, (2011) also found posting and reading political content on face book wall of other peoples or on open wall inspires pol. activities on other places

Popkin, Jermy D (1995): Revolutionary crises coincide with sudden changes in the media system of society in which they occur media has greater influence on the way events disclosed in revolutionary crises situation. Popkin further said, "The press doesn't bring the revolution, but it is the one & the same with revolution process."

Popkin Jermy D (1995) says French revolution is the very first example of journalistic rhetoric. He adds revolution in media affects revolution in society. Nature of Revolutions changes with the advent in media technologies & techniques.

Ghannam & Harsh say that social media especially face book & twitter become powerful tool to bring political change.

Joudeh found that face book & twitter facilitated people of Middle East to share political videos organize protest & relay their message to masses.

Tapscott says that without face book & Twitter revolution couldn't happen so fast. According to Tapscott the page which was responsible of relaying information for protestors has got 100,000 friends in a week & reached to half a million in no time.

Out of 80 million population of Egypt more than 21 years had internet and more than 4.5 million were face book users (Internet World Stats, 2011).

(Eltantawy, Wriest, 2011). It was April, 2008 when first cyber-activism attempt was made through face book page for textile workers to place a strike. This expedience leads to 2011 protest that resulted in revolution.

Fisher (2011) concluded that when an effort was made by Government of Tunisia to ban reporting from Tahrir Square, social media transformed protester in to citizen journalist.

Mohenad Ahmed(2011) found that public still uses traditional media as source of political information, they learn more from online political News, forums and social networking sites like face book and twitter, additionally he says that online political news plays a significant role in increasing political knowledge, interest and participation in political activity.

According to Marzoub& Moez(2012) the timely, speed, target specific and purpose based “collective cyber consciousness” were the qualities that made Tunisian revolution successful. He adds that positive perception was noted among Tunisian face book users towards usefulness of face book.

Marzoub& Moez(2012) say revolution in Tunisia set off waves of continuous protest in many neighboring countries like Egypt, Morocco, Syria, Iran, Yemen and Jordan.

Moez, Marzoub found that role of face book in revolutions like in Tunisia, Egypt and other countries proved face book as revolutionary weapon of dignity and freedom.

Tamara A Small in Nov 2008 wrote in magazine “Policy option” under the topic”. “The face book effect? Online campaigning in 2008 Canadian & U.S election. He says that the role of face book on electoral politics remain to be examined however role of internet has gained importance in both U.S and Canada.

Vitak, Zube, Smock, Ellison & Lampe; (2010) found that face book usage is positively related to online political participation while interestingly face book usage is not related to offline/traditional political participation.

Miller (2008) wrote in New York Times blog that Obama had effective campaign on face book than his opponent. Obama got lam likes on face book during 2008.

A study by Harvard school of politics in 2011 revealed that 27% of youth is of the opinion that face book and other social media websites have stronger effect than other type of advocacy

Shirky (2008) shows the strength of new age media & mobilize political support. He shows that how “Web 2.0” technology has gathered people & forces them to perform effectively as compares to traditional media.

Williams & Gulati (2008) found that “Face book played a role in early 2008 nomination contest”

Theoretical Framework

1.9 Uses and Gratification Theory:

Uses and gratification is a popular approach to examine that why people seek out specific media outlet and its content for personal gratification purpose. Theory revolves around the phenomenon in which a media consumer searches for some specific media that not only meet a given need but also enhance its social interaction, diversion and knowledge. According to Blumler & Katz's Uses and Gratification theory, it is the user who has options to select a specific media outlet and its content for his gratification

1.10 Media System Dependency Theory:

The dependency theory was derived from Uses and Gratification theory. Media dependency refers to tendency of media consumer to rely and approach a particular communication media for his/her gratification.

2.1 Cultivation Theory:

Cultivation theory was put forward by George Gerbner and Larry Gross who were professors in University of Pennsylvania.

Cultivation theory revolves around the long term effects of Television.

2.2 Methodology:

Survey research method was adopted in this research. Out of two major types of surveys : descriptive and analytical, analytical research procedure is adopted in this study in order to explore the relationship between face book user's exposure to political content on face book and its effect on political behavior of students of University of Gujrat.

2.3 Population

In the study universe is students, University of Gujrat.

2.4 Sampling:

2.5 Pilot Study:

A pilot study was conducted before choosing sample. During pilot study survey method was used to find out that student of which departments of University of Gujrat use face book the most .It was found that students of CS/IT and MCM department use face book the most.

2.6 Stratified Sampling:

Stratified sampling is an approach used to adequate representation of Subsamples. In present study, target sample of 120 was stratified on the basis of maximum face book usage. After pilot study it was found that students of CS-IT and Mass Communication use face book the most. So an equal number of respondent, 60, 60 were taken as sample from CS-IT and Mass Communication.

2.7 Unit of Analysis:

In this study unit of analysis is. One questionnaire for one respondent.

2.8 Variables

2.9 Dependent and Independent Variables

2.10 Independent Variables:

- Exposure to political content on Face book
- Literal participation in politics related activities.

3.1 Dependent Variables:

Political Behavior of UOG students.

3.2 Framing the Questioner.

Each question was directly related to questionnaire's objectives.

- How much time users spend with Face book?
- What kind of content is mostly shared on Face book by users?
- What kind of attitude change come after exposure to political content on Face book?
- How political perception of users change after exposing to political content on Face book?
- What kind of behavior change is observed in the students after exposure to political content

on Face book..

3.3 Data Presentation:

Data is presented in Univariate frequency in shape of graphics and tables along with interpretation to make it clear and understandable. Collected data was entered and interpreted by SPSS. The tables below show frequency and percentage of response categories.

Table 1: Frequency of usage of face book.

	Frequency	Percent
Valid Daily	59	49.2
On alternate days	26	21.7
Once in a week	27	22.5
Once in a month	8	6.7
Total	120	100.0

Figure 1: Presentation of frequency of Usage of facebook

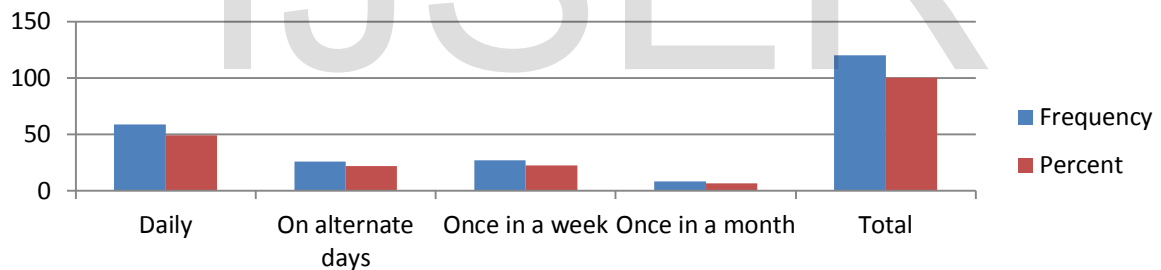


Table 2: Time spent on face book.

	Frequency	Percent
Valid Less than 5 hours	43	35.8
More than 5 hours	41	34.2
Less than 20 hours	25	20.8
More than 20 hours	11	9.2
Total	120	100.0

Figure 2: Presentation of time spent on facebook.

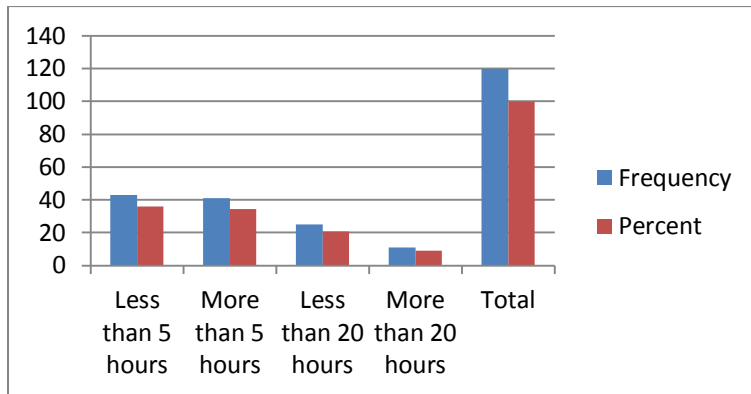


Table 3: Purpose of using face book.

	Frequency	Percent
Valid Information	33	27.5
Entertainment	40	33.3
Sharing personal content	33	27.5
Business Purpose	2	1.7
Networking	12	10.0
Total	120	100.0

Figure 3: Presentation of purpose of using facebook.

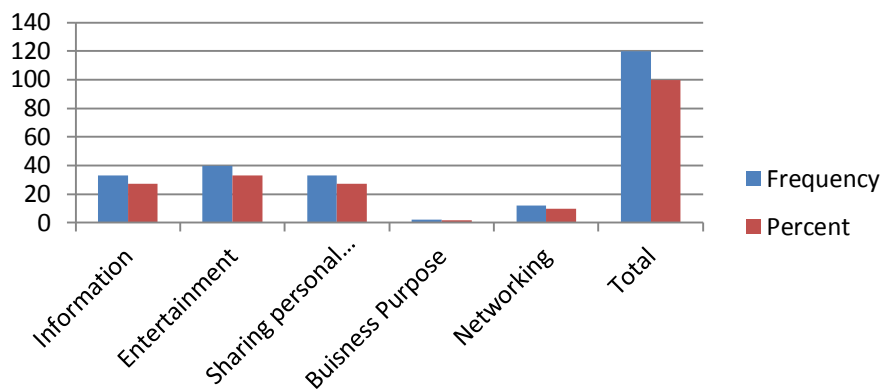


Table 4: Kind of Content shared on face book.

	Frequency	Percent
Valid Personal	13	10.8
Informative	27	22.5
Political	20	16.7
Funny	12	10.0
Literature	23	19.2
All of these	25	20.8
Total	120	100.0

Figure 4: Presentation of kind of Content shared on facebook

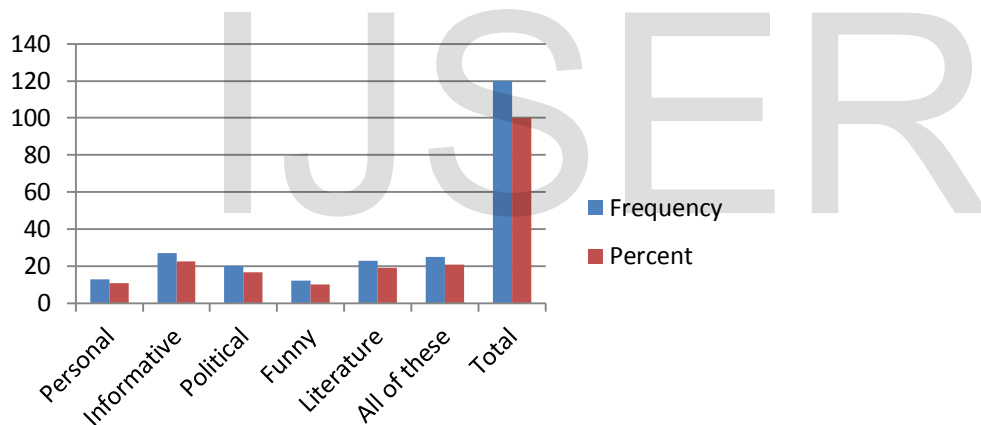


Table 5: Do you share political content on face book?

	Frequency	Percent
Valid Yes	43	35.8
To some extent	44	36.7
No	33	27.5
Total	120	100.0

Figure 5: Do you share political content on facebook.

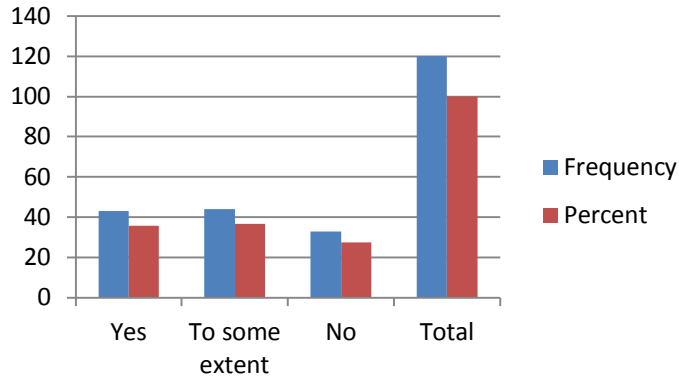


Table 6: Reasons of sharing political content on face book.

	Frequency	Percent
Valid For political updates	20	16.7
To share your political ideas	41	34.2
To inform other people about personal political affiliation	27	22.5
To create political awareness among other students	32	26.7
Total	120	100.0

Figure 6: Presentation of reasons of sharing political content on facebook.

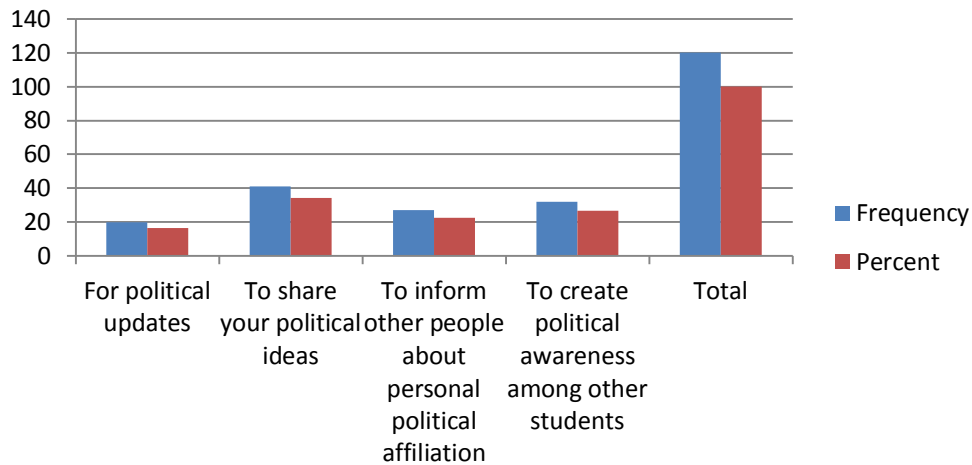


Table 7: How do you keep political information which you get from face book?

	Frequency	Percent
Valid Personal	26	21.7
Share it with online community	67	55.8
Tag your information	18	15.0
Share it with offline community	9	7.5
Total	120	100.0

Figure 7: Presentation of the way that how people keep political information got from facebook.

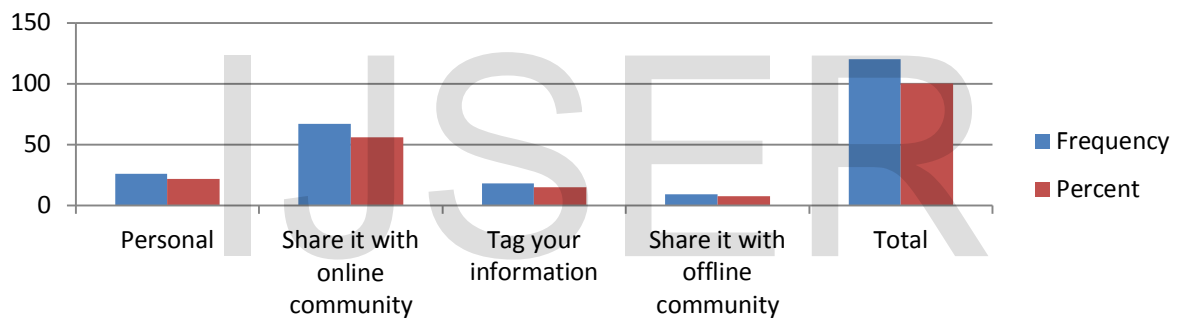


Table8: Kind of attitude change after exposure to political content on facbook.

	Frequency	Percent
Valid Joining political forums	15	12.5
Watching political talk shows on TV	71	59.2
Following political news on newspaper	17	14.2
Following online newspaper for political news	17	14.2
Total	120	100.0

Figure 8: Presentation of kind of attitude change after exposure to political content on facbook

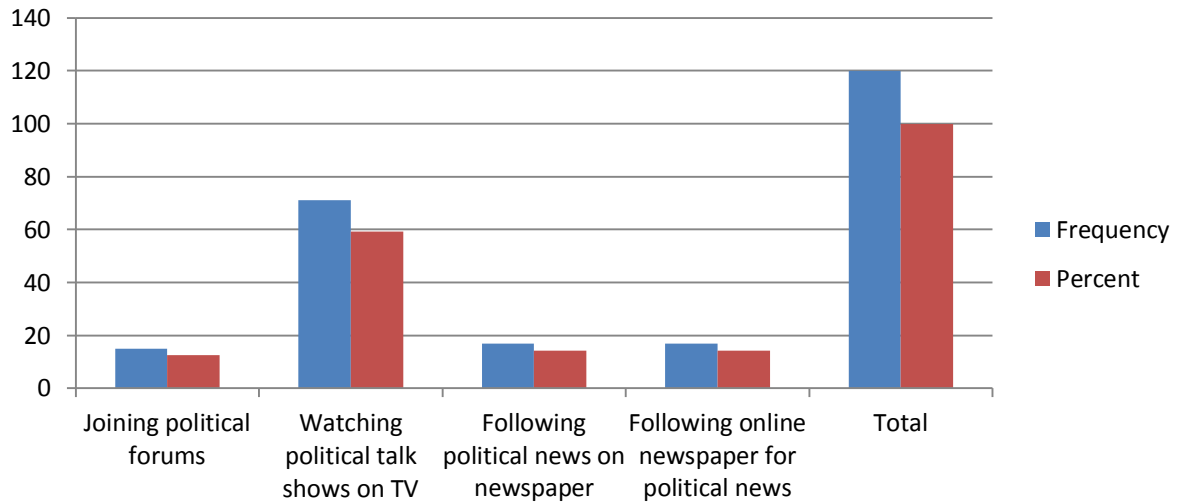


Table 9: Do you share your political information with your family?

	Frequency	Percent
Valid Yes	44	36.7
To some extent	57	47.5
No	19	15.8
Total	120	100.0

Figure 9: Do you share your political information with your family?

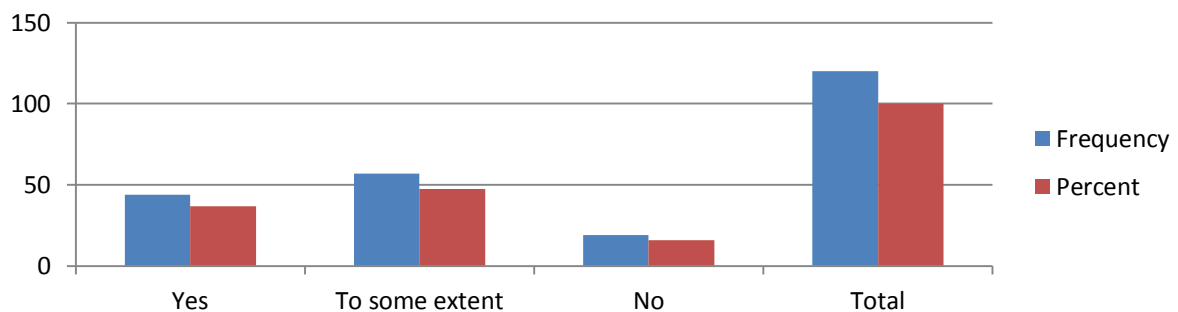
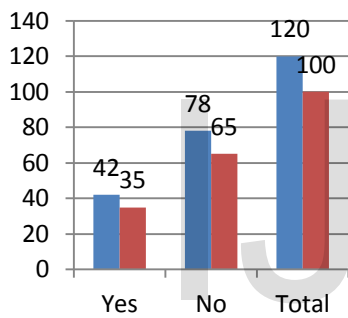


Table 10: Do you follow any political party's event on face book?

		Frequency	Percent
Valid	Yes	42	35.0
	No	78	65.0
	Total	120	100.0

Figure10: Do you follow any political party's event on facebook?



.Table11: Subscriptions to any political parties in following ways.

	Frequency	Percent
Valid Sms service	44	36.7
E-mail notification	28	23.3
Official news letter	9	7.5
None	39	32.5
Total	120	100.0

Figure11: Presentation of Subscriptions of political party’s campaign based services.

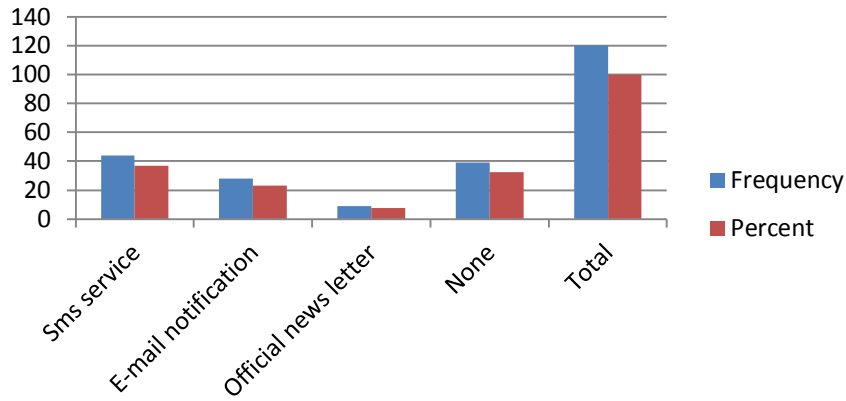


Table 12: Do you attend any political party’s.....?

	Frequency	Percent
Valid Meeting	13	10.8
Rally	27	22.5
Procession	7	5.8
Strike	13	10.8
Fund raising	15	12.5
None	45	37.5
Total	120	100.0

Figure 12: Presentation of change in behavior of students exposed to political content on facebook.

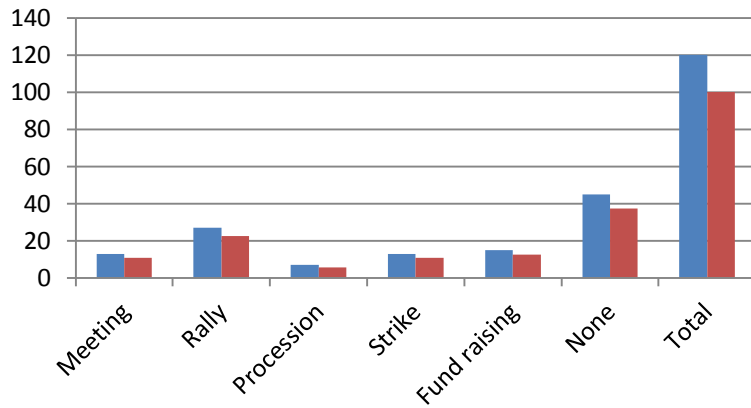


Table 13: Willingness to vote in next election?

		Frequency	Percent
Valid	Yes	80	66.7
	No	22	18.3
	not decided yet	18	15.0
	Total	120	100.0

Figure 13: Presentation of willingness to vote in next election.

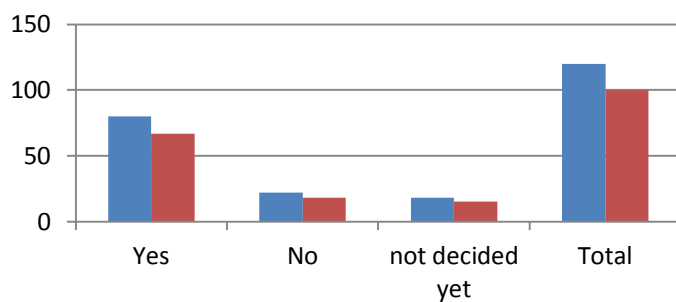


Table 14: Reasons of not casting vote:

	Frequency	Percent
Valid Lack of awareness	29	24.2
Political candidates are corrupt	37	30.8
Because of the thought that change can't be brought through elections	24	20.0
Voting is just wastage of time	8	6.7
Political system is corrupt	22	18.3
Total	120	100.0

Figure14: Presentation of reasons of not casting vote.

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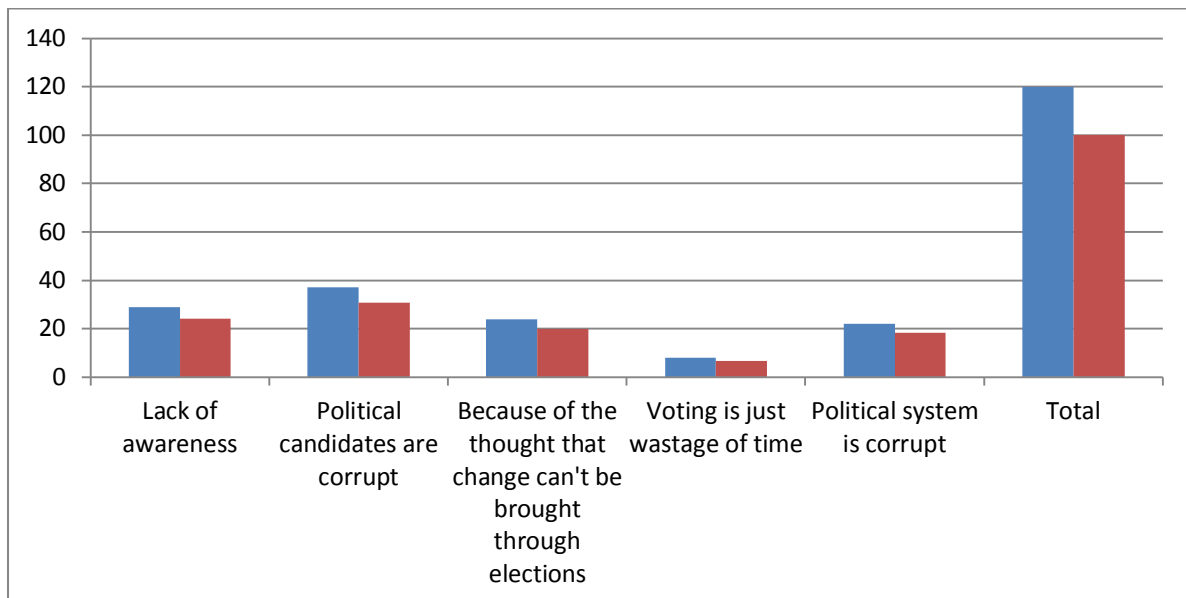


Table15: Effect of face book on traditional political affiliation.

		Frequency	Percent
Valid	Yes off course	33	27.5
	to some extent	57	47.5
	Not at all	30	25.0
	Total	120	100.0

Figure15: Presentation of effect of facebook on traditional political affiliation.

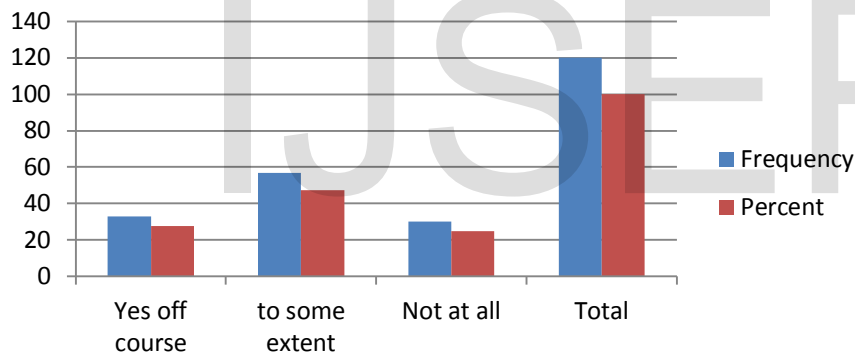


Table 16: Political content sharing on face book can bring positive and concrete change in Pakistani Political System?

		Frequency	Percent
Valid	Yes	57	47.5
	To some extent	52	43.3
	No	11	9.2
	Total	120	100.0

Figure 16: Political content sharing on facebook can bring positive and concrete change in Pakistani Political System

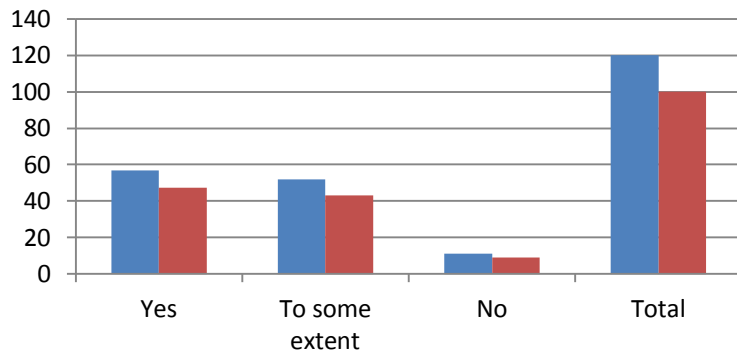


Table5. 17:Department of respondents and sharing of Political Content.

		Do you share political content on facebook			Total
		Yes	To some extent	No	
Department of respondents	MCM	21	22	17	60
	CS-IT	22	22	16	60
Total		43	44	33	120

Figure5.17: Representation of department of respondents and sharing of Political Content.

Table5.18:Department of respondents and change in attitude after exposure to political content on face book

Department of respondents * What kind of attitude change do you feel after exposure to political content on facbook Crosstabulation				
What kind of attitude change do you feel after exposure to political content on facbook				Total
Joining political forums	Watching political talk shows on TV	Following political news on newspaper	Following online newspaper for political news	

Department of respondents	MCM	6	32	10	12	60
	CS-IT	9	39	7	5	60
Total		15	71	17	17	120

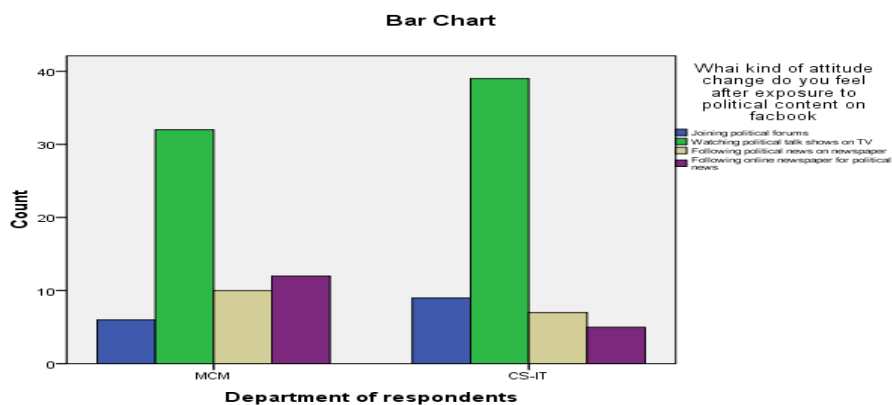


Figure 5.18:Representation of Departments of respondents and change in attitude after exposure to political content on face book

Table 5.19:Departments of respondents and following of Online Political Party ‘s events on facebook.

		Do you follow any political party's event on facebook		Total
		Yes	No	
Department of respondents	MCM	21	29	50
	CS-IT	20	50	70
Total		41	79	120

Departments of respondents *Do you follow any Political party’s events on face book -tabulation

Figure 5.19:Representation of department of respondents and following of Online Political party's event on face book.

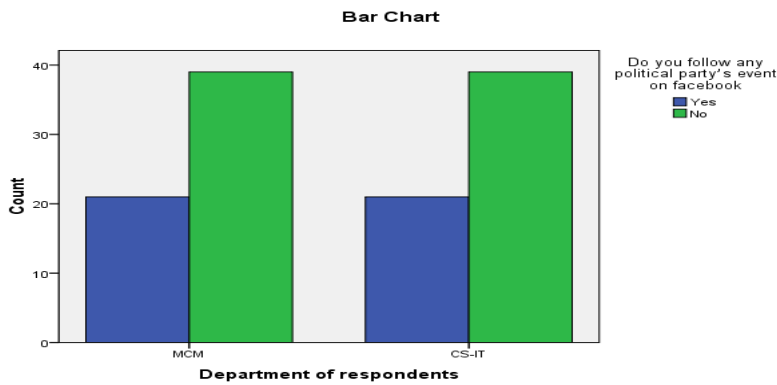


Table 5.20:Departments of respondent and their offline political participation.

Department of respondents		Do you attend any political party's? _____						Total
		Meeting	Rally	Procession	Strike	Fund raising	None	
Department of respondents	MCM	9	13	2	4	5	27	60
	CS-IT	4	14	5	9	10	18	60
Total		13	27	7	13	15	45	120

Figure 5.20:Representation of Departments of respondents and their offline political participation.

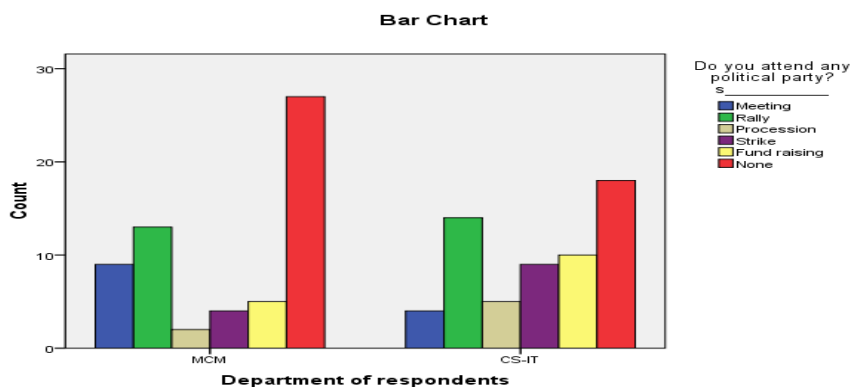


Table 5.21:Departments respondents and their perception regarding of political content on face book.

Department of respondents * Do you think sharing political content on facebook Cross-tabulation					
		Do you think sharing political content on facebook			Total
		Should be encouraged	Should be discouraged because it may misguide	It doesn't matter	
Department of respondents	MCM	32	9	19	60
	CS-IT	31	8	21	60
Total		63	17	40	120

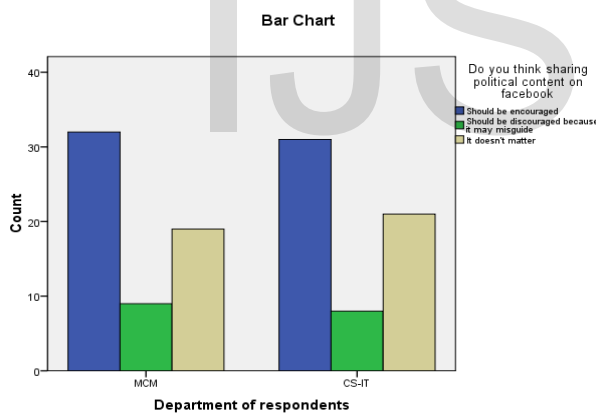
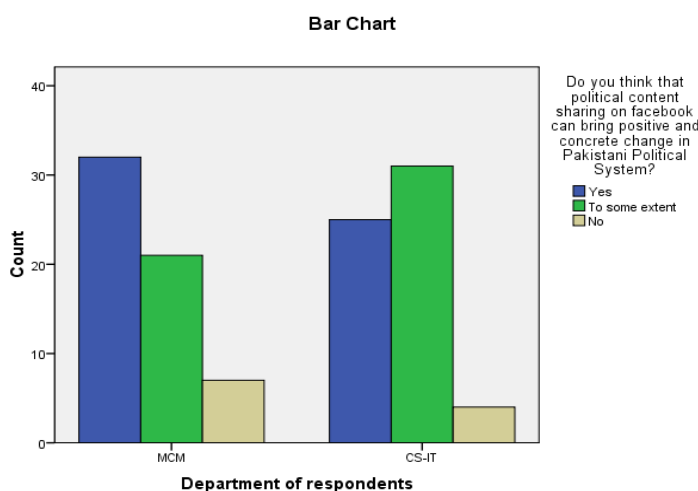


Figure 5.21:representation departments of respondent and their perception regarding sharing of political content on face book.

Table 5.22:Department of respondents and perception about productivity of face book in changing political system in Pakistan.

		Do you think that political content sharing on facebook can bring positive and concrete change in Pakistani Political System?			Total
		Yes	To some extent	No	
Department of respondents	MCM	32	21	7	60
	CS-IT	25	31	4	60
Total		57	52	11	120

Figure 5.22: Representation of Department of respondents and their perception about productivity of face book in changing political system in Pakistan.



Discussion on Results

Study reveals that sharing political content on face book isn't the priority of many of the students. However 16% students share political content on face book. Majority of student share either personal information, literary and funny content on face book. 16% of students who share political content hold the view that they do this to share their own political ideas. 13% believe that their consent is to inform

other people about their political affiliations. Sharing political information got from face book with online community is the practice of almost 67% of students of University of Gujrat. They share it with their online friends and groups while only 26% keep that information personal.

Study reveals a considerable change in the attitude of students who are exposed to political content on face book. Wide majority of 71% students started watching political talk shows on television. Nowadays political talk shows have gained much popularity in political arena of the country. A nearly every current issue and event of the day is discussed on talk shows on that night in two time slots 8:00pm to 9:00pm & 10:00pm to 11:00pm.

Proportion of joining political forums on internet after exposure to political content is very low up to 15% only. The proportion of Computer Science students is more in terms of joining political forums on internet. This is because students of Computer Science and Information Technology have more exposure to internet because of its relevancy with their field.

Study shows that most of the students, almost 56% are exposed to political content on face book or who share such type of content, don't frequently discuss it with their family members. They either discuss on important updates or if something happened unusual. Otherwise their communication remains strictly associated with their online community.

First hypothesis of the study was, "more the exposure to political content on face book more is the online political participation". It has been empirically rejected. Students who are not heavy contributors and consumers of political content face book are not active regarding online political participation. Students who occasionally share political content on face book are 18% which are somehow vibrant in terms of online political participation. While clear majority of 78% don't participate in any online political activity. Results suggest that contributors of political content on face book don't have interest in any online political event or activity. They believe that this is a useless activity.

Various internet as well as telecom network based services are provided by the political parties for the people, free official newsletters, emails, and social media updates etc. Our study reveals that 44% of students, who share political content on face book, have subscribed to sms service of particular party, for updates. Sms service has become a new phenomenon in political campaign in Pakistan. Through promotional sms political parties let the voters and supporters know about the activities of political leaders, gatherings of political candidates and party's stance on different issues on National and International level.

A vast majority of 57% believe that face book has affected their traditional political affiliation up to some extent. This is the statement of the students who use face book on daily basis. A percentage of 14 strongly agreed that face book has affected their traditional political affiliation. It shows that majority of our respondents are of the view that face book has strength to mould people's perception in some direction. No matter students share political content on face book or not, they consider face book as a factor to influence one's action.

Second hypothesis was, "intensity of face book usage is directly related to offline political participation". Hypothesis is empirically approved, as almost 55% of the students who are exposed to political content on face book are involved in offline political activities. 25% of them participate in rallies, 23% of the students don't participate in any form of traditional political campaign. It shows that exposure to face book's political content is directly related to offline political activities.

57% of the students among the sample are of the opinion that sharing political content on face book can bring positive and concrete change in Pakistan. However 52% partially agree with this statement while only 11% believe that such activity can't bring change. It indicates that most of the students have clear perception and belief that face book can act as a catalyst to bring change in political scenario of Pakistan.

52.5% of respondents believe that sharing of political content on face book should be encouraged while 33% believe that political content on face book don't make any difference. 47.5% of students don't have any friend or family member who belongs to any political party.

Interestingly 66.7% students are willing to vote in next elections and to become a part of electoral system of Pakistan and clear cut majority of 78.3 % believe that they would cast vote with their own personal decision instead of traditional voting pattern or family motivated polling.

Lack of awareness and corrupt background of the political leaders are the two reasons because of which a total of 55% of students believe that people don't cast vote. Only 6.7% believe that voting is just wastage of time. Confidence of students on political candidates and political system is very low. They believe that lack of education and awareness is one of the main reasons because of which voting turnout in elections are very low.

Third hypothesis of the study was, "exposure to political content on face book shows the difference between male and female students". This hypothesis is empirically proven, as the study finds that 67% of male respondents showed change in their attitude after exposure to political content face book, 33% of them started watching political talk shows on TV while 12% & 11% of male students started following online newspapers as well as printed newspaper for political content, respectively. In contrast to that 53% of female respondents found change in their attitude after exposure to political content on face book. Astonishingly 38% of them started watching political talk shows followed by 6% who started reading political news on face book. Study reveals that students who are moderate contributors and consumers of political content on face book are more vibrant in terms of offline political participation.

Male students are more vibrant in terms of both online and offline political participation as compared to female students of CS-IT & MCM department. A slight difference of opinion is observed in this study about the perception of students of both departments regarding productivity of political content on face book. 57% of CS-IT students believe that sharing political content on face book can bring positive and concrete change in Pakistan, followed by 56% of MCM students.

14% of CS-IT students are not willing to cast vote in next elections because of corruption of political candidates and corrupt political system. 44% of MCM students are willing to vote in next elections while only 8% say that they won't cast vote in next elections. However majority of MCM students believe that political candidates are undoubtedly corrupt. Students of Urban area use face book more than students from sub Urban and Rural areas. Moreover 56% students believe that face book has affected their traditional political affiliation.

Another phenomenon was hypothesized as "Students would be more vigilant to cast vote in coming elections". This hypothesis is empirically proven. 66.7% students showed their willingness to vote in next general elections. They consider this act as significant step to change the political scene of Pakistan. Non availability of National ID card was one of the main reasons of not casting vote in last general elections. This also shows their improved awareness level regarding political condition of Pakistan. It was also hypothesized that "Students would be more vocal to discuss political conditions

of the country with parents and friends". It is empirically proven. 84.3% students share political condition and political ideas with their families. This shows their concerns about the political situation of Pakistan. It is found that students of CS/IT are more vibrant in terms of sharing political content on face book. Comparative to Mass Comm. students, more than 50% students of CS/IT share political content on face book. This shows their interest in Pakistani politics. However students of both departments have equal proportion of online political participation, 22% each.

In case of offline political participation in political events and activities, students of CS/IT are more vibrant and interested. Almost 47% students of CS/IT participate in different offline political activities ranging from rallies to fund raising. The role of social media in bringing political awareness among students of different academic programs.

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