



The Public View on Social Media Platforms: A Case Study of Pakistan

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ABSTRACT

Social media and the internet technologies are affecting society. The social media environment in which we live has a significant influence on our perceptions and beliefs. Specifically, social media plays a significant role in how information is accessed and how social and cultural environments are organized in the modern world. Social media has never failed to impress publics. From education and information to entertainment and leisure, social media has never disappointed its users. Similarly, it has transformed the way content is produced, distributed and consumed. Journalism has now become citizen journalism and reliance on traditional means of news have declined. This extensive incorporation of social media into society has encouraged number of perceptions. These views are often divided into positive and negative or mixed public opinions about social media. Traditional society like Pakistan is more critical of social media and its integration into other means of communication. Therefore, this study examines; the public view on social media platforms; a case study of Pakistan. It uses survey method and online questionnaire is sent to 50 university students, 50 housewives, 50 working males and 50 media practitioners. Demographics and other factor impact the view of social media among public.

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1. Introduction

Among the most significant advances in human history is the emergence of the internet. It stands one of the pillars that has strengthened the idea of the "global village." The internet is becoming more and more effective as time goes on. The internet is providing an increasing number of chances that benefit society; social media is one of the major of them all. Over a decade ago, it significantly transformed the world. New media and technology have brought about changes in social and political discourse, communication patterns, and interpersonal connections. Numerous researchers in the disciplines of international relations, political science, sociology, and media and communication have undertaken extensive research on various facets of social media utilization (Golan, Arceneaux, & Soule, 2019). There are many approaches to describe social media, but for the objective of this study, we will use the most relevant definition for public view and opinion as defined by Murphy, Hill, and Dean "Social media refers to the assortment of websites and web-based platforms that facilitate widespread communication, engagement, and sharing among individuals within a network" (Murphy, Hill, & Dean, 2013). Recent years have brought about an abrupt rise in the adoption and use of social media platforms by both the general public as well as particular subpopulations. A single kind of platform or set of data does not define social media. The list of most used and famous platforms is extensive and it keep on changing rather rapidly in time. Virtual worlds, social networking services, blogs, microblogs, content sharing and debate

sites, and so on are examples of such social platform. One of the most significant components of social contact in today's world is social media. It is the great revolution of the modern day that is changing the face of communication. The literature emphasizes that social media is made up of various online tools that enable users to converse with one another and freely share information, facts, and materials relevant to their interests with one another nationally as well as globally. In comparison to earlier traditional media, the emergence of social media marked the beginning of a much faster and more convenient information sharing for society (Malik, Thapa, & Paswan, 2023).

Moreover, it has unquestionably evolved into a symbol of freedom of speech and emotional expression in public. In addition to providing information (news, sports, entertainment, education, etc.), the media landscape also shapes people's perceptions, emotions, understanding, and cultural values, all of which together contribute to the evolution of society (Prianti, Comn, Amaliah, & Ikom, 2012). Every area of human existence has been impacted by these new communication channels, and society's behavior is ultimately influenced by how people communicate. Given that social media has emerged as a new element of the public domain, it is an evolving phenomena that should be taken into account while researching media and society (Irem, Hameed, Rehman, & Kahliq, 2014). Social networking is becoming an increasingly prevalent phenomenon in developing Asian and Arab nations. It is already regarded as a force for societal transformation in some nations, such as those in the Arab world. Mourtada, Salem, Al-Dabbagh, and Gargani (2011) carried out research on how social media can help Arab women feel more powerful. They concluded that the advent of social media has overturned the traditional patriarchal culture of the Arab world by giving Arab women a free and public forum to voice their opinions on hot-button issues. Similar research has been done in Malaysia the youth's close relationship with social media and its growing significance in the developing world was highlighted (Jalil, Jalil, & Latiff, 2010).

Additionally, due to the emergence of this new phenomenon, Pakistan's situation is not entirely that different. Due to privatization, Pakistan's telecommunications sector has expanded dramatically during the last ten years. The ability to get internet at affordable rates has been made possible in large part by the increased competition among telecom providers. Because the internet is so accessible and affordable, more people are using it on a faster speed. The reasons for supporting this close social media-public relations relationship are the criticisms directed at the Pakistani government amid its decision to prohibit Facebook, YouTube, and Twitter. When Pakistan's official Telecommunications Authority (PTA) decided to ban the social networking site "Twitter" for more than eight hours on May 20, the public strongly objected. As a result, the administration reverses course and opens Twitter to the general public once more (Irem et al., 2014). In Pakistan, there were 87.35 million internet users as of the start of 2023, or 36.7% of the total population. In Pakistan, 71.70 million people used social media in January 2023, accounting for 30.1% of the nation's total population. 191.8 million mobile phone connections were in use in Pakistan as of early 2023, accounting for 80.5 percent of the nation's total population. Pakistan had 71.70 million active social media users as of January 2023. Thirty-one percent of Pakistanis were using social media by the start of 2023. 53.20 million Pakistanis who were 18 years of age or older used social media at the start of 2023, making up 39.1% of the nation's entire population of that age. In Pakistan, women make up 28.0% of social media users, while men make up 72.0% (KEMP, 2023).

Social media platforms have facilitated the elimination of geographical barriers that previously limited communication and have resulted in a surge in online communities, virtual presence, and e-participation (Kapoor & Dwivedi, 2015). Social media offers advantages for professionals in terms of information exchange, publicity, and providing and receiving help and guidance. Through online communities, consumers are more empowered than ever to influence brands, and businesses can utilize this data to build new products by quickly gathering input and understanding individual preferences without the influence of observers (AlAlwan, Rana, Dwivedi, & Algharabat, 2017). For scholars of all background, the profound change in communication made possible by social media provides an exciting setting. People commonly use smart gadgets to read and publish to their social media accounts. Some even prefer using social media for communication over in-person contacts. Social media communication, however, may be more difficult because emotions can be hard to identify and

understand. Additionally, the sense of security provided by social media platforms promotes negative and illegal actions like cyber-bullying (Alryalat, Rana, Sahu, Dwivedi, & Tajvidi, 2017). Systems and automated methods for analyzing the "big data" produced have emerged as a result of the large number of useful datasets made available by social media applications. Businesses can use analytics to make sure that their efforts on social media are valuable and promoting their objectives. Although these uses of social media content analysis are still controversial, they can also aid in protecting society from organized crime. Using social media analytics entails additional risks in terms of flexibility. People have the choice to use many social media platforms or completely avoid them, which can lead to bias and potentially incorrect judgements (M. Richey, A. Gonibeed, & M. N. Ravishankar, 2018).

2. Literature Review

Globally, the development of social media has drastically changed many aspects of life. Similar to this, Pakistan's social, economic, and political landscape is changing as a result of Pakistanis using social media more frequently. Numerous studies discuss the importance of social media for the growth of businesses. Social media marketing is becoming more and more popular over time. Social media offers businesses the ability to directly promote to customers and gather feedback at the same time. Politicians are using social media more frequently, and it is evident that both their opponents and supporters are participating in a variety of activities. Social media platforms are being used by political parties to gain public trust. While social media use is becoming more common across a range of age groups, Pakistani youth use it the most (Mohiuddin, Iraqi, & Iqbal, 2018). According to a study, professional self-presentations on social media might be compared to post-modern performance where the conventional lines separating the performer and the audience are purposefully blurred. These informal messages convey extra personal qualities that aren't usually covered in formal speeches. In these kinds of performances, official front-stage and informal back-stage areas are not clearly demarcated, therefore liminal mental states are frequently employed, which facilitates a more accurate evaluation of the content to be shared on social media (Michelle Richey, Aparna Gonibeed, & M. N. Ravishankar, 2018).

Social media is depriving us of the confidence and peace we once had in one other. Virtual contacts are replacing the human friendship, emotional and physical support we used to receive from one another. It takes away our ability to exercise self-control and reason for ourselves, leaving us naive enough to join any group that promotes diabolical messages that tickle our ears and make us laugh without considering the ramifications. Ironically, we are becoming one of the most antisocial generations yet as a result of social media. Texting is preferred over phone calls, online chats are preferred over in-person meetings, and many people have replaced in-person interactions with easy platforms like Twitter, Instagram and Facebook. In the article "How Not to Be Alone," Jonathan Safran Foer stated that "every advancement in social media has made it easier, just a little, to avoid the emotional work of being present, to convey information rather than humanity." These words become increasingly accurate as time goes on (Hobson, 2017). The advantages of social media seem limitless, making it simple to ignore its drawbacks, which are becoming more and more significant as social media platforms multiply. The increasing intersection of private, public, and institutional domains has made it easier for content to lose ownership and control thanks to social media. To make sure that posts don't offend others or damage people's reputations, professionalism and freedom of speech need to be carefully balanced. Social media content comes in a variety of quality levels, from genuine information to "fake news" (Oh, Agrawal, & Rao, 2011).

Dissemination of false information have the ability to rapidly circulate worldwide and detrimentally influence individuals' perspectives and beliefs. The negatives are exacerbated by time constraints, plagiarism, deceit, addiction, and adverse psychological consequences. Social media has the potential to enhance public safety, but it also has the capacity to undermine it, enable novel forms of cybercrime, and even initiate cyber-warfare. Terrorists have also employed social media to execute tactical manoeuvres under volatile and demanding circumstances. Several countries, including South Korea, are now initiating Internet surveillance measures in order to address the potential risks that social media presents to public safety and security (Kwon & Rao, 2017). Pakistan is confronted with a growing prevalence of extremism and hatred on the internet, with social media platforms bearing the brunt of this trend. It is alleged that digital technologies are used for some specific purposes to spread hate speech, bigotry, and intolerance. It can take many different forms, such as

intolerance towards certain groups or religions, racism, xenophobia, sexism, and gender hatred. Hatred on the internet can take many forms, including text, memes, photos, and videos. Regretfully, there are a lot of hateful and harmful messages about various religions and Sikhs, Ahmadis, Christians, Hindus, Shias, and other groups on Pakistani social media ("Dark side of social media in Pakistan: pressing challenges and prospects," 2023). On the other hand, Pakistan has seen a particularly remarkable increase in political activism and awareness thanks to social media. Social media sites like Twitter have developed into online town halls where people can express their views, criticize laws, and actively participate in political debates. Social media has given rise to movements like the Aurat March, which support women's rights. These movements demonstrate how social media can be used to question social norms and promote positive change. Citizens now have the ability to hold leaders accountable and actively participate in influencing the political landscape thanks to the digital space. Similarly, with the rise of social media, Pakistan's economic landscape has undergone a radical change. Virtual marketplaces such as Facebook Marketplace and Instagram Shops enable entrepreneurs and small businesses to reach a wider market. Influencer marketing is becoming more and more popular as companies work with social media influencers to promote their products, opening up new opportunities for job creation and economic growth. Social media's role in democratizing entrepreneurship has the power to change established economic systems (Zahid, 2023). For every adolescent, education is the most important aspect of their life. It holds greater significance than anything else. Teenagers today are very interested in social media, but regrettably, social media has a negative impact on education. In Pakistan youth have become addicted to the social media content and their educational performance has been affected badly (Waqas Tariq & Ullah, 2012). The goal of this research is to conduct a comprehensive analysis of Pakistani public opinion regarding social media platforms. This involves investigating usage trends, attitudes, and views among Pakistani users in a variety of ways. The goal of the study is to investigate how people use different social media sites, looking at the motivations for, frequency of, and duration of usage. Additionally, it aims to comprehend how these platforms affect society, especially with regard to financial dynamics, political discourse, information distribution, and cultural influence. The goal of the study is to provide a comprehensive knowledge of social media's function in Pakistani society, including its advantages, disadvantages, and impact on various aspects of daily life, by carefully analyzing these characteristics.

2.1. Research Objectives

- To investigate public perception of social media in Pakistan.
- To analyze how people view social media in Pakistan.

2.2. Research questions

1. Do people in Pakistan view social media with constructive effects?
2. Is social media perceived negatively in Pakistan?

3. Methodology

A survey approach was used for this investigation. As a study instrument, a systematically crafted questionnaire with closed-ended questions was used. A sample size of 200 respondents was drawn by using purposive sampling technique. sample comprised of 50 university students, 50 housewives, 50 working males and 50 media practitioners. To get public view a variety of social members were added to the sample of study. Defined participants were approach both directly and digitally to get survey completed in time.

4. Results and findings

Tables and charts have been utilized to present the results and findings.

Table 1

Statement	Yes	No	Not Sure
Social media is used to create public awareness.	45 %	31 %	24%

The data presented in figure 1 and table 1 indicate the proportions of replies recorded in relation to the provided statement. According to the shown values 45 % responded "yes" social media is used for public awareness, 31 % responded "no" while 24 % were "not sure" for the given statement.

Figure 1: Social Media is used to Create Public Awareness

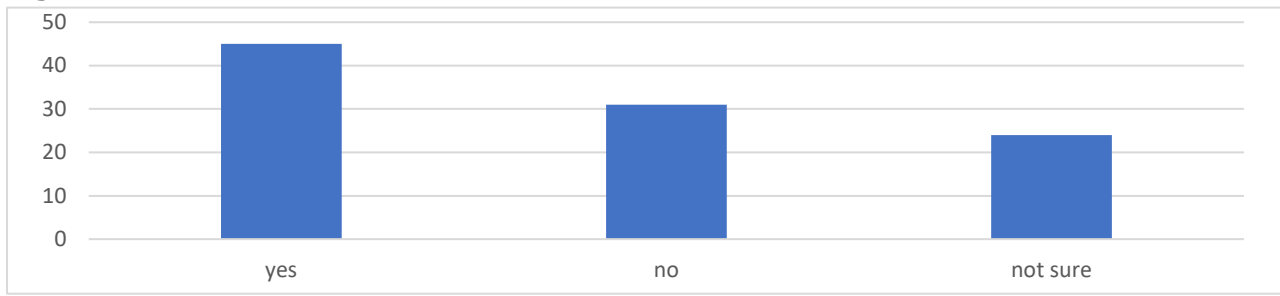


Figure 2: Social Media is an Effective Way to Influence People’s Mind

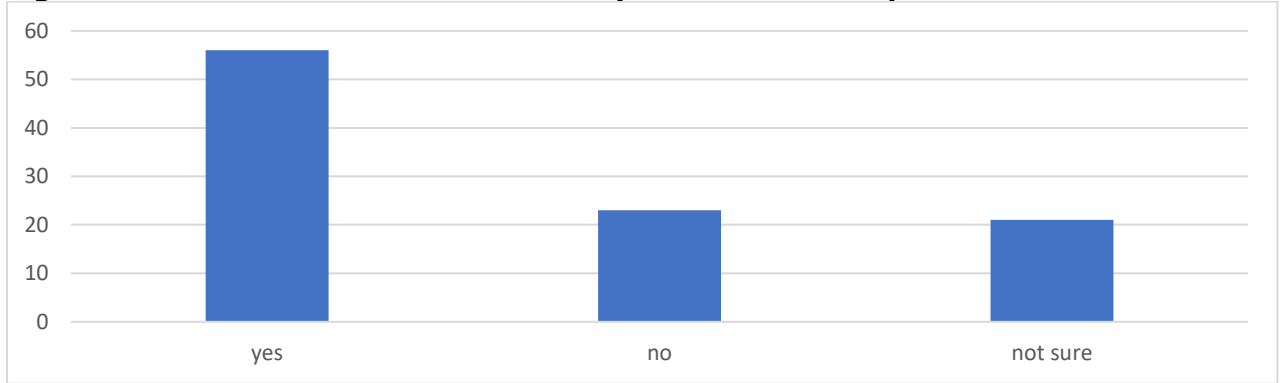


Table 2

Statement	Yes	No	Not sure
Social media is an effective way to influence people’s mind	56 %	23 %	21 %

The results of the responses to the supplied statement are displayed in Figure 2 and Table 2, respectively. Values reveal that majority 56 % respondents responded “yes” social media is an effective way to influence people’s minds, 23 % responded “no” for the above statement, while 21 % remained unsure in this regard.

Figure 3

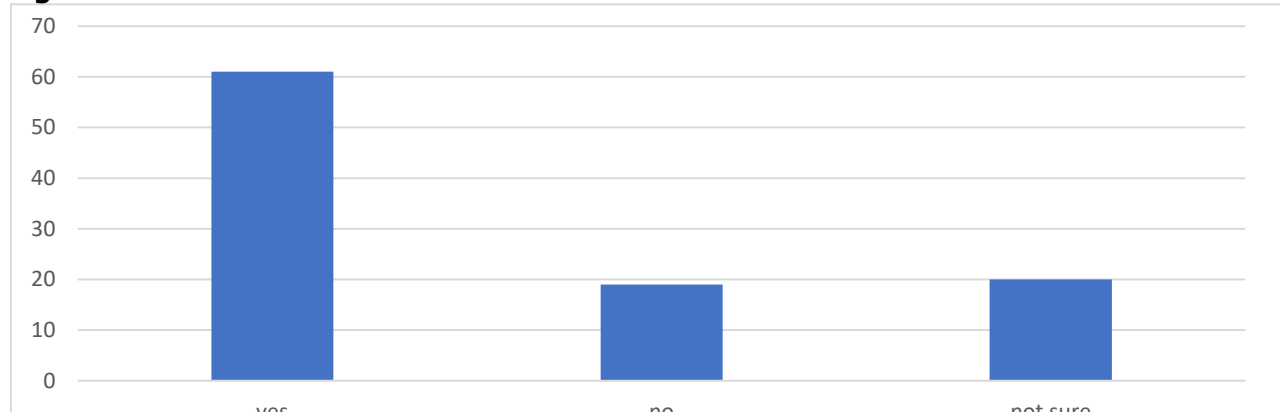


Table 3

Statement	Yes	no	Not sure
Social media is creating space/tolerance for multiple views/opinions in Pakistan.	61 %	19 %	20 %

Table 3, figure 3 show the values of recorded responses for the given statement; social media is creating space/tolerance for multiple views/opinions in Pakistan. Values reveal that 61 % participants of the survey responded “yes”, 23 % responded “no” while 20 % remained unsure about the given statement.

Figure 4: Social Media is Best Platform for Freedom of Expression

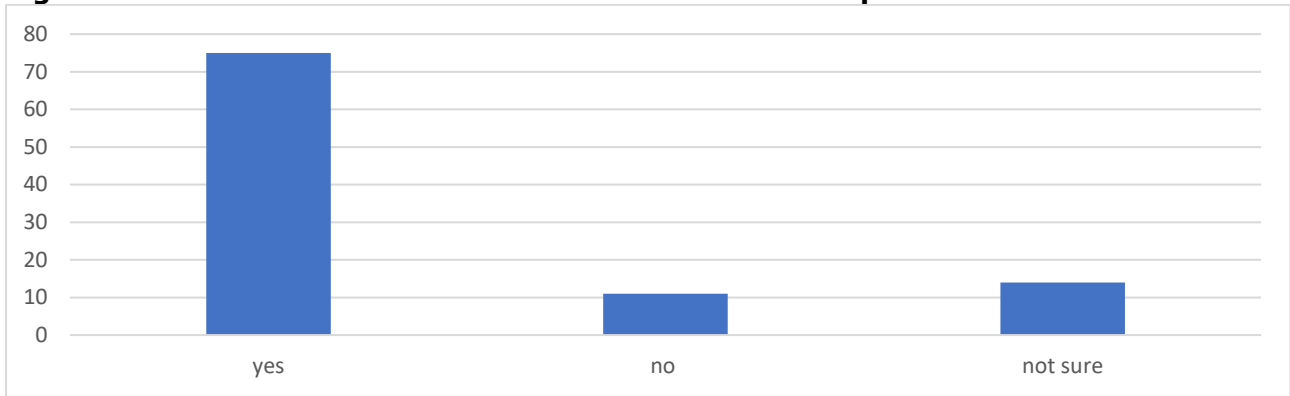


Table 4

Statement	Yes	No	Not sure
Social media is best platform for freedom of expression.	75 %	11 %	14 %

Figure 4, table 4 show the values responses in percentages, recorded against the given statement. Values reveal that a vast majority of 75 % among the participants responded "yes" social media is best platform for freedom of expression, 11 % responded "no", while 14 % responded "not sure" for the given statement.

Figure 5: People in Pakistan use Social Media for Educational Purpose

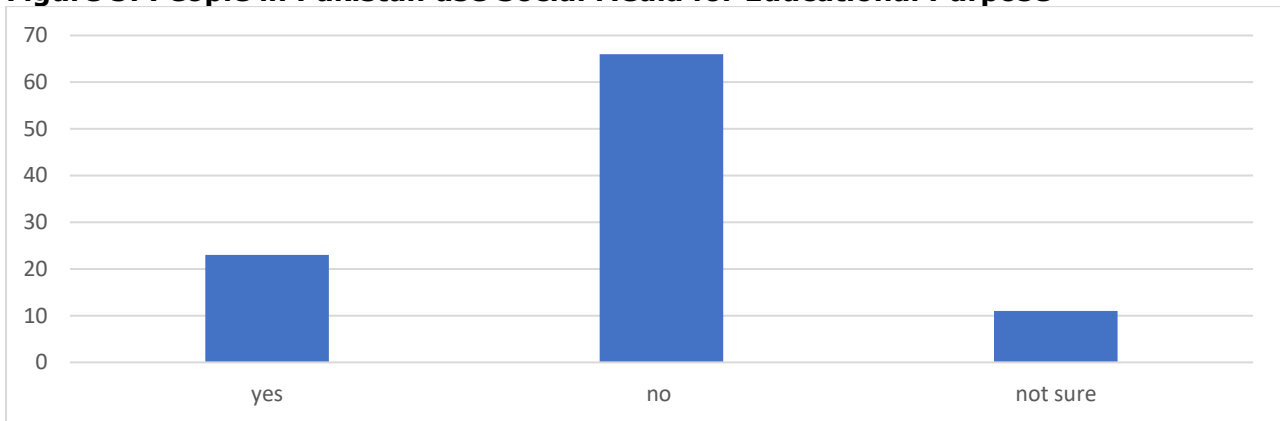


Table 5

Statement	Yes	No	Not sure
People in Pakistan use social media for educational purpose.	23 %	66 %	11 %

Figure 5, table 5 show the values of responses for the given statement. It is revealed that only 23 % of the participants among defined sample responded "yes" in Pakistan social media is used for educational purpose, 66 % majority responded "no", while 11 % respondents remained unsure about the given statement.

Figure 6: In Pakistan People use Social Media Platforms for Guidance

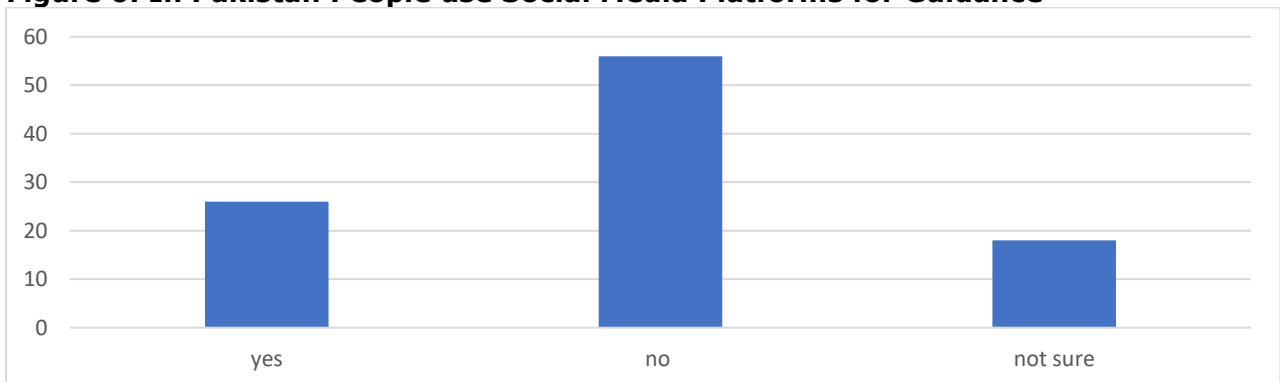


Table 6

Statement	Yes	No	Not sure
In Pakistan people use social media platforms for guidance.	26 %	56 %	18 %

Values shown in Figure 6 and table 6 illustrate percentages of responses recorded against given statement; In Pakistan people use social media platforms for guidance, for which 26 % of the total participants responded “yes” and 56 % responded “no” while 18 % replied “not sure”.

Figure 7: In Pakistan People use Social Media for Communication Purpose

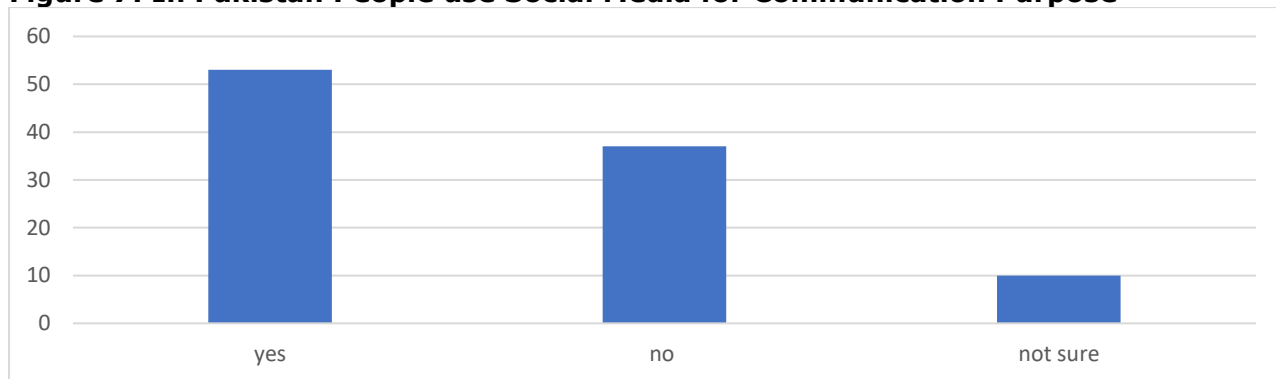


Table 7

Statement	Yes	No	Not sure
In Pakistan people use social media for communication purpose.	53 %	37 %	10 %

Figure 7, table 7 show values of recorded responses for the given statement; In Pakistan people use social media for communication purpose. 53 % participants responded “yes” and 37 % responded “no”, while 10 % were “not sure” in this case.

Figure 8: Social Media is Affecting Social and Cultural values in Pakistan

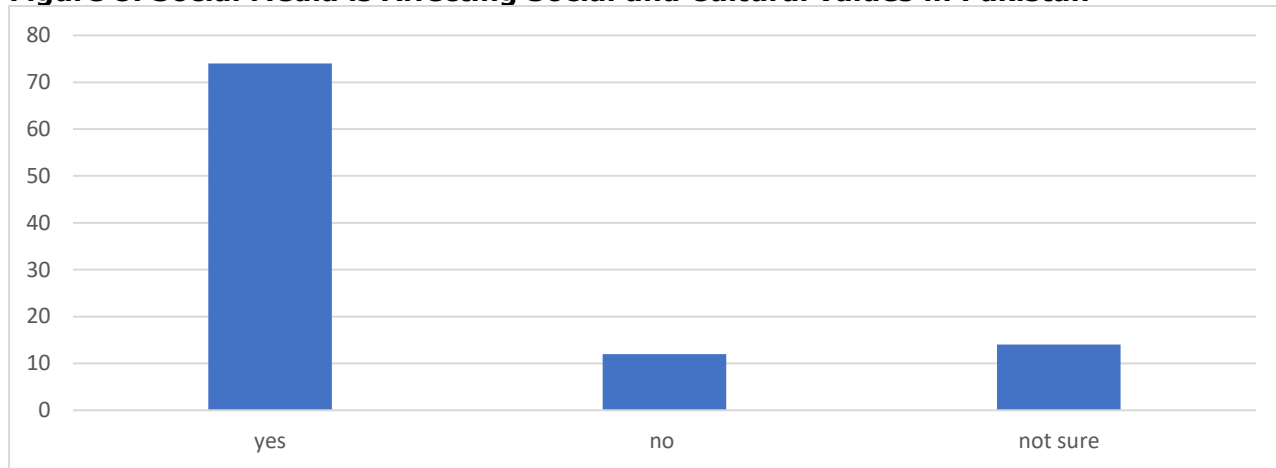


Table 8

Statement	Yes	No	Not sure
Social media is affecting social and cultural values in Pakistan.	74 %	12 %	14 %

Table 8 and Figure 8 present the values of the replies that were recorded as percentages in relation to the statement that was provided. Results reveal that vast majority of 74 % respondents responded “yes” for the given statement; social media is affecting cultural and social values in Pakistan. only 12 % responded “no”, while 14 % opted “not sure” in the given case.

Table 9

Statement	Yes	No	Not sure
Social media is spreading fake news and disinformation in Pakistan.	57 %	22 %	21 %

Figure 9: Social Media is Spreading Fake News and Disinformation in Pakistan

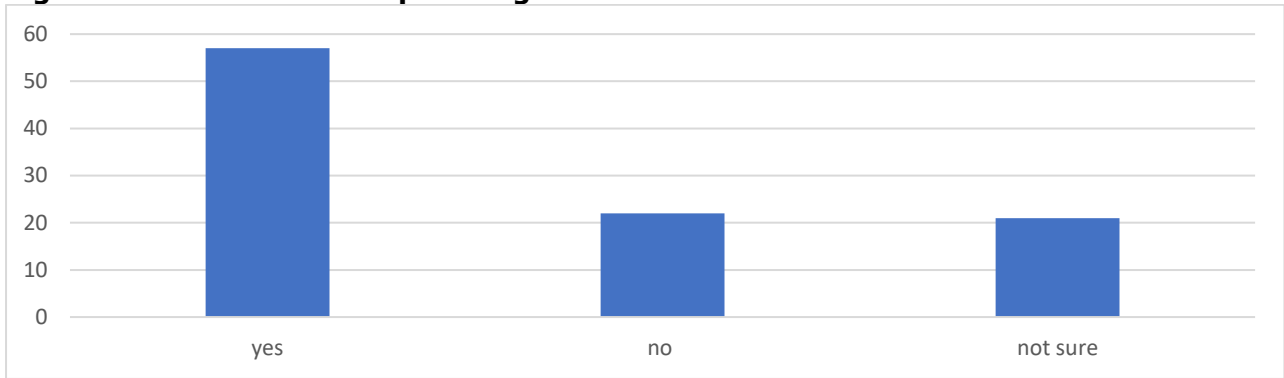


Figure 9 and table 9 illustrate the values of percentages of responses of the given statement; social media is spreading fake news and disinformation in Pakistan. Results show that more than half of the respondents i.e., 57 % replied “yes”, 22 % responded “no”, while 21 % remained unsure about the given case.

Figure 10: Social Media is making it Easier to Manipulate People in Pakistan

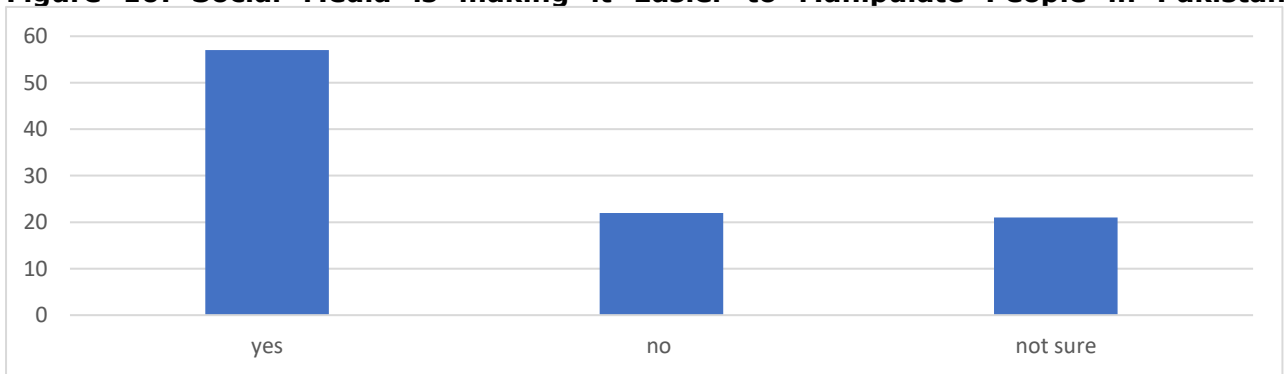


Table 10

Statement	Yes	No	Not sure
Social media is making it easier to manipulate people in Pakistan.	52 %	37 %	11 %

Figure 10 and Table 10 demonstrate the values of responses against given statement; social media is making it easier to manipulate people in Pakistan. Values show that 52 % of the majority responses were in favor of “yes”, 37 %, a considerable figure, responded “no”, while 11 % were recorded for “not sure”.

Figure 11: Social Media is Mostly Time Wasting

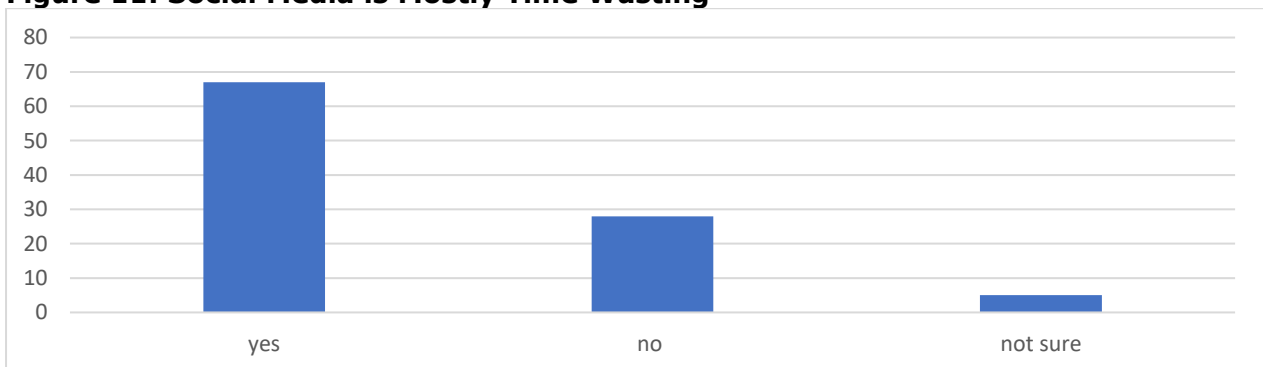


Table 11

Statement	Yes	No	Not sure
Social media is mostly time wasting.	67 %	28 %	5 %

Figure 11 and table 11 show the responses in percentages recorded for the defined statement of the survey. It is observed that 67 % majority respondents responded “yes” for

statement; social media is mostly time wasting. 28 % replied "no", while 5 % remained unsure.

Figure 12: Social Media is Mean of Privacy Breach

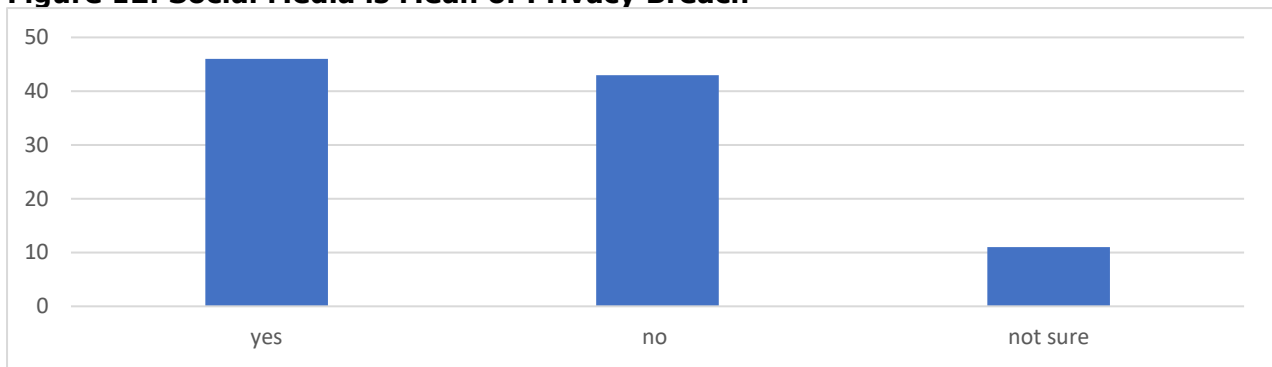


Table 12

Statement	Yes	No	Not sure
Social media is mean of privacy breach.	46 %	43 %	11 %

Figure 12 and table 12 show the values of responses recorded against given statement; social media is mean of privacy breach. 46 % majority participants responded "yes", 43 % responded "no", while 11 % replied "not sure" about the defined statement.

Figure 13: Social Media Platforms Contribute to Create Good Governance

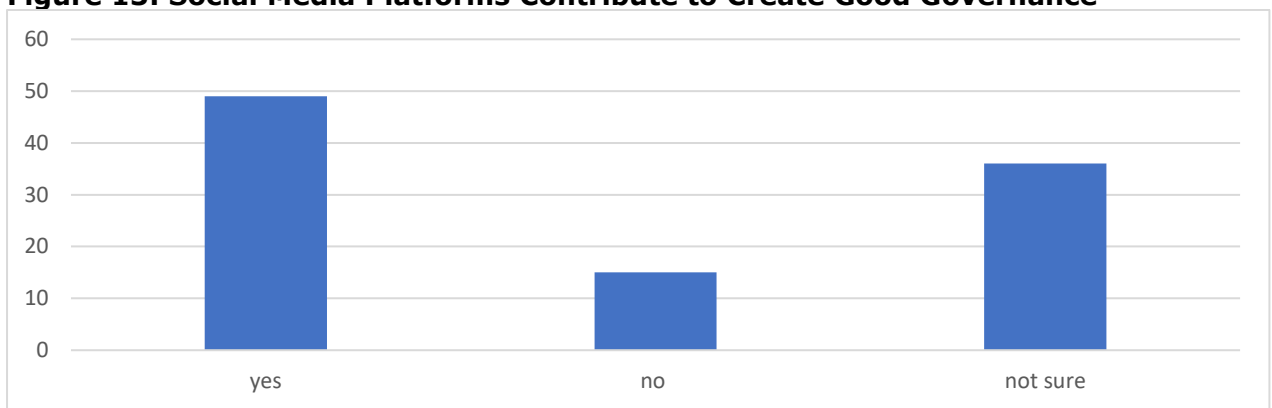


Table 13

Statement	Yes	No	Not sure
Social media platforms contribute to create good governance.	49 %	15 %	36 %

Figure 13 and table 13 show the values of responses recorded against given statement; social media platforms contribute to create good governance. 49 % majority participants responded "yes", 15 % responded "no", while 36 % replied "not sure" about the defined statement.

Figure 14: Social Media is Creating Conflicts of Opinion among Users

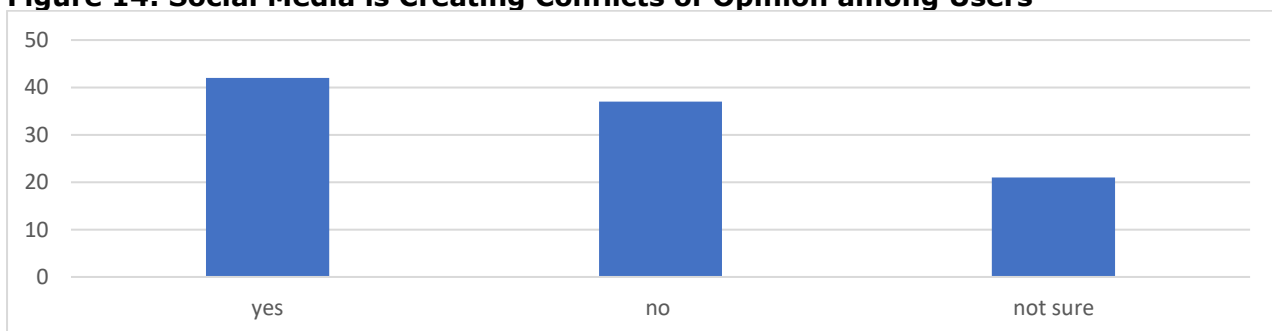
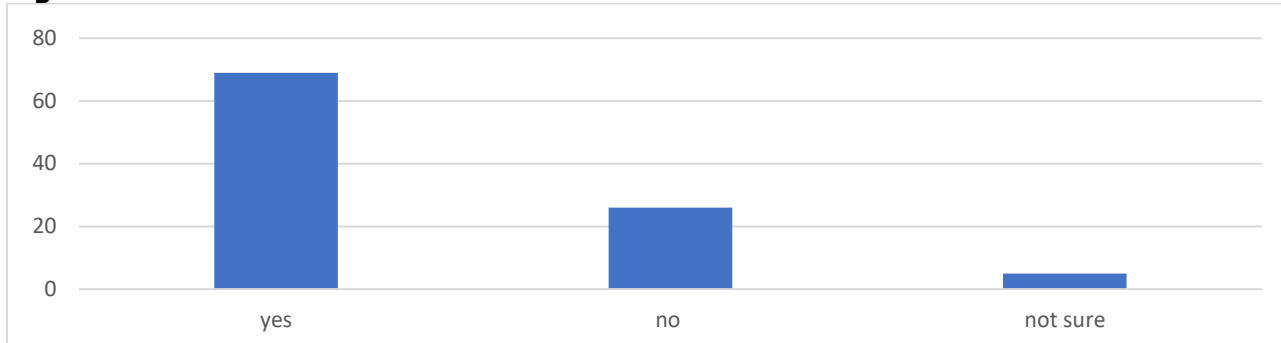


Table 14

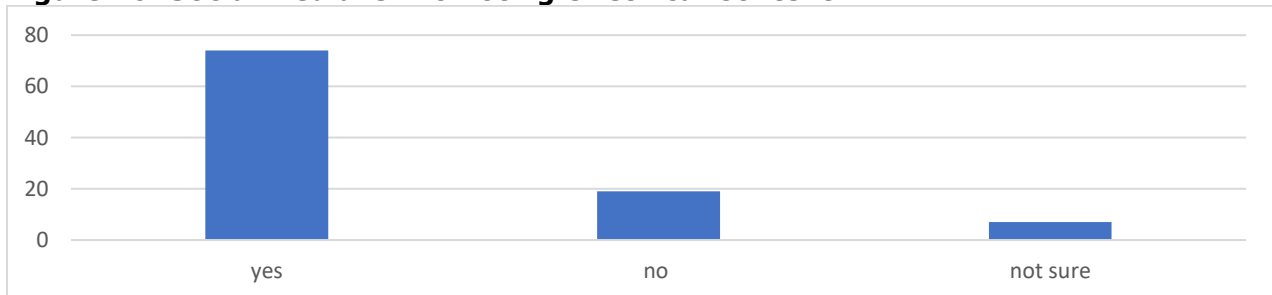
Statement	Yes	No	Not sure
Social media is creating conflicts of opinion among users.	42 %	37 %	21 %

Figure 14 and table 14 show the values of responses recorded against given statement; social media is creating conflicts of opinion among users. 42 % majority participants responded "yes", 37 % responded "no", while 21 % replied "not sure" about the defined statement.

Figure 15: Social Media has Facilitated Interaction with Celebrities and Public Figures**Table 15**

Statement	Yes	No	Not sure
Social media has facilitated interaction with celebrities and public figures.	69 %	26 %	5 %

Figure 15 and table 15 show the responses in percentages recorded for the defined statement of the survey. It is observed that 69 % majority respondents responded "yes" for statement; social media has facilitated interaction with celebrities and public figures. 26 % replied "no", while 5 % remained unsure.

Figure 16: Social Media is Promoting Unethical Content**Table 16**

Statement	Yes	No	Not sure
Social media is promoting unethical content.	74 %	19 %	7 %

Figure 16 and table 16 show the responses in percentages recorded for the defined statement of the survey. It is observed that 74 % majority respondents responded "yes" for statement; social media is promoting unethical content. 19 % replied "no", while 7 % responded "not sure" for the given case.

Table 17

Statement	Yes	No	Not sure
Social media creates inactivity among users.	61 %	22 %	17 %

Figure 17 and table 17 show the responses in percentages recorded for the defined statement of the survey. It is observed that 61 % vast majority respondents responded "yes" for statement; social media create inactivity among users. 22 % replied "no", while 17 % responded "not sure" for the given case.

Figure 17: Social Media Create Inactivity among Users

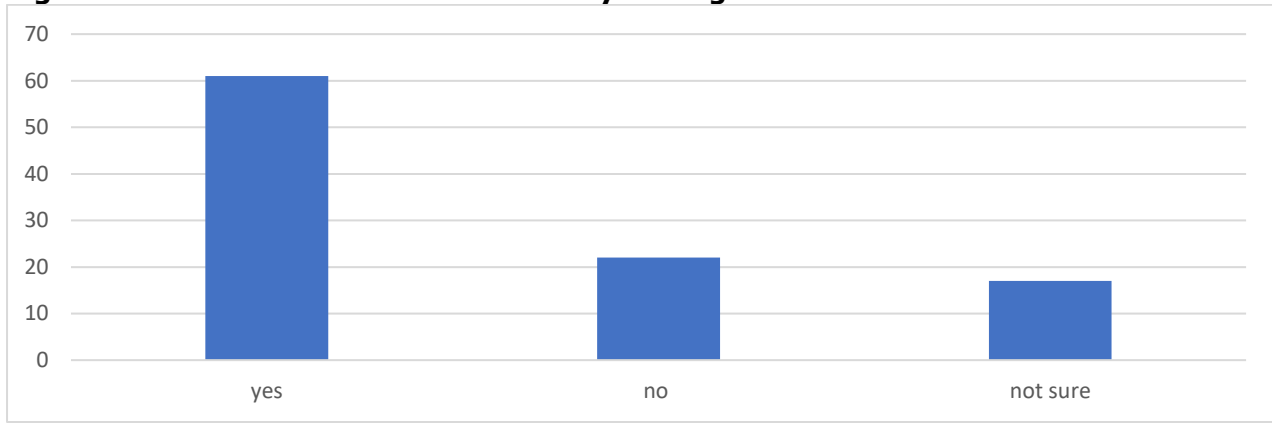


Figure 18: Social Media is Promoting Social Isolation among Individuals

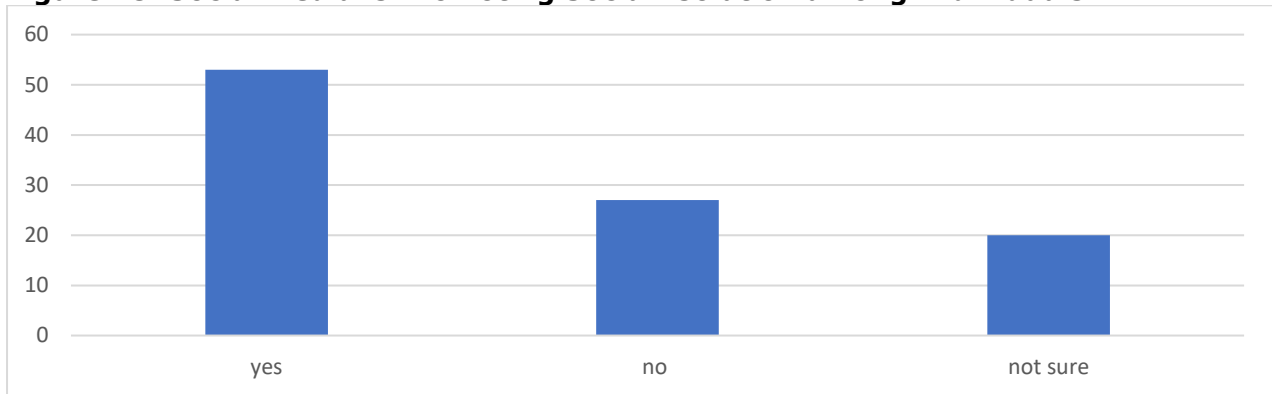


Table 18

Statement	Yes	No	Not sure
Social media is promoting social isolation among individuals.	53 %	27 %	20 %

Figure 18 and table 18 show the responses in percentages recorded for the defined statement; social media is promoting social isolation among individuals. It is observed that 53 % vast majority respondents responded “yes” for given statement. 27 % replied “no”, while 20 % responded “not sure” for the given case.

Figure 19: Social Media is Promoting Inferiority Complex among Users

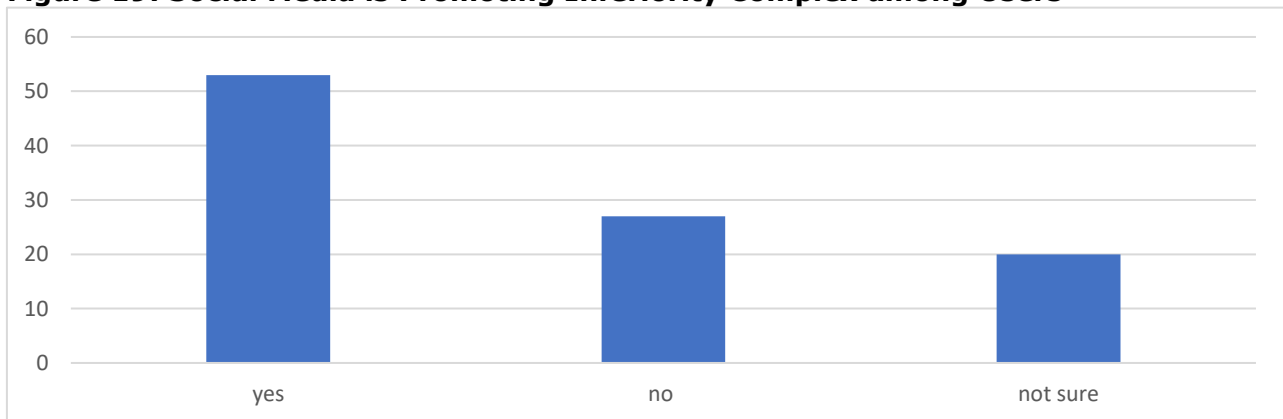


Table 19

Statement	Yes	No	Not sure
Social media is promoting inferiority complex among users.	59 %	21 %	20 %

Figure 19 and table 19 show the responses in percentages recorded for the defined statement; social media is promoting inferiority complex among users. It is observed that 59

% vast majority respondents responded "yes" for given statement. 21 % replied "no", while 20 % responded "not sure" for the given case.

5. Discussion and Analysis

Internet technologies and social media have strong impact on societies. These implications are both positive and negative implications (Wike et al., 2022). Findings of the current study reveal that 45 % of the participants agreed that social media is used for public awareness. Similarly, results also reveal that majority 56 % respondents responded "yes" social media is an effective way to influence people's minds, 23 % responded "no" for the above statement. The phenomenon of social media has obviously altered more than just our communication styles; it now plays a bigger and more profound role in influencing public opinion (Ausat, 2023). Among other contributions of social media, it is also observed that social media has variety of users and it provides open platform for the variety of views and opinion. Different social media sites are used for expression of personal opinion (Mustafa et al., 2018). Values reveal that a vast majority i.e., 61 % participants of the survey responded in favor of the statement; social media is creating space/tolerance for multiple views/opinions in Pakistan. Additionally, 75 % said that social media platforms provide freedom of expression for its users. Social media has been integrated into education in more effective way (Meena & Mohammad, 2013). One the other 66 % of the majority respondents think that in Pakistan social media is not used educational purpose and only 23 % believed that social media is used for guidance in Pakistan.

Similarly, it is possible for people who are far apart to communicate as though they are near one another. Only because social media platforms that ensures connectivity among people("Role of Social Media in Developing Awareness," 2018). Influential platforms like Facebook, Twitter, Instagram, and TikTok have effectively established a global platform in this ever-expanding context, enabling people and groups to communicate across boundaries, exchange information, and express their opinions. Therefore, more than half of the defined participants i.e., 53 % agreed that social media is used to connect people across different parts of the world. Incorporation of social media in Pakistani society has also brought some challenges. People's attention spans have been shortened by social media because of its rapid speed and briefness, especially for younger people. The need for meaningful discourse and introspection in Pakistani society is undermined when significant issues are reduced mere trends (Khan, 2023). Findings of the current study also strengthen this notion with noticeable 74 % respondents believe that social media is affecting cultural and social values in Pakistan. Among other negative sides of social media fake news and disinformation is top of the list. All forms of media frequently deal with rumors, misinformation, disinformation, and malicious information. But with digital media, particularly on social media platforms, it is worse. Controlling unwanted information is a terrible task because of its ease of use and access, the speed at which information spreads, and the difficulty of eradicating incorrect information (Muhammed & Mathew, 2022). Results show that more than half of the respondents i.e., 57 % replied in favor of the statement that social media is spreading fake news and disinformation in Pakistan. Additionally, 52 % believe that social media is making it easier to manipulate people's mind in Pakistan. We can find anything on social media platforms, from funny videos and personal narratives to breaking news. They often entice us with their addictive nature, consuming our time and attention (Fahid, 2023). Therefore, 67 % of respondents say that social media is mostly a waste of time. Individuals who wish to improve their online reputation and show themselves in a way that is acceptable to society may decide to practice "selective self-presentation." This practice of self-disclosure may lead to privacy concerns for the users on social media platforms (Gruzd & Hernandez-Garcia, 2018). Results of current study reveal that 46 % believe that users are at the risk of privacy breach on social media, while 43 % do not agree with the given statement. It shows a competitive stance on privacy issues on social media among the participants of survey.

The growing freedom that mobile technologies provided for people to communicate at any time and from anywhere in the world has provided number of liberties. Political procedures have been significantly impacted by these "liberties". For instance, they have made it possible for politicians and governments to communicate with people directly (Unwin, 2012). 49 % participants agreed with the idea that social media facilitates good governance while 36 % remained unsure in this regard. Our behavior on social media increasingly shapes

the impressions we leave behind (Robledo, 2012). 42 % believe that social media creates conflict opinion among users on varying topics. While, 37 disagree with the given notion. Social networking sites (SNSs) like YouTube, Facebook, Instagram, and Twitter are becoming vital platforms for celebrities to communicate with their fans (Kim & Kim, 2020). It is observed that 69 % majority respondents responded "yes" for statement; social media has facilitated interaction with celebrities and public figures. Since there is bulk of content shared on social media platforms, ethical considerations are often undermined by the users (Bennett & Vercler, 2018). 74 % majority supports that social media is promoting unethical content. Those in that age range reported feeling more socially isolated when they used Facebook, Instagram, and Snapchat frequently (Hobson, 2017). It is observed that 53 % vast majority respondents agreed with given statement that social media may lead to isolation among users. Higher levels of social media use among this demographic are linked to increased socioemotional challenges, decreased levels of happiness, and decreased levels of sports participation (Booker, Skew, Kelly, & Sacker, 2015). Similarly, it is also observed that 61 % vast majority respondents responded in favor of the statement; social media leads to inactivity among users. Social media may also lead to psychological issues like inferiority complex and many others (Liu et al., 2022). It is observed that 59 % vast majority respondents responded social media usage can cause inferiority complex among users.

6. Conclusion

The emergence of novel digital social media platforms in 21st century has revolutionized the methods by which numerous individuals exchange information and engage in communication. With the speed at which information and communication technology is developing in the modern era, social media has undeniably become an indispensable part of daily life in modern society. Findings of the study reveal that there are both positive and negative sides of social media use in general. Social networking is pervasive in Pakistani culture, permeating every facet. It contributes to information, creating awareness, connecting people and many others. Similarly, social media use can also have negative social and cultural impacts in Pakistan affecting users without comprehending the long-term impacts. Results of survey also suggest that people believe that social media ensures freedom expression and freedom of speech but dilemma of fake news and disinformation also exists. Similarly, participants also believe that social media with its public narrative and views can contribute to good governance. Although there is a strong desire to think that social media is actually democratizing political processes, the data in literature does not always back up these claims. Conflict of opinion is another bad aspect of the absorption of social media into society, which is exacerbated by the fact that there are many different points of view to choose from. As a result, both good and bad effects are present on social media; nevertheless, the use of these platforms might be the deciding factor in societies such as Pakistan.

6.1. Recommendation

- Careful social media adoption is required in social systems.
- When it comes to social media, there are no barriers. It is imperative that society is ready for this.
- Fact checks and registered accounts on all social media platforms can help a lot.
- Vigilant regulatory laws can improve social media effects on society.
- The focus should be on emphasizing the elements of mitigating adverse effects and amplifying beneficial effects.
- You need to be cautious with your life and attitude since the camera is always watching.
- The rapidity with which it can spread has made public education on cyber law on a national and worldwide level imperative.
- Positive attitudes should be promoted in society through the use of social media.
- We need to consider ways to encourage social connection in society since social media use doesn't lead to much in the way of real-life interactions.
- Social media records everything. Consequently, great caution must be exercised.

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