SOCIAL MEDIA AND YOUTH A STUDY OF USES AND IMPACTS

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ABSTRACT

Social media's impact on youth is creating additional challenges and opportunities. Social Networking sites provide a platform for discussion on burning issues that has been overlooked in today's scenario. The impact of social networking sites in the changing mind-set of the youth. It was survey type research and data was collected through the questionnaire. 300 sampled youth fill the questionnaire; non-random sampling technique was applied to select sample units. The main objectives were as (1) To analyze the influence of social media on youth social life (2) To assess the beneficial and preferred form of social media for youth (3) To evaluate the attitude of youth towards social media and measure the spending time on social media (4) To recommend some measure for proper use of social media in right direction to inform and educate the people. Collected data was analyzed in term of frequency, percentage, and mean score of statements. Following were main findings Majority of the respondents shows the agreements with these influences of social media. Respondents opine Facebook as their favorite social media form, and then the like Skype as second popular form of social media, the primary place for them, 46 percent responded connect social media in educational institution computer labs, mainstream responded as informative links share, respondents Face main problem during use of social are unwanted messages, social media is beneficial for youth in the field of education, social media deteriorating social norms, social media is affecting negatively on study of youth. Social media promotes unethical pictures, video clips and images among youth, anti-religious post and links create hatred among peoples of different communities, Negative use of social media is deteriorating the relationship among the countries, social media is playing a key role to create political awareness among youth.

KEYWORDS: Social media, youth, social networking, Facebook, twitter, YouTube

Introduction
Social media is most recent form of media and having many features and characteristics. It have many facilities on same channel like as communicating ,texting, images sharing , audio and video sharing , fast publishing, linking with all over world, direct connecting. it is also cheapest fast access to the world so it is very important for all age of peoples. Its use is increasing day by day with high rate in all over the

world. Majority of youth is shifting speedily from electronic media like as television viewers and radio listeners to the social media among all age of group. Youth rate is very much to shifting into social media so its influences are much on youth. This craze of social media has led to a host of question regarding its impact on society, while it is agreed that the social media affects people's living styles and it is an ongoing process to identify the nature of these influence in every society and country specially on youth .this study also focused the influences of social media on youth and their life style, trends, educational and political awareness, physical activities, social life, their learning and so on.

Social media is a set of internet based application that constructs on the ideological and technological foundation of wed and that permit the design and exchange of user generated content. Social media such as Facebook, Skype, Twitter, YouTube and MySpace may have been freshly marketed as great leveler as gathering in which divides of races, classes, and ethnicity. Social media is means of connections among people in which they create, share, and exchange information and ideas in virtual communities and networks. There are some familiar and most using forms of social media with their origins and feature introduction specially using in Pakistan at large scale and its using rate increasing day by day in Pakistan and use of social media is initially stage in Pakistan and some familiar types of social media are here which are using.

Facebook
Facebook is most famous type of social media in Pakistan now a day. Its use is extending in our society. Many people are registering on Facebook with increasing rate; this is most popular form of social media which is easy to use for its users. Face book is an online social networking service, whose name firstly used from the colloquial name for the book given to students at the start of the academic year by some university administrations in the United States to help students get to know each other. It was founded in February 2004 by Mark Zuckerberg with his colleagues, roommates and fellows Harvard University students Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes (Carlson, 2010). Facebook now permits any users easily who state them to be at least 13 years old he becomes registered users of the Facebook.

YouTube
YouTube was founded in February 2005 by two friends Chad Hurley and Steve Chen. All over the traffic on internet YouTube participation is about 10% on and having 75 billion e-mails being sent through the site each day one hundred million video clips are download on YouTube every day. YouTube institutional aims that they want to obtain: Our desire to entertain, inform and empower the world through video Chad Hurley and his companion want to see YouTube on every screen of home pc, laptop, and cell phone. Chad Hurley the founder of YouTube in BBC interview (2007) Hurley says that YouTube is available for everyone who wants to see video and YouTube is facilitating to empower everyone to share their videos and it also beneficial to become a good broadcaster he said that it is platform for learning and developing skills of video making.

Skype
Skype is a popular free communication service. It provide cheapest way to communicate, Skype provide direct communicate all over the world to its users. Skype have many feature for its users and maximum facilitate all over the world to link the people, Skype is very popular communicating form of social media.

Twitter
Twitter was founded by Evan Williams, Biz Stone and Jack Dorsey. Twitter was start A few years before, Biz Stone gave Twitter its name. Twitter is a new messaging service. People from all over the world and many different fields and professions are saying it all in 140 characters or less Twitter Today. Twitter has over 200 million users with about 460,000 new accounts being created each day. There are more than 140 million tweets sent each day.

MySpace
MySpace is a social networking service with a strong music. MySpace was launched in August 2003 and it's headquartered in Beverly Hills, California. In June 2012, MySpace had 25 million unique U.S. visitors. MySpace had a significant influence in pop culture and music and created a gaming platform that launched the successes of Zynga and Rock You, among others. The site also started the trend of creating unique URLs for companies and artists.

Impact of Social Media on youth
Social media having various impacts on youth's life in both ends some time impacts are in the favor of youth's social life and sometimes theses impact are negative to its user. Social Media might be sometimes seemed like just a new set of cool tools for involving young people. Sometimes you may use it this way and that's ok there are some pretty cool new tools around but the emergence of social media potentially has a bigger impact than that. It impacts upon young people who are growing up in an age where media is not about broadcast content from the TV, but is about interactivity, multimedia and multi-tasking. And it impacts upon organizations who need to remain relevant to a new generation, and who find their own work and structures being changed by changing communication tools and patterns of communications. Social media impact on youth on both ends good and bad social media is one of most influences impacting source throughout the world including Pakistan people do have these influences of social media which has enhanced the exposure of the people and create more awareness among youth. Youth is highly involved in social media. Social media tools are woven into many young people's day-to-day lives. Young people are in conversation and communication with their peer groups using a wide variety of different media and media devices every day. 10 years ago, young people may have only been in touch with friends and peer-groups when hanging out at school, or meeting up in town. Now young people can be touch through instant messaging, social networks, online games and many other tools. Young people are growing up in a constantly connected society.

Statement of the Problem
The study was design to analyzed the impact of social media on youth, how social media is influencing on youth in different aspects of social life, political awareness, religious practices, educational learning, trends adopting, sports activities and so on.

Significance of the study
This study is expedient to apply social media in right direction for youth and create cognizance among youth that proper use of social media become a solid tool to educate, inform and groomed the mentality level of youth social media refine their living style of public especially for youth it is also create an responsiveness that how it is effecting the social life the deteriorate social norm, society standards and ethics of society and create awareness among youth the aspect of social media.

Hypothesis of the study
- It is likely to say that Social media is creating awareness for youth in better living style.
- It is likely to say that Social media is swift source of information and entertainment for youth's interest.

- It is likely to say that Social media is great facilitator for youth in the field of education.
- It is likely to say that youth is utilizing social media in positive way.

Objectives of the study

The objectives of the study were as following:

1. To analyze the influence of social media on youth social life
2. To evaluate direction of youth to utilizing social media.
3. To assess the beneficial and preferred form of social media for youth.
4. To evaluate the attitude of youth towards social media and measure the spending time on social media.
5. To analyze the dependency of youth on social media and it's exhausting in life routine.
6. To recommend some measure for proper use of social media in right direction to inform and educate the people.

Methodology of the study

The descriptive method was used to carry this study. And survey type research was conducted, through the questionnaire public opinion and perception was discriminate about the impact of social media on youth and statements was developed related to the various aspect of youth's life and society.

There are many theories that might be perfect to support our study but most suitable and according to the nature of study that are uses and gratification theory and media effect research and theory.

Design of the study

The descriptive research was conducted by using the procedure survey method that is a type of methodology in social sciences studies.

Populations

The population of the study contains on youth of Bahawalpur City.

Sample

From the above population of Bahawalpur youth a sample of 300 youngsters was selected and none random sampling method was used to select the sample from all over population among youth including male and female in Bahawalpur City.

Implementation of the research tool

The questionnaire was distributed among the sample by approaching them personally. A copy of questionnaire was distribute among each sample unit and also give sufficient time to fill the questionnaire, as it is 300 copies of questionnaires were distributed among the samples and after completion was collected . The rate of return remain up to 97 percent that is seems good behavior and interest of youth in research.

Statistical analysis

Statistical Package for the Social Sciences (SPSS) was used for the data analysis and interpreted. All collected data was entered at SPSS sheet to analyze the data, to separation the findings and representation the data in appropriate form, to draw the diagrams and tables.

Formulas used to find average and percentage

$$\bar{X} = \frac{((fSA * 5) + (fA * 4) + (fUnc * 3) + (fDA * 2) + (fSDA * 1))}{fTotal}$$

Data analysis and interpretation

The representation of data that was entered in special packages for social sciences software and all data was analyze in the form of table and graph and made all percentage, frequencies, mean score by applying statistical formulas.

Table No. 1.1

Social Status of respondents

	Social status	F	%	Valid %	Cumulative %
Valid	Employee	2	.7	.7	.7
	Student	281	96.9	99.3	100.0
	Total	283	97.6	100.0	
Missing	System	7	2.4		
Total		290	100.0		

Table No. 1.1 shows that among the respondents 0.7% were employees, 96.9% respondents were students while 2.4% respondents did not responded for the statement

Table No. 1.2

Degree or qualification level of respondents separation

	degree level of respondents	F	%	Valid %	Cumulative %
Valid	BS	135	46.6	48.9	48.9
	Master	132	45.5	47.8	96.7
	M.Phil	9	3.1	3.3	100.0
	Total	276	95.2	100.0	
Missing	System	14	4.8		
Total		290	100.0		

Table No. 1.2 shows that 46.6% responded for BSDegree, 45.5% responded for Masters Degree, 3.1% responded for M.Phil while 4.8% of the population did not respond for the statement.

Table No. 1.3

Gender of respondents

	Gender	F	%	Valid %	Cumulative %
Valid	Male	101	34.8	35.6	35.6
	Female	183	63.1	64.4	100.0
	Total	284	97.9	100.0	
Missing	System	6	2.1		
Total		290	100.0		

Table No. 5.3 shows that 34.8% among respondents were male, 63.1% among them were female while 2.1% respondents did not respond for the statement.

Table No. 1.4

Residence of respondents

	Region	F	%	Valid %	Cumulative %
Valid	Rural	155	53.4	55.2	55.2
	Urban	126	43.4	44.8	100.0
	Total	281	96.9	100.0	
Missing	System	9	3.1		
Total		290	100.0		

Table No. 1.4 shows that among population 53.4% respondents were from rural residency, 43.4% respondents were from urban while 3.1 % respondents did not respond for the statement.

Table No. 1.5

Age wise division of respondents

	Age wise	f	%	Valid %	Cumulative %
Valid	15-20	85	29.3	30.4	30.4
	21-25	164	56.6	58.6	88.9
	26-30	31	10.7	11.1	100.0
	Total	280	96.6	100.0	
Missing	System	10	3.4		
Total		290	100.0		

Table No. 1.5 shows the division of the population into age groups. Among them 29.3% responded for age group 15-20years, 56.6% responded for age group21-25, while 10.7 % responded for age group 26-30 years, while 3.4% did not responded for the statement.

Table No. 1.6

Your favorite form of social media.

	Forms of social media	F	%	Valid %	Cumulative %
Valid	Facebook	143	49.3	50.2	50.2
	Skype	112	38.6	39.3	89.5
	Twitter	25	8.6	8.8	98.2
	YouTube	4	1.4	1.4	99.6
	MySpace	1	.3	.4	100.0
	Total	285	98.3	100.0	
Missing	System	5	1.7		
Total		290	100.0		

Table No. 1.6 shows the statement that your favorite form of social media. 49.3% responded for Facebook, 38.6% responded for Skype, 8.6% responded for twitter, 1.4% responded for YouTube, 0.3% responded for MySpace while 1.7% respondents did not responded for the statement.

Table No. 1.7
Which place you are using for social media connecting

	User Connectivity places	F	%	Valid %	Cumulative %
Valid	Home network	98	33.8	34.3	34.3
	Computer Lab	134	46.2	46.9	81.1
	Cellular Services	37	12.8	12.9	94.1
	Private Internet Café	11	3.8	3.8	97.9
	any other	6	2.1	2.1	100.0
	Total	286	98.6	100.0	
Missing	System	4	1.4		
Total		290	100.0		

Table No. 1.7 shows that which place you are using for social media connecting. Where 33.8% responded for home network, 46.2% responded for computer lab, 12.8% responded for cellular services, 3.8% responded for private internet cafe, 2.1% responded for any other while 1.4% respondents did not responded for the statement

Table No. 1.8
Daily duration that you spend on social media.

	Usage Time duration	F	%	Valid %	Cumulative %
Valid	30 Minutes	111	38.3	38.5	38.5
	30-60 Minutes	143	49.3	49.7	88.2
	1-2 hours	21	7.2	7.3	95.5
	3-5 hours	13	4.5	4.5	100.0
	Total	288	99.3	100.0	
Missing	System	2	.7		
Total		290	100.0		

Table No. 1.8 shows that the Daily duration that you spend on social media. Where 38.3% responded for 30 minutes, 49.3% responded for 30-60 minutes, 7.2% responded for 1-2 hours, 4.5% responded for 3-5 hours while .7% respondents did not responded for the statement.

Table No. 1.9
The internet package you are using

	User packages	F	%	Valid %	Cumulative %
Valid	IUB package	88	30.3	30.6	30.6
	Monthly Package	140	48.3	48.6	79.2
	Weekly Package	34	11.7	11.8	91.0
	Private Café	18	6.2	6.3	97.2
	Others	8	2.8	2.8	100.0
	Total	288	99.3	100.0	
Missing	System	2	.7		
Total		290	100.0		

Table No. 1.9 shows that the internet package you are using. Where 30.3% responded for IUB package, 48.3% responded for monthly package, 11.7% responded for weekly package, 6.2% responded for private internet cafe, 2.8% responded for others while .7% respondents did not responded for the statement.

Table No. 1.10
Which form of social media is important for you

	Preferred facility of users	F	%	Valid %	Cumulative %
Valid	SMS	126	43.4	43.8	43.8
	Movie Clip	80	27.6	27.8	71.5
	Shared Links	43	14.8	14.9	86.5
	Liked Links	20	6.9	6.9	93.4
	Comment	9	3.1	3.1	96.5
	Others	10	3.4	3.5	100.0
	Total	288	99.3	100.0	
Missing	System	2	.7		
Total		290	100.0		

The Table No. 1.10 shows the Which form of social media is important for you 43.4% responded for sms, 27.6% responded for movie clip, 14.8% responded for shared links, 6.9% responded for liked links, 3.1% responded for comments, 3.4% responded for others usage while .7% respondents did not responded for the statement.

Table No. 1.11
You mostly share which links for your contact or friends.

		F	%	Valid %	Cumulative %
Valid	Islamic	74	25.5	25.6	25.6
	Informative	144	49.7	49.8	75.4
	Entertainment	18	6.2	6.2	81.7
	Political	30	10.3	10.4	92.0
	Sports	5	1.7	1.7	93.8
	All	18	6.2	6.2	100.0
	Total	289	99.7	100.0	
Missing	System	1	.3		
Total		290	100.0		

The Table No. 1.11 shows the mostly shared links from contact or friends. 25.5% responded for Islamic, 49.7% responded for informative, 6.2% responded for entertainment, 10.3% responded for political, 1.7% responded for sports, 6.2% responded for all while .3% respondents did not responded for the statement.

Table No. 1.12
You use social media for entertainment through.

		F	%	Valid %	Cumulative %
Valid	Chatting	128	44.1	44.3	44.3
	Commenting	113	39.0	39.1	83.4
	video clips	23	7.9	8.0	91.3
	funny links	7	2.4	2.4	93.8
	group chatting	18	6.2	6.2	100.0
	Total	289	99.7	100.0	
Missing	System	1	0.345		
Total		290	100		

Table No. 1.12 shows the use of social media for entertainment. where 44.1% respondents get entertainment through chatting, 39.0% responded for commenting, 7.9% responded for video clips, 2.4% responded for funny links, 6.2% responded for group chatting while .3% respondents did not responded for the statement.

Table No. 1.12
You mostly face problem in using social media.

		f	%	Valid %	Cumulative %
Valid	Unwanted friend request	84	28.97	29.0	28.96
	unwanted messages	129	44.5	44.5	73.4
	political links	38	13.1	13.1	86.6
	unethical links	34	11.7	11.7	98.3
	Defamation of personalities	1	0.3	0.3	98.6
	Fake Ids	4	1.4	1.4	100.0
Missing	System	0	100.0	100.0	28.96
Total		290	100.0		

Table No. 1.13 shows that users mostly faced problems in using social media. Whereas 28.97% unwanted friend request 44.5% responded for unwanted messages, 13.1% responded for political links, 11.7% responded for unethical links, 0.3% responded for defamation of personalities, 1.4% responded for fake's ids.

Table No. 1.14
Social media is beneficial for youth in the field of education

Sr.	Statement	Response	f	%	Valid %	Cum.%	Mean
14	Social media is beneficial for youth in the field of education	Strongly Disagree	5	1.7	1.8	1.8	4.12
		Disagree	10	3.4	3.5	5.3	
		Uncertain	37	12.8	13.0	18.3	
		Agree	126	43.45	44.4	62.7	
		Strongly Agree	106	36.65	37.3	100.0	
		Total Response	284	97.9	100.0		
		Missing	6	2.1			
		Total	290	100.0			

Table No. 1.14 shows that students were asked social media is beneficial for youth in the field of education, where 43.45% of the respondents agree, and 36.65% of the respondent responded strongly agree. While12.8% of respondents was uncertain about the statement. 3.4% disagreed and 1.7 % was strongly disagreed with the statement. The mean score 4.12 supported the statement while 2.1% of the respondents did not responded for this statement.

Table No. 1.15
Upon social media chatting, calling, sharing links, liking links is the wastage of time for youth.

Sr.	Statement	Response	F	%	Val. %	Cum.%	Mean
15	Upon social media chatting, calling, sharing links, liking links is the wastage of time for youth.	Strongly Disagree	6	2.1	2.1	2.1	3.75
		Disagree	33	11.4	11.7	13.8	
		Undecided	55	19.0	19.5	33.3	
		Agree	119	41.0	42.2	75.5	
		Strongly Agree	69	23.8	24.5	100.0	
		Total Response	282	97.2	100.0		
		Missing	8	2.8			
		Total	290	100.0			

In the Table No. 1.15 students were asked if upon social media chatting, calling, sharing links, liking links is the wastage of time for youth., where 41.0% of the respondents agree, 23.8% of the respondent responded strongly agree while 19.0% of respondents was uncertain about the statement. 11.4% disagreed and 2.1 % respondents were strongly disagreed with the statement the mean score 3.75supported the statement. So the majority41.03% of respondents supported the statement while 2.8% of the respondents did not respond for this statement.

Table No. 1.16
Use of social media deteriorating our social norms

Sr.	Statement	Response	F	%	Val. %	Cum.%	Mean
16	Use of social media deteriorating our social norms	Strongly Disagree	4	1.4	1.4	1.4	3.90
		Disagree	26	9.0	9.4	10.8	
		Undecided	48	16.6	17.3	28.2	
		Agree	114	39.31	41.2	69.3	
		Strongly Agree	85	29.31	30.7	100.0	
		Total Response	277	95.5	100.0		
		Missing	13	4.5			
		Total	290	100.0			

In the Table No. 1.16 students were asked if use of social media deteriorating our social norms, where 39.31% of the respondents agree, 29.31% of the respondent responded strongly agree. While16.6% of respondents was uncertain about the statement while 9.0% disagreed and 1.4 % strongly disagreed. The mean score 3.90 supported the statement. So the majority of respondents supported the statement while 4.5% of the respondents did not respond for this statement.

Table No. 1.17
Social media is necessary for youth now a day.

Sr.	Statement	Response	F	%	Val. %	Cum.%	Mean
17	Social media is necessary for youth now a day.	Strongly Disagree	18	6.2	6.4	6.4	3.82
		Disagree	18	6.2	6.4	12.8	
		Undecided	39	13.4	13.9	26.7	
		Agree	127	43.80	45.2	71.9	
		Strongly Agree	79	27.2	28.1	100.0	
		Total Response	281	96.9	100.0		
		Missing	9	3.1			
		Total	290	100.0			

In the Table No. 1.17 students were asked that social media is necessary for youth now a day. Where 43.80% of the respondents agree, 27.24% of the respondent responded strongly agree. While13.4% of respondents were uncertain about the statement and 6.2% disagreed 6.2% were strongly disagreed. The mean score 3.82 supported the statement. So the majority of respondents supported the statement while 3.1% of the respondents did not responded for this statement.

Table No. 1.18
Social media is affecting negatively on study of youth.

Sr.	Statement	Response	F	%	Val. %	Cum.%	Mean
18	Social media is affecting negatively on study of youth.	Strongly Disagree	3	1.0	1.1	1.1	4.05
		Disagree	10	3.4	3.6	4.7	
		Undecided	42	14.5	15.1	19.7	
		Agree	139	47.9	49.8	69.5	
		Strongly Agree	85	29.3	30.5	100.0	
		Total Response	279	96.2	100.0		
		Missing	11	3.8			
		Total	290	100.0			

In the Table No. 1.18 students were asked if social media is affecting negatively on study of youth. Where 47.93% of the respondents agree, 29.31% of the respondent responded strongly agree. While14.5% of respondents were uncertain about the statement while 3.4% disagreed, 1.0% strongly disagreed with the statement. The mean score 4.05 supported the statement. So the majority of respondents supported the statement while 3.8% of the respondents did not respond for this statement.

Table No. 1.19
Social media promotes unethical pictures, video clips and images among youth.

Sr.	Statement	Response	F	%	Val. %	Cum.%	Mean
19	Social media promotes unethical pictures, video clips and images among youth.	Strongly Disagree	11	3.8	3.9	3.9	3.95
		Disagree	20	6.9	7.2	11.1	
		Undecided	40	13.8	14.3	25.4	
		Agree	110	37.93	39.4	64.9	
		Strongly Agree	98	33.79	35.1	100.0	
		Total Response	279	96.2	100.0		
		Missing	11	3.8			
		Total	290	100.0			

In the Table No. 1.19 students were asked that social media promotes unethical pictures, video clips and images among youth. Whereas 37.93% of the respondents agree, 33.79% of the respondent responded strongly agree. While13.8% of respondents were uncertain about the statement while 6.9%disagreed, 3.8%stronlgy disagreed with the statement. The mean score 3.95 supported the statement. So the majority of respondents supported the statement while 3.8% of the respondents did not responded for this statement.

Table No. 1.20
Useless information creates ambiguity and confusion in the mind of youth

Sr.	Statement	Response	F	%	Val. %	Cum.%	Mean
20	Useless information creates ambiguity and confusion in the mind of youth	Strongly Disagree	8	2.8	2.8	2.8	3.98
		Disagree	15	5.2	5.3	8.1	
		Undecided	45	15.5	15.9	24.0	
		Agree	122	42.1	43.1	67.1	
		Strongly Agree	93	32.07	32.9	100.0	
		Total Response	283	97.6	100.0		
		Missing	7	2.4			
		Total	290	100.0			

In the Table No. 1.20 students were asked if useless information creates ambiguity and confusion in the mind of youth. Where 42.1 % of the respondents agreed, 32.07% of the respondent responded strongly agree. While15.5% of respondents were uncertain about the statement while 5.2% disagreed, 2.8% respondents were strongly disagreed. The mean score 3.98 supported the statement. So the majority of respondents supported the statement while 2.4% of the respondents did not respond for this statement.

Table No. 1.21
Irrelevant and anti-religious post and links create hatred among peoples of different communities.

Sr.	Statement	Response	F	%	Val. %	Cum.%	Mean
21	Irrelevant and anti-religious post and links create hatred among peoples of different communities.	Strongly Disagree	20	6.9	7.2	7.2	3.86
		Disagree	3	1.0	1.1	8.3	
		Undecided	30	10.3	10.8	19.1	
		Agree	167	57.6	60.1	79.1	
		Strongly Agree	58	20.0	20.9	100.0	
		Total Response	278	95.9	100.0		
		Missing	12	4.1			
		Total	290	100.0			

In the Table No. 1.21 students were asked if irrelevant and anti-religious post and links create hatred among peoples of different communities. Where 57.6% of the respondents agree, 20.00% of the respondent responded strongly agree. While10.3% of respondents were uncertain about the statement while 1.0% disagreed, 6.9%were strongly disagreed with the statement. The mean score 3.86 supported the statement. So the majority respondents supported the statement while 4.1% of the respondents did not respond for this statement.

Table No. 1.22 **Negative use of Social media is deteriorating the relationship among the countries.**

Sr.	Statement	Response	F	%	Val. %	Cum.%	Mean
22	Negative use of Social media is deteriorating the relationship among the countries.	Strongly Disagree	11	3.8	3.9	3.9	3.81
		Disagree	16	5.5	5.7	9.5	
		Undecided	64	22.1	22.6	32.2	
		Agree	118	40.69	41.7	73.9	
		Strongly Agree	74	25.52	26.1	100.0	
		Total Response	283	97.6	100.0		
		Missing	7	2.4			
		Total	290	100.0			

In the Table No. 1.22 students were asked that negative use of social media is deteriorating the relationship among the countries., where 40.69% of the respondents agree, 25.52% of the respondent responded strongly agree. While 22.1% of respondents were uncertain about the statement while 5.5% were disagreed, 3.8%wrer strongly disagreed with the statement. The mean score 3.81supported the statement. So the majority of respondents supported the statement while 2.4% of the respondents did not respond for this statement.

Table No. 1.23
Social media is becoming a hobby of youth to kill the time.

Sr.	Statement	Response	F	%	Val. %	Cum.%	Mean
23	Social media is becoming a hobby of youth to kill the time.	Strongly Disagree	9	3.1	3.2	3.2	3.99
		Disagree	13	4.5	4.6	7.8	
		Undecided	43	14.8	15.2	23.0	
		Agree	125	43.10	44.2	67.1	
		Strongly Agree	93	32.07	32.9	100.0	
		Total Response	283	97.6	100.0		
		Missing	7	2.4			
		Total	290	100.0			

In the Table No. 1.23 students were asked that social media is becoming a hobby of youth to kill the time. Where 43.10% of the respondents agree, 32.07% of the respondent responded strongly agree. While 14.8% of respondents were uncertain about the statement while 4.5% were disagreed, 3.1% were strongly disagreed with the statement. The mean score 3.99 supported the statement. So the majority of respondents supported the statement while 2.4% of the respondents did not respond for this statement.

Table No. 1.24
Social media have positive impact on youth

Sr.	Statement	Response	F	%	Val. %	Cum.%	Mean
24	Social media have positive impact on youth	Strongly Disagree	10	3.4	3.5	3.5	3.68
		Disagree	25	8.6	8.9	12.4	
		Undecided	74	25.5	26.2	38.7	
		Agree	110	37.93	39.0	77.7	
		Strongly Agree	63	21.72	22.3	100.0	
		Total Response	282	97.2	100.0		
		Missing	8	2.8			
		Total	290	100.0			

Table No. 1.24 shows that statement students were asked social media have positive impact on youth, where 37.93% of the respondents agree, and 21.72% of the respondent responded strongly agree and 25.5% of respondents were uncertain about the statement while 8.6% disagreed, 3.4 %were strongly disagreed with the statement . The mean score 3.68 supported the statement. So the majority of respondents supported the statement while 2.8% of the respondents did not respond for this statement.

Table No. 1.25
Social media deteriorate the social norms and ethics among youth.

Sr.	Statement	Response	F	%	Val. %	Cum.%	Mean
25	Social media deteriorate the social norms and ethics among youth.	Strongly Disagree	9	3.1	3.2	3.2	3.96
		Disagree	7	2.4	2.5	5.7	
		Undecided	52	17.9	18.6	24.3	
		Agree	130	44.83	46.4	70.7	
		Strongly Agree	82	28.28	29.3	100.0	
		Total Response	280	96.6	100.0		
		Missing	10	3.4			
		Total	290	100.0			

In the Table No. 1.25 students were asked that social media deteriorate the social norms and ethics among youth. Where 44.83% of the respondents agree, 28.28% of the respondent responded strongly agree and 17.9% of respondents were uncertain about the statement while 2.4% disagree, 3.1% were strongly disagreed with the statement. The mean score 3.96 supported the statement. So the majority of respondents supported the statement while 3.4% of the respondents did not respond for this statement.

Table No. 1.26
Youth is sharing the links on social media are positive

Sr.	Statement	Response	F	%	Val. %	Cum.%	Mean
26	Youth is sharing the links on social media are positive	Strongly Disagree	2	0.7	0.7	0.7	3.86
		Disagree	24	8.3	8.5	9.2	
		Undecided	63	21.7	22.3	31.4	
		Agree	117	40.34	41.3	72.8	
		Strongly Agree	77	26.55	27.2	100.0	
		Total Response	283	97.6	100.0		
		Missing	7	2.4			
		Total	290	100.0			

Table No. 5.26 shows that students were asked youth is sharing the links on social media are positive. Where 40.34% of the respondents agree, 26.55% of the respondent responded strongly agree. While 21.7% of respondents were uncertain about the statement, 8.3% were disagreed, and 0.7% strongly disagreed with the statements. The mean score 3.86 supported the statement. So the majority of respondents supported the statement while 2.4% of the respondents did not respond for this statement.

Table No. 1.27. **Social media is playing essential role for betterment of society**

Sr.	Statement	Response	F	%	Val. %	Cum.%	Mean
27	Social media is playing essential role for betterment of society	Strongly Disagree	3	1.0	1.1	1.1	3.92
		Disagree	6	2.1	2.1	3.2	
		Undecided	68	23.4	24.2	27.4	
		Agree	137	47.24	48.8	76.2	
		Strongly Agree	67	23.10	23.8	100.0	
		Total Response	281	96.9	100.0		
		Missing	9	3.1			
		Total	290	100.0			

In the Table No. 1.27 students were asked that social media is playing essential role for betterment of society, where 47.24% of the respondents agree, 23.10% of the respondent responded strongly agree. While 23.4% of respondents were uncertain about the statement, 2.1% were disagreed, 1.0% were strongly disagreed. The mean score 3.92 supported the statement. So the majority of respondents supported the statement while 3.1% of the respondents did not respond for this statement.

Table No. 1.28
Social media is creating awareness among youth for new trends.

Sr.	Statement	Response	F	%	Val. %	Cum.%	Mean
28	Social media is creating awareness among youth for new trends.	Strongly Disagree	12	4.1	4.3	4.3	4.04
		Disagree	6	2.1	2.1	6.4	
		Undecided	29	10.0	10.3	16.7	
		Agree	148	51.03	52.5	69.1	
		Strongly Agree	87	30.0	30.9	100.0	
		Total Response	282	97.2	100.0		
		Missing	8	2.8			
		Total	290	100.0			

Table No. 1.28 shows that students were asked social media is creating awareness among youth for new trends where 51.03% of the respondents agree, 30.00% of the respondent responded strongly agree. While10.0% of respondents were uncertain about the statement and 2.1% were disagreed, 4.1% were strongly disagreed. The mean score 4.04 supported the statement. So the majority of respondents supported the statement while 2.8% of the respondents did not respond for this statement.

Table No. 1.29
Social media is the source to get knowledge and information,

Sr.	Statement	Response	F	%	Val. %	Cum.%	Mean
29	Social media is the source to get knowledge and information,	Strongly Disagree	10	3.4	3.6	3.6	4.03
		Disagree	9	3.1	3.2	6.8	
		Undecided	32	11.0	11.4	18.1	
		Agree	141	48.62	50.2	68.3	
		Strongly Agree	89	30.69	31.7	100.0	
		Total Response	281	96.9	100.0		
		Missing	9	3.1			
		Total	290	100.0			

In the Table No. 1.29 students were asked if social media is the source to get knowledge and information, where 48.62% of the respondents agree, 30.69% of the respondent responded strongly agree. While11.0% of respondents were uncertain about the statement and 3.1% were disagreed, 3.4% were strongly disagreed with it. The mean score 4.03 supported the statement. So the majority of respondents supported the statement while 3.1% of the respondents did not respond for this statement.

Table No. 1.30
Social media is useful to connect the people all over the world.

Sr.	Statement	Response	F	%	Val. %	Cum.%	Mean
30	Social media is useful to connect the people all over the world.	Strongly Disagree	6	2.1	2.1	2.1	4.01
		Disagree	12	4.1	4.2	6.4	
		Undecided	43	14.8	15.2	21.6	
		Agree	134	46.21	47.3	68.9	
		Strongly Agree	88	30.34	31.1	100.0	
		Total Response	283	97.6	100.0		
		Missing	7	2.4			
		Total	290	100.0			

Table No. 1.30 shows that students were asked social media is useful to connect the people all over the world. Where 46.21% of the respondents agree, 30.34% of the respondent responded strongly agree. While14.8% of respondents were uncertain about the statement and 4.1%respondents were disagreed, 2.1% were strongly disagreed with the statement. The mean score 4.01 supported the statement. So the majority of respondents supported the statement while 2.4% of the respondents did not respond for this statement.

Table No. 1.31
Social media is essential for youth to get learning and skills.

Sr.	Statement	Response	F	%	Val. %	Cum.%	Mean
31	Social media is essential for youth to get learning and skills.	Strongly Disagree	4	1.4	1.4	1.4	3.99
		Disagree	14	4.8	5.0	6.5	
		Undecided	38	13.1	13.6	20.1	
		Agree	148	51.03	53.0	73.1	
		Strongly Agree	75	25.86	26.9	100.0	
		Total Response	279	96.2	100.0		
		Missing	11	3.8			
		Total	290	100.0			

In the Table No. 1.31 students were asked that social media is essential for youth to get learning and skills. Where 51.03% of the respondents agree, 25.86% of the respondent responded strongly agree. While13.1% of respondents were uncertain about the statement and 4.8%were disagreed, 1.4% was strongly disagreed with the statement. The mean score 3.99 supported the statement. So the majority51.03% of respondents supported the statement while 3.8% of the respondents did not respond for this statement.

Table No. 1.32. **Social media is playing a key role to create political awareness among youth.**

Sr.	Statement	Response	F	%	Val. %	Cum.%	Mean
32	Social media is playing a key role to create political awareness among youth.	Strongly Disagree	4	1.4	1.4	1.4	3.97
		Disagree	14	4.8	5.0	5.0	
		Undecided	55	19.0	19.7	24.7	
		Agree	139	47.93	49.8	74.6	
		Strongly Agree	71	24.48	25.4	100.0	
		Total Response	279	96.2	100.0		
		Missing	7	2.4			
		Total	290	100.0			

In the Table No. 1.32 students were asked if social media is playing a key role to create political awareness among youth., where 47.93% of the respondents agree, 24.48% of the respondent responded strongly agree. While19.0% of respondents were uncertain about the statement while 4.8 disagreed, 1.4%strongly disagreed. The mean score 3.97 supported the statement. So the majority of respondents supported the statement while 2.4% of the respondents did not respond for this statement.

Table No. 5.33
Social media is a facilitator to advertise and search business for youth.

Sr.	Statement	Response	F	%	Val. %	Cum.%	Mean
33	Social media is a facilitator to advertise and search business for youth.	Strongly Disagree	3	1.0	1.1	1.1	3.94
		Disagree	22	7.6	7.9	9.0	
		Undecided	51	17.6	18.3	27.3	
		Agree	116	40.0	41.7	69.1	
		Strongly Agree	86	29.7	30.9	100.0	
		Total Response	278	95.9	100.0		
		Missing	12	4.1			
		Total	290	100.0			

Table No. 1.33 shows that students were asked that social media is a facilitator to advertise and search business for youth. Where 40.00% of the respondents agree, 29.7% of the respondent responded strongly agree. While17.6% of respondents were uncertain about the statement 7.6% were disagreed, 1.0% were strongly disagreed with the statement. The mean score 3.94 supported the statement. So the majority of respondents supported the statement while 4.1% of the respondents did not respond for this statement.

Table No. 1.34
Social media is a latest form which is connecting the gender and families especially youth.

Sr.	Statement	Response	F	%	Val. %	Cum.%	Mean
34	Social media is a latest form which is connecting the gender and families especially youth.	Strongly Disagree	8	2.8	2.9	2.9	3.81
		Disagree	22	7.6	8.0	10.9	
		Undecided	45	15.5	16.3	27.2	
		Agree	141	48.62	51.1	78.3	
		Strongly Agree	60	20.7	21.7	100.0	
		Total Response	276	95.2	100.0		
		Missing	14	4.8			
		Total	290	100.0			

In the Table No. 1.34 students were asked if social media is a latest form which is connecting the gender and families especially youth. Where 48.62% of the respondents agree, 20.69% of the respondent responded strongly agree while 7.6% were disagreed, 2.8% strongly disagreed. While15.5% of respondents was uncertain about the statement. The mean score 3.81supported the statement. So the majority of respondents supported the statement while 4.8% of the respondents did not respond for this statement.

Table No. 1.35
Social media is a great facilitator to create awareness among youth to develop global cultural

Sr.	Statement	Response	F	%	Val. %	Cum.%	Mean
35	Social media is a great facilitator to create awareness among youth to develop global cultural	Strongly Disagree	8	2.8	2.9	2.9	3.76
		Disagree	17	5.9	6.2	9.1	
		Undecided	56	19.3	20.3	29.3	
		Agree	146	50.34	52.9	82.2	
		Strongly Agree	49	16.90	17.8	100.0	
		Total Response	276	95.2	100.0		
		Missing	14	4.8			
		Total	290	100.0			

Table No. 1.35 shows that students were asked that social media is a great facilitator to create awareness among youth to develop global cultural. Where 50.34% of the respondents agree, 16.90% of the respondent responded strongly agree. While19.3% of respondents were uncertain about the statement and 5.9% were disagreed, 2.8% were strongly disagreed with the statement the mean score 3.76 supported the statement. So the majority of respondents supported the statement while 4.8% of the respondents did not respond for this statement.

Table No. 1.36
Use of social media affects indirectly on play grounds and physical activities in youth.

Sr.	Statement	Response	F	%	Val. %	Cum.%	Mean
36	Use of social media affects indirectly on play grounds and physical activities in youth.	Strongly Disagree	1	0.3	0.4	0.4	3.91
		Disagree	12	4.1	4.4	4.7	
		Undecided	91	31.4	33.2	38.0	
		Agree	77	26.55	28.1	66.1	
		Strongly Agree	93	32.07	33.9	100.0	
		Total Response	274	94.5	100.0		
		Missing	16	5.5			
		Total	290	100.0			

The Table No. 5.36 shows that students were asked that use of social media affects indirectly on play grounds and physical activities in youth. Where 26.55% of the respondent responded agree 32.07% of the respondents strongly agree, While 31.4% of respondents were uncertain about the statement 4.1% were disagreed, 0.3%were strongly disagreement about statement . The mean score 3.91 supported the statement. So the majority of respondents supported the statement while 5.5% of the respondents did not respond for this statement.

Findings and Conclusion

Findings
According to the analysis of collected data by research survey which is drawn from the opinion and response of youth about the usage and impact of social media on youth that90 is described as follows. The questionnaire which is used in this survey, comprising 31 close ended and two are open ended questions. The sample was being filled by 290 respondents out of total 300 samples. The rate of return is 96.66 per cent. According to the findings by social status majority of the respondents were students while a little percentage were employees in different government and private sectors organizations and departments among the population.

According to the findings by qualification level of respondents results majority of respondents were studying in BS honors and master degree programs while some extend were in M.Phil Programmers which comprised 0.7 per cent from sample population of the study. According to the findings, the majority of the respondents in the questionnaire survey belong to female population with which comprised 63.1 per cent. The ratio of female and male ratio is approximately calculated as 2:1.This ratio shows that the male respondents were less interested in filling the questionnaire than the female respondents who have deliberately obliged this research. The research shows that among population 53.4% respondents were from rural residency which indicate their more inclination in submitting their response to this questionnaires while the urban respondents with, 43.4% output show shows the research have variedly encourages the returning response from the rural respondents while the remaining 3.1 % respondents did not respond for the statement. It also describes that among the total returning of the responses, 50 % respondents opine Facebook as their favorite social media form, 39% responded for Skype, while the remaining 11 per cent respondents favor the other social media forms such as Twitter, YouTube and MySpace. The research indicates that the majority of the respondents use Facebook as their primary searching for the social media networking. The Skype comes second in order, Twitter at number three, followed by YouTube and MySpace.

The research elaborates in response to the question that which place you are using for social media connecting. About 34% responded as home network connections as the primary place for them, 46.2% responded as educational computer labs, 12.8% responded as cellular services, 3.8% responded as private internet cafe, 2.1% responded as any other while 1.4% respondents did not responded for the statement. The results show that majority of the sampling population use educational computer labs as their primary source for social networking. When asked about the rate of daily time consumption on the social media which you spend duration that you spend, 38% responded as 30 minutes, 49% responded as 30-60 minutes while the remaining 13.3 per cent responded between 1-2 hours, 3-or above, while 0.7 per cent did not answer to this question. The calculation shows that the rate of daily time consumption is above the 30 minutes in their daily usage. When asked about the internet package which a respondent utilizing, 48.3% responded as monthly package, 30 % responded as IUB package, 11.7% responded as weekly package, 6.2% responded as private internet cafe, 2.8% responded for others while .7% respondents did not responded for the statement. The calculation finds that almost 50 per cent sampled population use their monthly home social networking packages followed by the university monthly package.

When asked about that Which feature of social media is important for you, about 43% responded as Short Message Services (SMS), 27.6% responded as movie clip, 14.8% responded as shared links, 6.9% responded as liked links, 3.1% responded as 'comments', 3.4% responded as 'others usage, while .7% respondents did not responded for the statement. The results find that more than 40 percent sampled population use SMS as their favorite feature followed by movie clips while 'comments' feature got the minimum wage in the respondents answering. When asked about the mostly shared links for contact or friends; 26% responded as Islamic, 50% responded as informative, 6% responded for entertainment, 10% responded as political, 1.7% responded for sports and 6.2% responded for 'all' while .3% respondents did not responded for the statement. The majority of the sampled population share links related to the informative matters followed by the religion-related posts and links. The political links adjust at number three in the findings. When asked about the place for using of social media for entertainment; Approximately 44% respondents get entertainment through chatting, 30% responded for commenting, 8% responded for video clips, 2% responded for funny links and remaining responded for group chatting while .3% respondents did not responded for the statement. The results show that majority of the respondents get entertainment through SMS chatting followed by link commenting.

When asked about the users mostly faced problems in using social media; 29% unwanted friend request 45% responded for unwanted messages, 13% responded for political links and the remaining 12% responded for unethical links and 0.3% responded for defamation of personalities, 0.7% responded for fake's ids. The results show that the majority of the respondents experienced unwanted messages as their key problem.

When asked from the students were asked social media is beneficial for youth in the field of education; 44% of the respondents agree, and 37% of the respondent responded strongly agree. While13% of respondents was uncertain about the statement. 3% disagreed and remaining was strongly disagreed with the statement. The mean score 4.12 supported the statement while 2.1% of the respondents did not responded for this statement. When students were asked that if upon social media chatting, calling, sharing links, liking links is the wastage of time for youth; about 41% of the respondents agree, 24% of the respondent responded strongly agree while 19% of respondents was uncertain about the statement. 11% disagreed and 2 % respondents were strongly disagreed with the statement the mean score 3.75supported the statement. So the majority41.03% of respondents supported the statement, while 2.8% of the respondents did not respond for this statement. When the students were asked if use of social media deteriorating our social norms, where 39.31% of the respondents agree, 29.31% of the respondent responded strongly agree. While16.6% of respondents was uncertain about the statement while 9.0% disagreed and 1.4 % strongly disagreed. The mean score 3.90 supported the statement. So the majority of respondents supported the statement while 4.5% of the respondents did not respond for this statement. When the students were asked students that social media is necessary for youth now a day. Where 43.80% of the respondents agree, 27.24% of the respondent responded strongly agree. While13.4% of respondents were uncertain about the statement and 6.2% disagreed 6.2% were strongly disagreed. The mean score 3.82 supported the statement. So the majority of respondents supported the statement while 3.1% of the respondents did not respond for this statement. When the students were asked students were asked if social media is affecting negatively on study of youth. Where 47.93% of the respondents agree, 29.31% of the respondent responded strongly agree. While14.5% of respondents were uncertain about the statement while 3.4% disagreed, 1.0% strongly disagreed with the statement. The mean score 4.05 supported the statement. So the majority of respondents supported the statement while 3.8% of the respondents did not respond for this statement.

When the students were asked that social media promotes unethical pictures, video clips and images among youth. Where 37.93% of the respondents agree, 33.79% of the respondent responded strongly agree. While13.8% of respondents were uncertain about the statement while 6.9%disagreed, 3.8%stronlgy disagreed with the statement. The mean score 3.95 supported the statement. So the majority of respondents supported the statement while 3.8% of the respondents did not respond for this statement. Students were asked if useless information creates ambiguity and confusion in the mind of youth. Where 42.1 % of the respondents agreed, 32.07% of the respondent responded strongly agree. While15.5% of respondents were uncertain about the statement while 5.2% disagreed, 2.8% respondents were strongly disagreed. The mean score 3.98 supported the statement. So the majority of respondents supported the statement while 2.4% of the respondents did not responded for this statement when students were asked if irrelevant and anti-religious post and links create hatred among peoples of different communities. Where 57.6% of the respondents agree, 20.00% of the respondent responded strongly agree. While10.3% of respondents were uncertain about the statement while 1.0% disagreed, 6.9%were strongly disagreed with the statement. The mean score 3.86 supported the statement. So the majority respondents supported the statement while 4.1% of the respondents did not respond for this statement. When students were asked that negative use of social media is deteriorating the relationship among the countries. Where 40.69% of the respondents agree, 25.52% of the

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respondent responded strongly agree. While 22.1% of respondents were uncertain about the statement while 5.5% were disagreed, 3.8%wrer strongly disagreed with the statement. The mean score 3.81supported the statement. So the majority of respondents supported the statement while 2.4% of the respondents did not respond for this statement. When students were asked that social media is becoming a hobby of youth to kill the time. Where 43.10% of the respondents agree, 32.07% of the respondent responded strongly agree. While 14.8% of respondents were uncertain about the statement while 4.5% were disagreed, 3.1% were strongly disagreed with the statement. The mean score 3.99 supported the statement. So the majority of respondents supported the statement while 2.4% of the respondents did not respond for this statement.

When students were asked social media have positive impact on youth, where 37.93% of the respondents agree, and 21.72% of the respondent responded strongly agree and 25.5% of respondents were uncertain about the statement while 8.6% disagreed, 3.4 %were strongly disagreed with the statement. The mean score 3.68 supported the statement. So the majority of respondents supported the statement while 2.8% of the respondents did not respond for this statement. Students were asked that social media deteriorate the social norms and ethics among youth. Where 44.83% of the respondents agree, 28.28% of the respondent responded strongly agree and 17.9% of respondents were uncertain about the statement while 2.4% disagree, 3.1% were strongly disagreed with the statement. The mean score 3.96 supported the statement. So the majority of respondents supported the statement while 3.4% of the respondents did not respond for this statement. When students were asked youth is sharing the links on social media are positive. Where 40.34% of the respondents agree, 26.55% of the respondent responded strongly agree. While21.7% of respondents was uncertain about the statement, 8.3% were disagreed, and 0.7% strongly disagreed with the statements. The mean score 3.86 supported the statement. So the majority of respondents supported the statement while 2.4% of the respondents did not respond for this statement. When students were asked that social media is playing essential role for betterment of society, where 47.24% of the respondents agree, 23.10% of the respondent responded strongly agree. While 23.4% of respondents were uncertain about the statement, 2.1% were disagreed, 1.0% were strongly disagreed. The mean score 3.92 supported the statement. So the majority of respondents supported the statement while 3.1% of the respondents did not respond for this statement. When students were asked social media is creating awareness among youth for new trends. Where 51.03% of the respondents agree, 30.00% of the respondent responded strongly agree. While10.0% of respondents were uncertain about the statement and 2.1% were disagreed, 4.1% were strongly disagreed. The mean score 4.04 supported the statement. So the majority of respondents supported the statement while 2.8% of the respondents did not respond for this statement. When students were asked if social media is the source to get knowledge and information, where 48.62% of the respondents agree, 30.69% of the respondent responded strongly agree. While11.0% of respondents were uncertain about the statement and 3.1% were disagreed, 3.4% were strongly disagreed with it. The mean score 4.03 supported the statement. So the majority of respondents supported the statement while 3.1% of the respondents did not respond for this statement.

Findings shows that students were asked social media is useful to connect the people all over the world. Where 46.21% of the respondents agree, 30.34% of the respondent responded strongly agree. While14.8% of respondents was uncertain about the statement and 4.1%respondents were disagreed, 2.1% were strongly disagreed with the statement. The mean score 4.01 supported the statement. So the majority of respondents supported the statement while 2.4% of the respondents did not respond for this statement. Findings shows students were asked that social media is essential for youth to get learning and skills. Where 51.03% of the respondents agree, 25.86% of the respondent responded strongly agree. While13.1% of respondents were uncertain about the statement and 4.8%were

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disagreed, 1.4% was strongly disagreed with the statement. The mean score 3.99 supported the statement. So the majority51.03% of respondents supported the statement while 3.8% of the respondents did not respond for this statement. Findings shows students were asked if social media is playing a key role to create political awareness among youth where 47.93% of the respondents agree, 24.48% of the respondent responded strongly agree. While19.0% of respondents were uncertain about the statement while 4.8 disagreed, 1.4%strongly disagreed. The mean score 3.97 supported the statement. So the majority of respondents supported the statement while 2.4% of the respondents did not respond for this statement.

Results shows that students were asked that social media is a facilitator to advertise and search business for youth. Where 40.00% of the respondents agree, 29.7% of the respondent responded strongly agree. While17.6% of respondents were uncertain about the statement 7.6% were disagreed, 1.0% were strongly disagreed with the statement. The mean score 3.94 supported the statement. So the majority of respondents supported the statement while 4.1% of the respondents did not respond for this statement. Students were asked if social media is a latest form which is connecting the gender and families especially youth. Where 48.62% of the respondents agree, 20.69% of the respondent responded strongly agree while 7.6% were disagreed, 2.8% strongly disagreed. While15.5% of respondents was uncertain about the statement. The mean score 3.81supported the statement. So the majority of respondents supported the statement while 4.8% of the respondents did not respond for this statement. Findings shows that students were asked that social media is a great facilitator to create awareness among youth to develop global cultural. Where 50.34% of the respondents agree, 16.90% of the respondent responded strongly agree. While19.3% of respondents were uncertain about the statement and 5.9% were disagreed, 2.8% were strongly disagreed with the statement the mean score 3.76 supported the statement. So the majority of respondents supported the statement while 4.8% of the respondents did not respond for this statement. Findings show that students were asked that use of social media affects indirectly on play grounds and physical activities in youth. Where 26.55% of the respondent responded agree 32.07% of the respondents strongly agree, While 31.4% of respondents were uncertain about the statement 4.1% were disagreed, 0.3%were strongly disagreement about statement . The mean score 3.91 supported the statement. So the majority of respondents supported the statement while 5.5% of the respondents did not respond for this statement.

Conclusion
The research deals with a survey on the usage of the social media networking in the domain of youth. The social media referencing which is used in the research tool are Face book, Skype, YouTube, Twitter and MySpace. The questionnaire consists of 31 close ended questions while two questions are opening ended. The survey was being approach by this researcher to 300 youngsters. All the participants actively respond to this questionnaire. The return average of the questionnaire was greatly high with 97 percent.

The average participation of the female respondents is greater than the male respondents with 66 percent. The level of qualification of the respondents varies from Bachelors to M.Phil programs and them were belongs to different educational institutions in Bahawalpur. Majority of the respondents belong to rural areas. This shows that the social media is widely used by the rural youth living in the urban population while the urban population utilized this with marginalized interests according to this sample survey. The average age groups which are being contacted by this researcher were between 15-30 years.

The majority of the respondents were students while a smaller proportion were the people belonging to different employee groups. This shows that the use of social media is widely used by all the segmented

youngsters of the society in Pakistan. The final results of the survey shows that almost 50 percent users like face book as their primary and favorite social media form followed by Skype 39 per cent and the 11 per cent users use other forms of social media like Twitter and MySpace.

This research finds that the excessive users in the educational computer labs use the social media forms for comments, chatting, image and video sharing and texting etc. This average touches the almost half of the sampled population. This shows that they ignore their primary focus on their study and research related activities while utilizing the facility of internet in connecting with their friends on the social media networking forums with their average utilized time between 30 to 60 minutes. But the actual results may cross this maximum time period while utilizing the social media forms as 13 percent responded that they use it more than 2 hours in a single day. Their important features while using social media are SMS, video clips sharing links and comments. The informative links and the Islamic links are widely shared by the sample population of this survey for the fellow users. The users mostly face problems such as unwanted messages, unwanted friends request and controversial political links and unethical pictures and links, irrelevant religious and anti-religious messages and useless information. Despite agree with the argument that social media is affecting the life of the youth, the sampled youth population is continuously using the social media forms in all the Pakistan including in rural areas where the internet facility is available. It has deliberately affected the physical and sports activities which is being replaced by social media.

The negative images, messages, video links, voice messages are creating negative influence in the society and social groups at the minor level to penetrate to destabilize the inter-state harmony in the international relations. The recent social media usages in Egypt, Libya, Tunisia, Lebanon and several other Asian, African and Latin American states have destabilized the internal as well as external relations of the states. The social media campaign is creating deeper division in the society, social and political groups, ethnic communities, racial entities and cultural groups.

The usages of the social media are in progress since the early years of the 21st century in Pakistan. The social media is utilized by the population belonging to different age groups but the youth population is at the forefront in the social media sites in all over the world and especially in Pakistan. The old perception of the socio-political development of the society in Pakistan through traditional elites and the clan groups has significantly changed into the new phenomena of social networking and online conferencing through the social media. The social norms of the society have weakened in the age of social media format and influence from individual to collective group efforts and progression. The majority of the sampled population of this research agrees with this argument.

Majority of the sampled population is agreed with this argument that the positive use of social media forms can brought socio-political awareness, enhance the different skills like increase language proficiency, develop online communication skills, create broader visionary power and connectivity. It is also useful for advertising, job hunting portals, publishing research articles and other techniques etc.

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