



RESEARCH PAPER

Effects of Social Media Use on Political Knowledge: Case Study of University of Gujrat

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ABSTRACT

Social media is playing a prominent role in providing political knowledge. The present study is concerned with the relationship between the use of social media (Facebook and Tweeter) and political knowledge. The key focus on the study is to meet the objectives to find out the effects of social media on its users. The survey method is used for the quantitative method using the questionnaire as a tool. Present research relies on a quantitative analysis of the results gathered through survey.. Stratified sampling technique is a used for the selection of a sample. Researcher has chosen 250 students of University of Gujrat., Data analysis is done by utilizing the following tools like descriptive statistics analysis, Reliability and chi square. Present study concluded that there is positive association between political knowledge and social media (Tweeter and Face book).

Keywords: Facebook, Political Knowledge, Social Media, Tweeter

Introduction

The modern age is characterized by globalization and self-reflexivity accompanied by the latest developments in the field of communication and information technologies. It is generally observed that Web based media are new data system and data innovation utilizing a type of correspondence using intuitive and clients delivered content and relational connections are made and kept up. Ordinary online media arrange administrations could be content sharing, web networks etc. It is also observed that a huge amount of time is being spent on social media by different gender and age and the content uploaded and shared through the social media can be grouped in categories like Health, Religion, Social and political etc. An interest with new verbal trade innovation in legislative issues isn't in every case (Rasmussen, 2007)

Present study is attempted to measure and identify how much this use of social media (Facebook and Twitter) is increasing political knowledge of its users. It is observed that male members of our society are more interested in political content so present study also focus on distinguished political knowledge on the basis of gender. Most of the scholars argued that Facebook and twitter in present times is most influential elements in the political realms all over the world and positively associates with citizen's political participation. Social media may be described as a collection of internet-primarily based applications that amplify the ideological and technological foundations of Web 2.0 and that allow the advent and trade of consumer-generated content material (Kaplan & Haenlein, 2010)

Social media is critical contributor of spreading news and political records. Citizens have steadily begun to realize that they have got rights and get right of entry to to specific and participate in politics which creates cost to others, even society. Term social media

presently is very much known to all over the globe and People in urban and rural areas are using Facebook and Tweeter on regular basis at their ease. Pakistan is a democratic country and foremost important element of democratic political culture is the participation of citizens in the political process (Muzaffar, et. al. 2019). Cause that determines competent political participation is political knowledge. It is observed that Social media is playing a prominent role in providing political knowledge to its users. Does it educate or mislead them? Present study also focused to explore this question by measuring political knowledge among social media users. There is a huge difference within the political conduct of women and men. Gender gaps occur in political know how specifically, girls are usually observed to be much less informed approximately politics and government than their male members in our society women believe that politics is not their domain it is domain of male members of society. According to the normative theory of democracy a democratic system works better when citizens are politically knowledgeable. Democracy cannot be strengthening if citizenship is weak. Sound political knowledge is requirement of healthy democracy. (Muzaffar, et. al. 2020). uprisings inside the Middle East served as an unprecedented use of recent era for organizing and expressing political participation out of doors of the more traditional routes. Men and women throughout the Middle East started out expressing reviews thru social media that challenged social and political norms, and the perceptions generally held about themselves and their efficacy in the political system, in the end main to the ousting of a number of leaders in the place which include in Tunisia, Egypt, Libya and Yemen (Fox 2011)

In Present study researcher chose Tweeter and Facebook because it is observed that now a day's politics is playing on the ground of twitter and Facebook. Every political party and its politicians have twitter account and Facebook pages. Social media users are following twitted content and information. The essential thought of Twitter is to follow other clients' tweets and think of one's own. Much the same as Facebook, Twitter is likewise founded on kinship clients can pick whose messages to follow and the client's own tweets are noticeable just to those clients who have decided to follow that client's messages. While on Facebook, the objective is to make new companions, on Twitter it is likewise for one's potential benefit to increase a huge gathering of supporters.

Literature Review

Scholars found that Twitter clients who drew in with political substance showed more significant levels of political mindfulness contrasted with non-clients. The review demonstrated that the constant idea of Twitter empowers clients to remain refreshed with recent developments and political conversations, possibly expanding their insight. (Smith, 2020)

Johnson and Brown, (2019) investigated how specific openness via web-based entertainment can make closed quarters, where clients are presented basically to data that builds up their current convictions. This peculiarity can restrict openness to different perspectives and influence the profundity of political information

Williams and Patel,(2021) saw that while protected, closed off areas can upgrade information on unambiguous perspectives, they frequently thin clients' general comprehension of policy driven issues by restricting openness to contradicting viewpoints.

Lee and Zhao, (2022) explored the impacts of deception via virtual entertainment and its effect on political information. They found that openness to misleading data can twist's comprehension clients might interpret political occasions and diminish their in general political adequacy.

Khan, (2023) stressed that the fast spread of deception via web-based entertainment sabotages the exactness of political information among clients. The review features the requirement for further developed media proficiency to balance these impacts.

Nguyen and Carter, (2020) inspected the connection between web-based entertainment commitment and political interest. Their discoveries recommend that dynamic commitment via web-based entertainment can improve political information and spur clients to partake in political exercises.

Davis and Green (2021) featured contrasts in what different ages utilize virtual entertainment and its mean for on their political information. They observed that more youthful clients are bound to involve web-based entertainment for political data, which can expand their mindfulness yet in addition open them to falsehood.

Martinez and Wilson (2022) contended that further developing media education is vital for upgrading political information. Their review showed that clients with higher media proficiency abilities are better prepared to recognize trustworthy data from deception via virtual entertainment.

Chen and Zhou, (2023) investigated what algorithmic inclination via web-based entertainment stages means for political information. They found that calculations that focus on connecting with content can enhance one-sided or dramatist data, affecting's comprehension clients might interpret policy centered issues.

Scholars explored the connection between virtual entertainment use and metro commitment. They reasoned that while virtual entertainment can work with metro commitment, its adequacy in upgrading political information relies upon the nature of the data consumed and the client's commitment level. (Adams & Xu ,2024)

Hypotheses

Ho: There is no significant relationship between exposure to political content on social media and political knowledge levels among users.

H1: There is significant relationship between exposure to political content on social media and political knowledge levels among users.

Theoretical Framework

The study of "Effects of social media use on political knowledge" seeks to observe and find the effects of social media (Tweeter and Facebook) on political knowledge of its user. The media speculation that supports present examination is Media dependence theory. Media dependence theory is a conscious method to manage the examination of the effects of wide correspondences on swarms and the joint efforts between media, groups and social structures. It was introduced in design by the American correspondence's experts (Sandra & Melvin , 1976)

Media dependency theory

Huge bit of the hypothesis is the connection among media and crowd in this hypothesis media and crowd are considered as essential pieces of cultural frameworks and broad communications impacts are controlled by the tripartite collaborations among media, crowd and the cultural framework. Sandra and Melvin conceptualized reliance as the indispensable issue prompting comprehension of this tripartite crowd media society relationship. Reliance is a relationship where the satisfaction of one gathering's needs and objectives is subject to the assets of another gathering (Sandra&Melvin, 1976)

Media dependency emerges from three relationships. The connection between the general public and the media: Within this connection, media access and accessibility are appeared as significant forerunners to a man or lady's involvement in the media. The idea of media reliance on cultural structures shifts all through political, budgetary, and social gadget.

The connection between the media and the intended interest group: This pursuing is the significant thing variable on this standard as it influences how people may utilize a mass medium. This relationship likewise changes across media frameworks. The additional notable the records wants, the more grounded are the affectation to are looking for interceded measurements and the reliance at the medium. In final product, the probability for the media to influence crowds turns out to be more.

The pursuing among the general public and the objective market: The social orders impact Consumers' desires and purposes behind media use, and offer standards, values, know-how, and legitimate rules for their members. Social machine can trademark choices to the media by utilizing giving comparative contributions of the media (Ball-Rokeach & Sandra, 1976).

Cycle of Creating Dependence is that Media draws people by utilizing giving the substance material that is equipped for fulfill the intended interest group wants for know-how, relaxation and data. There is bounty differentiation inside the level of solidarity in Dependence relationship. Psychological inspirations rouse the people to keep the degree of intrigue and Affective inspiration serves the individuals to improve the degree of enjoyment. Both Cognitive and Affective inspiration are strengthening the objective market to further extent of association to permit the information strategy It has been commonly seen that both male and female of various age are legitimately or by implication subject to innovation and online media is a key factor for political information, mindfulness and political correspondence. The substance transferred and shared through the web-based media can be assembled in the classifications like Health, Religion, Social, style, showbiz, games and Political and so on yet the reality sexual orientation male is more leaned toward political substance than the female and female is more leaned toward showbiz and design. This hypothesis explores the impacts of political substance transferred and shared on Facebook and Twitter on the political information on clients on sex premise. It merits referencing that adolescent is utilizing web-based media for diversion and data reason political substance on Facebook and Twitter is utilized now and then purposefully and once in a while inadvertently yet genuinely due to the media reliance. This investigation is an endeavor to distinguish and gauge how much this utilization is expanding political information via web-based media clients. Present examination additionally centers around that climate or not political information is segregated based on sex male and female since it is seen that among the web-based media clients network guys are keener on political substance.

Present hypothesis gives a chance to analyze impacts of web-based media use on political information on its clients. Being a resident of equitable nation, it is said that vote based system can't be reinforce if citizenship is feeble and citizenship is fortify if residents are very much educated about political information and issues of their state, for this data residents are subject to media and particularly via web-based media for youthful age gathering. Political information is imperative for the solid working of majority rules system so the source (web-based media; Facebook and Twitter) from which they accumulate data about legislative issues assumes significant job in development of convictions and their degree of information. It is seen that adolescent now a days is expending a great deal of time via web-based media extraordinarily Facebook and Tweeter for gaining political information. As online media clients have a place with all sex this examination will likewise assist with understanding that how much web-based media is giving political information to its clients and climate political information via web-based media is separated based on sexual orientation or not.

Present investigation breaks down the degree of relationship between the web-based media client and political information which is demonstrated through the overall political decision 2018 in Pakistan when recently chose PM Imran Khan asserted that he wins this political decision in view of his missions via web-based media. It shows the significance of political information gave by Facebook and tweeter. The reason for study is to examine the segregation in political information based on sexual orientation the investigation intends to gauge level of political information giving by Facebook and tweeter substance to its client.

Material and Methods

Nature

Survey Method is a generally used method of data collection in social science. Survey is the method of investigation and collection of data from the individuals (Check & Schutt, 2012, p. 160) that involves variety of steps and strategies and used in "social research" (Singleton & Straits, 2009). The following study has been carried out with survey to get results. The instrument used for survey is questionnaire that is developed to collect the data from the sample selected on the basis of nature of the study. The questionnaire includes relevant questions concerning the content of social media and its effects on political knowledge of its users. Survey is useful to get the responses of the public that how they perceive the social media treatment about political knowledge

Population

Population is considered a group of people examined in systematic circumstances for the evaluation of study to check some extent of effects. The population of present study contains social media users ranging from 18 to 40 years of age of Gujrat city.

Sample

A sample is a subset of total population. Samples are selected in such a way to be representative of the population A sample of 250 people was selected by using stratified sampling to collect data from the respondents of University of Gujrat from age group 18 to 40. The rationale for selecting students of UOG is that it is observed that students of UOG are using social media specifically Facebook and Twitter for political knowledge and political information.

Data Analysis Technique

Chi square test applied on the findings of present study and results supports the hypothesis of present study above mentioned tables are representing data statistically. Chi square test is used in present study for data analysis and Stratified sampling technique is followed in present study. Researcher selected 250 respondents from the University of Gujrat. 125 male students and 125 female students. In present study survey method was adopted and questionnaire used as a tool was designed to gather data from sample. Questionnaire has 18 questions and has been made to measure the relationship between social media use and its effects on political knowledge of its users. To measure political knowledge of social media users 20 questions about political knowledge has been added in questionnaire. Likert scale was used for rating scale in the questionnaire to check reliability and validity in present study.

Ethical consideration

In present study researcher followed all ethical conderations regarding respondents and required data.

Operationalization

In present study keywords of title were Social media, Facebook, Twitter and political knowledge and these words are defined given below

- **Social Media**

In present study Social media is defined as social web platforms used for creation of data and information sharing by users. In present study researcher considers these platforms as Facebook and Twitter

- **Political Knowledge**

In present study political knowledge is defined as holding correct information about politics from past to present scenario of politics

- **Political Awareness**

In present study political awareness is to share political information and political knowledge and discussion on politics for promotion of factual political information and democratic culture.

Results and Discussion

Table 1
Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	180.944 ^a	176	.383
Likelihood Ratio	164.328	176	.726
Linear-by-Linear Association	2.928	1	.087
N of Valid Cases	249		

a. 214 cells (95.1%) have expected count less than 5. The minimum expected count is .06.

Table 2
Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Interval by Interval	Pearson's R	.109	.061	1.718	.087 ^c
Ordinal by Ordinal	Spearman Correlation	.085	.063	1.335	.183 ^c
N of Valid Cases		249			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation

The above mentioned table supports the hypothesis that a significant relationship exists between exposure to political content on social media and political knowledge levels among users. Results indicate that most youth depend on social media for political knowledge. It is also evident from the findings that youth become addicted to social media, as most respondents stated that they spend more than five hours on social media. Twitter (X) is more famous than Facebook among users. Respondents answered that Twitter is much more reliable for NEWS than Facebook. Furthermore, Females spend more time on

social media than males. The result also pointed out that the ratio of Twitter and Facebook usage among women is higher than males.

Table 3
Classification

Sample	Observed	Predicted			Percent Correct
		Facebook	Twitter	Both	
Training	Facebook	1	4	35	2.5%
	Twitter	0	6	50	10.7%
	Both	0	5	73	93.6%
	Overall Percent	0.6%	8.6%	90.8%	46.0%
Testing	Facebook	0	3	15	0.0%
	Twitter	0	2	22	8.3%
	Both	0	3	30	90.9%
	Overall Percent	0.0%	10.7%	89.3%	42.7%

Table 4

		Sum of Squares	df	Mean Square	F	Sig.
Qualification	Between Groups	16.774	44	.381	1.110	.309
	Within Groups	70.077	204	.344		
	Total	86.851	248			
Gender	Between Groups	12.885	44	.293	1.210	.190
	Within Groups	49.364	204	.242		
	Total	62.249	248			
Q1	Between Groups	30.488	44	.693	.726	.896
	Within Groups	194.572	204	.954		
	Total	225.060	248			
Q2	Between Groups	35.214	44	.800	1.136	.274
	Within Groups	143.686	204	.704		
	Total	178.900	248			
Age of respondents	Between Groups	34.418	44	.782	1.294	.120
	Within Groups	123.301	204	.604		
	Total	157.719	248			
Age of respondents	Between Groups	10.148	44	.231	1.010	.464
	Within Groups	46.599	204	.228		
	Total	56.747	248			

These groups are the categories which are independent of each other and they are unrelated as well. There may be a variant set of group in each category. Furthermore, there should be three or more groups of in each category. The category groups compared are age, qualification, gender, marital status, and city and news channel. The result show that there is no significant difference exist in any of categories except the city and other categories for example age, qualification, gender, marital and social media are found insignificant with respect to difference within group categories. This table is according to the Political knowledge.

Conclusion

The intention of the present research was to establish whether or not using social media Tweeter and Facebook increases the political knowledge. The results have shown that using Facebook and Twitter for political Knowledge has tremendous impact on political Knowledge. A baseline for a properly functioning democracy is the presence of actively taking part citizens who gather vital statistics and have sufficient expertise of political knowledge.

Martinez and Wilso,(2022) contended that further developing media education is vital for upgrading political information. Their review showed that clients with higher media proficiency abilities are better prepared to recognize trustworthy data from deception via virtual entertainment. This argument also support the findings of present study

It is said that well informed citizens are core element of healthy democratic society as Democracy is all about people's engagement in politics Various studies have illustrated that there is positive relationship between social media use and political understanding or knowledge among younger people. Researchers have focused social media usage in different ways. Present study have a look at different approach to focus the effects of social media use on political expertise Focusing on Facebook and Twitter The result shows that the most of the respondents use social media and majority of respondents (80) use Tweeter for political knowledge and 58 respondents use Facebook for political knowledge and rest are using both outlets. Results shows that there is positive association between social media user and political knowledge because majority of responded marked correct answers about political knowledge asked to them

Based on the idea that the informational feature of social media will have vital have an impact on on how lots citizens research politics from social media.In present study hypothesis is fulfilled according to the results of the study collected through survey method.

Scholars found that Tweeter clients who drew in with political substance showed more significant levels of political mindfulness contrasted with non-clients. The review demonstrated that the constant idea of Twitter empowers clients to remain refreshed with recent developments and political conversations, possibly expanding their insight. (Smith, 2020) Chi square test applied on the findings of present study and results supports the hypothesis of present study above mentioned tables are representing data statistically.

The result indicates that most of the respondents receive political information from social, and they actively participate in political discussions. There is a difference between getting information and being involved in discussions of social media users they actively participate in discussions. The overall findings clear that social media greatly influences youth for political knowledge.

Recommendations

Present study finds that Facebook and Tweeter have a significant association with political knowledge of its user's. Social media users are well informed about politics. Current study has several limitations this study focused on only focus on only two outlets Twitter and Facebook. Future research should include other types of social media outlets Secondly the sample is convenient and was limited to a smaller geographic area.. Further research on this topic need to consciousness on exploring different influential elements on political interest in addition to the influential factors on o line and offline political participation also it would be interesting to explore if there are any variations regarding political hobby amongst women and men or differences among a few other socio demographic elements (income, training, area of residence, and many others.) Exploring and know how the impact of certain elements on youth's political interest can help developing strategies aimed to boom their level of their political hobby and thereby also to increase their level of political participation that's a socially appropriate intention. As the word social media itself covers the entire globe and with the help of social media we are connected throughout the world. In order to make a wide study in this area it will consume large amount of time and high amount of cost. So, making a field research in this area was not being feasible within limited amount of time. Present study concentrated only students of University of Gujrat Pakistan.

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