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A Comparative study of the Impact of Social Media on Political Attitude &
Behavior of the University Students in Pakistan & USA

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A Comparative study of the Impact of Social Media on Political Attitude &
Behavior of the University Students in Pakistan & USA

Pakistan ve USD'de Üniversite Öérencilerinin Siyasi Tutum ve Davranışları
Üzerine Sosyal Medya'nın Etkisinin Karşılaştırılması Bir İncelemesi

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ABSTRACT

The developments and acceptance at a rapid pace in communication through electronic devices and communication techniques employed in social media have introduced major changes in people's communication habits, the way people started interacting with each other and modern means of discovering new groups of people and individuals with similar mindsets, mutual interests and ideas to share with. (Stieglitz, Dang-Xuan, 2012). Social media have affected all fields of communications in present times between individuals and special interest groups, such as advertising, public relations and communication techniques for political activities.

This thesis will shed light on university student's activities affected by social media in two nations USA and Pakistan especially in the fields of current affairs and politics. Further how social media effects the interpersonal growth in discussion on politics and the social issues. How social media has changed the perception of Political activities among the youth. Total count of 184 students participated, 63 from USA and 121 from Pakistan between the ages of 18 to 35 years filled the questionnaire in an online survey from various Universities in Pakistan and USA.

Keywords: Social Media, Political Participation, and Political Use of SNSs

ÖZET

İletişim teknikleriyle iletişimde hızlı bir gelişme gösteren sosyal medyada kullanılan elektronik cihazlar, insanların iletişim alışkanlıklarında, insanların birbirleriyle etkileşime girme biçiminde , kişiler ve bireylerin yeni gruplarını keşfetme, zihniyet, karşılıklı çıkarlar ve fikirler paylaşmak konusunda modern değişiklikler getirdi. (Stieglitz, Dang-Xuan, 2012). Sosyal medya, günümüzde bireyler ve özel ilgi grupları arasındaki reklam faaliyetleri, halkla ilişkiler ve siyasi faaliyetler için iletişim teknikleri gibi tüm iletişim alanlarını etkiledi.

Bu tez, özellikle güncel olaylar ve siyaset alanlarında ABD ve Pakistan'ın sosyal medyadan etkilenen üniversite öğrencilerinin etkinliklerine, sosyal medyanın, gençler arasındaki Siyasi faaliyetlerin algısını nasıl değiştirdine, ayrıca, sosyal medyanın, kişilerarası büyümede, siyaset ve sosyal konular üzerine bir tartışmada nasıl etkilediğine ışık tutacaktır. 18-35 yaş arasında ABD'den 63, Pakistan'dan 121 öğrenci olmak üzere toplam 184 öğrencinin katılımıyla Pakistan ve ABD'deki çeşitli üniversitelerden yapılan çevrimiçi bir araştırmada anket dolduruldu.

Anahtar Kelimeler: Sosyal Medya, Siyasal Katılım ve SNS'lerin Politik Kullanımı

CHAPTER ONE

Introduction

The following sections comprise the topic introduction and with the statement of the problem of the study and explanation of the research approaches that were using in this research are presented.

In the modern day's society, social media has become an essential part of public communication and many of the tools developed, (hardware and software) in recent decades are employed as means of communication/ conversation by individuals or spatially scattered people in a group. According to Pew Research reports on Frequency of Social Networking Sites use among people, who used Facebook in 2013, 79% people used the Facebook daily and 52% people used multiple social networking sites daily. (Duggan, Maeve, et al 2015). Before the presidential election 2004, in USA The op-ed article has published on the New York Times papers "the revolution will be posted" and in the article discussed how blogs transformed presidential race in 2004. The NY Times could have published a follow-up article in 2008 presidential election, by having declared "the revolution will be networked," given the extensive role of SNSs in the 2008 presidential campaign and how the SNS have affected users' political attitudes and their behaviors.

Social Media (Facebook, Twitter, YouTube,) has become a medium for the mobilization of collective efforts by the people who wish

to develop socially and introduce changes in the current system to improve the life and transform the societies accordingly. In 2008, the social networking sites first time was use in the Presidential Election campaign of USA by Mr. Barack Obama and which had continued in the presidential campaign 2012 too, Obama and Romney both spent a huge amount of money on social media specifically on Facebook, YouTube and Twitter to approach the supporters especially Youth. The Obama's campaign strategy caused a revolution in the politics using social media. The importance of social media has been mainly emphasized in politics, provide the fact that the use of SNSs Facebook and Twitter are supposed to have the positive influence on political participation (Dang, Xuan, Stieglitz, 2012).

Social media is a modern invention in communications all over the world as well as it is an important tool in source of political activism so it's significance need to be considered and followed upon. Social media is working on political and social activities through different social networking sites Facebook, YouTube Twitter. Social media have been used to organize people from individual level to masses to protest all over the world. Such as youth demonstrations when the unemployment among young adults is high in London 2011, the social movement augmented by Twitter and Facebook in Egypt, against President Mubarak when he banned the Internet for five days (Yang, 2013).

The extensive use of social media is influencing effectively the field of politics in Pakistan like any other developing country. The social

networking sites (SNS) (Facebook, YouTube, Twitter) has become the powerful and effective source for broadcast of news among the users, while social media develops rapid interaction between political leaders, political workers and the masses, hence as a result influenced participation in political and social activities by the people not only in Pakistan and USA but also everywhere in the whole world as well. According to the report of Pew Study 2013, 18 to 29 years, 48% old youth receives knowledge about political and social issues through social networking sites and 57 percent involve themselves in political activity only through social networking sites. (Smith, Aaron, 2013).

This thesis emphasis on “the impact of social media on political attitude and behavior of university students” are examined specifically students increased participation in political activity of the process due to the Social Media. Young adults 18 to 35 years of university students of Pakistan and USA are the focus of this study because young people are the most focused in and frequent users of social media. The quantitative field research, which the data is collected by online questionnaire on dates between 23rd March 2017 and 12th April 2017, is being used in this research. Individual opinions about political use of social media are emphasized.

Pakistan is the 10th largest country in the world in terms of its population (191 million) in 2015. With technological advancements the Social media have emerged as a new reality in Pakistan with its outreach

spanning globally and the awareness of social and political interest, as a result the political activism is showing its muscle on the Social Media too. The role of social media Like any other developing county Pakistan also felt the limited role of social media as a source of an agent of change in the society, however it is predicted in future social media will develop as a catalyst of change when the number of users increase in the developing countries like Pakistan (Kugalman , 2012).

The growth of electronic devices and communication techniques used in social media have introduced major changes in people's communication habits, the way people interact with each other and means of discovering new groups of people and individuals with similar types of mutual interests and ideas to share with. (Stieglitz, Dang-Xuan, 2012). Social media have affected all fields of communications in present times, such as advertising, public relations and communication techniques for political activities.

This thesis will shed a light on university student activities affected by social media in two nations USA and Pakistan especially in the current affairs and politics further how social media effects the interpersonal growth in discussion on politics. How social media changed the perception of political activities among the youth

THE RESEARCH OBJECTIVE

The study has objective to examine comparatively the impact of social media in motivating the university students to participate in offline political process in the two socially diverse and apart in development, countries like USA and Pakistan. Specifically, the impact of social media on the behavior of university students towards Political Participation in the political process in a developing country (Pakistan) as compared to a developed country (USA) will be revealed while examining comparatively how Political Interest and Political Efficacy have been helpful through political discussions on social media among university students in USA and the university students in Pakistan.

RESEARCH QUESTIONS

A summary of questions included in the survey is presented below:

1. What are the effects of Social Media (YouTube, Facebook, Twitter) on political variables (Political Efficacy, Political Interest) through interpersonal discussion of politics and offline media use (such as Blogs, Talk show, Newspaper) on **Political Participation**?
2. What are the effects of Social Media (YouTube, Facebook, Twitter) on political variables (Political Efficacy, Political Interest) through interpersonal discussion of politics and offline media use (such as Blogs, Talk show, Newspaper) on **Civic Participation**?
3. What are the effects of Social Media (YouTube, Facebook, Twitter) on political variables (Political Efficacy, Political Interest) through interpersonal discussion of politics and offline media use (such as Blogs, Talk show, Newspaper) on **Political Advertisements**?

CHAPTER 2

Literature Review

The Literature review parts explaining how does social media impact the attitude and behaviour of young people and the sections explains an existing views, discussion and arguments. How it affect the students' decision-making process on election and interpersonal discussions on social media.

2.1 Use of Social Media: A new platform for Politics:

The development in Internet and it's acceptance at public level and afterwards it's usage by common people through social media which helped in developing a political platform in a unique space, has played a big role in this transformation. Due to the developments in social media, and the participation in civic activities has totally changed the existing political landscape into new dimensions in the last decade. Now specifically the social media have considered a serious feature in the political campaigns and the way people view and grasp the issues discussed on this platform in details independent of time and space constraints. Previously most of the work on social media especially on social network sites focused on the individual uses while a few studies have been published on the political campaigns. Few studies worked on and paid attention on how social media affects political participation and

civic participation. (Zhang, W. Johnson, Seltzer, T. & Bichard, S. L. (2010) 28(1), 75-92).

Social media is a set of Internet-based applications that constitute the ideological and technological bases of Web 2.0 and allow for the creation and modification of user-generated content "(Kaplan and Haenlein, 2010, p. 101, 104) have changed the life of individuals and corporations alike. The important feature of social media "user-generated content", and these contents are publicly available (Kaplan & Haenlein, 2010, p: 61). Therefore, social media not only acquires online information, but also create the different content that transforms content from consumers to producers (Gil de Zuniga et al, 2014, p: 613).

A study in Pakistan "Emerging Role of Social Media in Political Activism Perceptions and Practices" the researcher conclude that social media website has great power to change viewpoints of the individuals who participated in social discussions. Undoubtedly the social media is giving an opportunity to young and old peoples to participated the ongoing political revolt or to be an organizer/ representative through social media. (Karamat & Farooq 2016).

Political use of social media is a concept, which describes that social networking sites are being used for political purposes, such as someone is showing a political preference on their personal profile page, or presenting themselves as a politician's fan. We place political use of SNSs lies between a range of other political behaviors, including

expression and participation. (Bode L Vraga, E.K Borah, P& Shah, D. V. 2014).

In Matt Kapko Senior writer CIO article “The Clinton and Trump Election campaigns 2016 in the USA expanded the power of social media beyond the people who regularly use it" according to Dave Marinaccio, CEO and cofounder of marketing communications firm LMO Agency, The traditional media is influenced by campaigns through reacting to, or creating newsworthy social contents, he says. "They political campaigns usually involve a large section of the population than they will influence through social media platforms only and traditional media influence the daily lives of people who do not use the social media even. (Kapko, M. 2016)

In the article, “The use of social media in recent elections in USA” (Natt Garun, 2016) it is described “how social platform influenced the 2016 election” social media such Facebook, Twitter, Google platform have played a huge role together the young generations to vote for the election 2016. Hillary Clinton spoke to her supporters in secret Facebook groups.

According to the Pew Research on “the tone of social media discussions around politics” Social media encourages people to say something about politics that they would never say in person, 84% of the people surveyed fully agree with this statement. (Maeve Duggan,Aaron Smith,2016).

In Pakistan, during 2013 general elections, when the social media especially Facebook, YouTube and blogs were used for the political purposes it started the new era in the history of Pakistani Politics. The Pakistan Tehreek-i-Insaf (PTI) was the first political party in Pakistan, to launch her registration campaign by registering members through Social Media especially through Facebook, YouTube and Twitter. PTI chief, Imran Khan who was one of the best cricket players in Pakistan also recognized by the world, launched his political career to promote himself as a leader through Social media. He has always conveyed his viewpoint and party agenda efficiently through the social networking sites. PTI is also the first party who encouraged the youth to participate in the political process through social media; PTI has a large followers base of voters outside Pakistan, living in different countries of the world. The result of this political campaign of PTI through social media within a few years was that PTI has become the competing 2nd largest political party in Pakistan. Hence the media through social media made access in political process possible for all the participants, breaking all temporal and spatial boundaries. The day-by-day increasing importance of the Internet, the variety of political opinions expressed especially online and the new method of political campaigning has been implemented described below such as media campaign especially through, Facebook campaigns.

2.2: Civic & Political Participation and Offline Media Use among Youth.

For the development of democratic values in a society, an important role is played by political participation in establishing institutions and legitimization their role in the system. Most of the researchers agree political effectiveness; realization of effecting the political process is among few factors to influence the political process. (Kluienko, E. 2007) In stable societies, attitudes to participation of ordinary people in politics, as a rule are optimistic while in unstable societies, according to empirical studies are very skeptical people's opportunities of "conventional" influence on political decisions affecting their direct interests become more and more spread. Besides, one of the most important factors of political participation is a repressive political system, is the existence of real possibilities ("conventional channels") in society for the broad masses of population to take part in a political life. (Kluienko, E. 2007).

In an institution-building capacity, the quest for democratic involvement of various social groups has been a powerful driver behind the described expansion of democratic values. According to Dhavan V. Shah et al, 2014 in his research "explained that political expression, is considered it an important element of politics participation. Particularly get the political information and public communication or expression through Internet. online media use supports old-style media in effecting political

discussion and expression and these variable help to rise the social activity like Civic Participation (Bode, Borah, P., & Shah 2014, Shah et al, 2005, Sunstein 2007) also extend this idea and state that the Internet may be help to expanding the influence of political expression both novel and enduring and especially for those seeking good information (Sunstein 2007) and where there is not elsewhere where ideals that encourage participation are strengthened.

The model of communication mediation establishes and provides a base for the link between SNSs for political use and political participation. The communication mediation model proposes that the use of the media such as television viewing, reading newspapers, online news consumption or listening to Radio channels is beneficial in Political Participation by encouraging certain forms of communication. Previous studies have pointed that while benefits by media use are on the rise in political participation, the use of media can be quite diverse (Shah et al ,2005 ,Shah et al, 2007).

The different research has proved the connection among media channels and political attitudes and behaviors is influenced by factors that it support the persons to get news. In particular, research has found a strong connection among knowledge-based use and political attitudes and behaviors (Zhang, Johnson, Seltzer& Bichard,2010)

According to a the report of Pew Research Center between 18 to 29 years of ages, 35 percent of respondents said that social media was the

“most helpful” source of information in 2016 presidential election campaign. (Jeffrey Gottfried, Michael Barthel, Elisa Shearer and Amy Mitchell, 2016). Young people and youth mostly depend on the news, which they received from social media. Youth follows the social media and found useful because they can get the news from the people they follow on social network site. According to the research of Eschelon Insights and Hart Research from BuzzFeed 18 to 49 ages of people trust the news and political news which they get from friends and from other sources. (Kevin Curry, 2016).

The interpersonal connectivity is an important part in every aspect of their daily activity for the younger electoral from activities like consumption, education or civic engagement (Stach, D. 2015, Loader & Mercea, 2012). The results of the Research has pointed to the fact that young generation are using social networking sites in their usual routine; the members of younger generation prefer productive interaction, socialization and participation in political activity all instantaneously (Stach, D. 2015, Ward, 2012) Because social media usage is highest in the youngest voter demographic, political campaigns must use this communication tool to engage this sector of the voting population. 89% 18–29 age groups use social networking sites compared to the average total adult use of 74% (Pew Research Center, 2014). Young people’s need for socialization has led political campaigns and civic organizations to

target young people through online social networking platforms such as and Twitter and Facebook.

It seems due to political awareness and online campaign by political parties the people from young generation has an important part in shaping the results of Election 2013 in Pakistan. According to a report published by the Election Commission of Pakistan a large percentage of the electorate of the registered voters is very young or in other plain words 47.5% of 84.3 million voters were under the age of 35, while 20%, or nearly 17 million voters were under the age of 26. (Hammad Siddiqui, 2013) wrote in his article that activity on social media is the main reason for this significant increase by youth in participating in this election, even though all ages were not able to access YouTube or other Social media in Pakistan during this period. This intense involvement of young generation in activities on social media have not only encouraged political parties and political journalists to join social media platforms but also forced them to change their election's campaign accommodating the voice of youth for a change in the election campaigns. (Hammad Siddiqui, 2013)

Social Targeting is a new form of targeting and the people of Pakistan has been targeted based on their browsing history by Political research groups by exploiting their connections and Likes on Social Media and Social Networking Sites. (Liu & Tang, 2011). In the last decade, early 2000, the rapid use of social networking site has primed these online channels to win over the 2016 US election. The tracking tools developed

for media experts have helped them to predict the use of social media by the youth for political purposes. Getting engaged in interpersonal "Discussion" at their discretion on a social networking site is one of the common channels that youths express and develop their interest or opinion in politics. Sociology Researchers have frequently expressed that there is a credible relation in the interpersonal communication with democratically valuable results such as growth in knowledge, efficacy, and participation (Eveland, Hayes, Shah, and Kwak, 2005, Kenski & Stroud, 2006, Moy & Gastil, 2006).

Furthermore, interpersonal communication develops an interest or help build the relationship between media exposure and these democratic outcomes (McLeod, Scheufele, Moy, 1999), This study suggests the same relationship may create an interest toward political SNS use. Previous studies also points that interpersonal communication and discussions can moderate these benefits, such that individuals, who participate actively in discussions and have habit of media show political knowledge and participation (Hardy & Scheufele, 2002, Bode, Vraga, Borah & Shah. 2014 19(3), 414-429.) Thus, interpersonal communication is an important part increasing the participation in political arena, and which may in particular be encouraging for youth to participate in political activity, as they usually don't trust information, which they get from old media. (John S. & James L. Knight Foundation, 2007)

The study Political attitude and behavior proved that Interpersonal political discussion has significant relation to the civic participation and political participation and interpersonal political discussion has helpful political participation and its allow people to judge the policies of the country. (Zhang, W. Johnson,Seltzer, Bichard. 2010)”

2.3: Political Involvement of Youth:

Individual political variables affect not only political and civic participation but also political advertising too. These variables include political interest, political efficacy, and political knowledge in addition to their socio-demographic profiles as described below.

2.3.1 Political Interest:

Political Interest is a motivational element of the political behavior. According to the Lupia and Philpot (2005) “political interest” as a citizen’s willingness to pay attention to political phenomena at the possible expense of other topics (Lupia,Philpot 2005, P.112, Zhang,. Johnson,Seltzer, T, & Bichard, . 2010). A healthy democracy depends on an electorate that exhibits interest in the political process. Increased interest in politics has been linked to higher levels of political activity (Verba et al, 1995, Zhang, Johnson, Seltzer, T, & Bichard,. 2010).

Political interest among the youth has been decreasing before the social media came to existence (Soule, 2001), and it is a great concern for

the politically oriented people. That old political institutions has not only failed to involve new youth in a way that they can convey to their political thought process but also completely ignore issues with which the members of young generation are concerned. Instead, these organizations focused their efforts to communicate with senior citizens and who are comfortable actively participated in politics and whose actions may consequently have greater implications for these institutions.(Delli Carpini, 2000) Young generation is comfortable to use the communication tools and it also help and increase the political interest in young adults(Lupia and Philpot, 2005) Though, some additional researchers indicated that internet will increase the space between the people who use internet and who are not (Delli Carpini and Keeter 2003) .

2.3.2 Political Efficacy:

Political efficacy “the belief among the people that political and social change is possible by the individual citizen can play a big role in bringing this change” (Campbell, Gurin, and Miller 1954, P: 187, Zhang,Johnson, Seltzer, & Bichard, 2010). In the process of political participation, Perceptions of political efficacy are a prerequisite since the citizens have faith in the system and their ability in affecting or possibly bringing a change in the system before observing the value of active engagement in the political process The Researcher proposed that Internet and related social media tools have helpful to improved political efficacy

through interaction with politically active groups; furthermore the Internet is helpful to get the different channels of social media for the users who wants to participate in the political process and giving a chance for communicating with and applying pressure on political institutions. Having said that, on the contrary there are other studies indicating failures to find a relations between us of internet and political efficacy (Zhang, Johnson, Seltzer & Bichard, 2010, Lee, 2006, Jennings & Zeitner, 2003, Johnson & Kaye, 2003)

2.3.3 Political Knowledge:

Political Knowledge and conceptualized it as the series of actual political information stored in the long-term memory" (Delli Carpini and Keeter, 1996, Zhang, Johnson, Seltzer, & Bichard 2010). Political knowledge is a important and key factor for supporting participation in the political process (Delli Carpini & Keeter, 1996; Jennings, 1996, Zhang, W. Johnson, Seltzer, & Bichard, S. L. 2010). This political knowledge can be gained through education, interpersonal discussion, and the news media (Kenski & Stroud, 2006). Political knowledge is an important factor in political behavior and decision-making, because if the citizen has knowledge they can participate actively in politics (Zhang, W. Johnson, T. J, Seltzer, T, & Bichard, S. L. 2010., Zukin, Andolina, Keeter, Jenkins, Delli Caprini, 2006, Delli Carpini & Keeter (1996). Political knowledge is important for voting and different researchers have support the result as

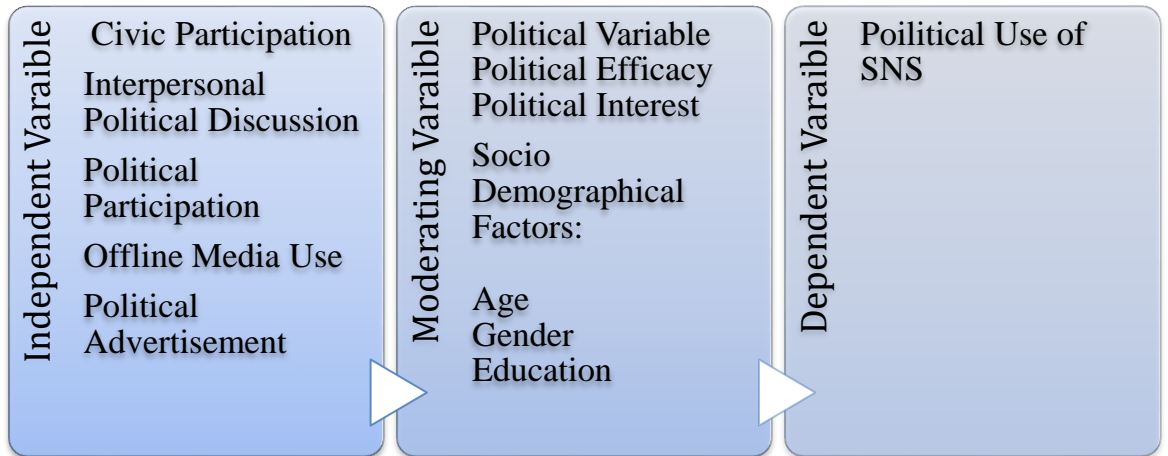
they also get the same result that political knowledge is an powerful component for voting decision.

2.3.4 Socio-Demographic Factors:

The relationship between Socio economic status and political participation has been studied and most researches show that socioeconomic status is the most important predictor of political participation: “Higher levels of political participation were found in citizens with higher SES. (Cohen, Vigoda, Samorly. 2001).

Education has found the strong relationship to the political participation (Verba et al, 1995, Muntean , A. (2015).). Gender and age are important factors in political variables. Researchers have shown the positive connection between age and political participation (Muntean, A. (2015),

THE RESEARCH MODEL:



CHAPTER THREE: METHODOLOGY AND MEASURES

3.1 Method:

Socio Economics Status (SES) of the respondent included in this study is: age, education, gender, and monthly family income. Political Efficacy and Political Interest are taking as moderating variable. Political Participation Civic Participation and Political Advertisement Interpersonal political Discussion and Offline Media Use variables are considered as an independent variable and while Political use of social media is taken as a dependent variable.

3.2 Measures:

All the factors such as (Political Participation, Civic Participation, Political Advertisement, Offline Media Use, Interpersonal Political Discussion, Political Use of SNS, Political Efficacy, Political Interest) are measured through adapting scale except the demographic variables.

The quantitative research method is used for data analysis. Survey method technique applied through structured questionnaire was created for data collection. Online Survey performed through online Google form. Data was collected through simple random sampling and link sent through email and whats'app message to participants and use of the Facebook platform for data collection. Data statistics is as follows: Total 184 questionnaires were filled in a period I in which 121 participants are from

Pakistan While 63 participants are from USA. 49.5% are male students and 50.5% female students from USA and Pakistan.

A descriptive analysis frequency and percentage were used for demographic variable. Regression analysis and One-way Anova were used for assessing dependent and independent variables (civic participation, political participation, political advertisement, political efficacy, political interest, offline media use, Interpersonal discussion and political use of SNS) with the demographic variable age, income, education and gender between countries. One way ANOVA used to evaluate difference between countries political participation, civic participation, political advertisement, political efficacy, political interest, offline media use, Interpersonal discussion and political use of SNS.

Regression Analysis was used for the entire independent variable factors to check the reliability of the variables. Chi Square technique was used to measure the country difference by gender, education, income and age. For the reliability of the model Linear Regression analysis were used.

3.2.1 Independent Variable Measures:

3.2.1.1: Civic Participation:

The Civic Participation Scale can be measured through questionnaires, which are developed on the patterns of previously conducted research by Pew Research Center on Digital Civic Engagement.

Online civic engagement scale offered by Doolittle, Amy, and Anna C. Faul , Smith, Aaron, 2013. In the questionnaire adopted by Pew Research, respondents were asked, how the users engage themselves in civic participation.

Do you work with fellow citizens to solve a problem in the community?

Did you ever go to see, speak to, or write to members of local government about problems?

Being active member of a group that tries to influence public policy or government?

Did you take part in forming a group to solve community problem?

Are you volunteering for a political party or candidate?

Did you take part in a protest or demonstration on a local issue?

3.2.1.2: Political Participation:

The offline political participation was measured by seven items and adopted by previous research Hardy and Scheufele, 2005). Five-point Likert-type scale were used Never=1 , Always= 5

How often they engaged in each of the following activities offline:

Attending a meeting related to politics,

Writing a letter to a newspaper editor.

Worn a campaign button, put a bumper sticker on their car.

Put up a campaign yard sign

Calling into a public affairs radio talk show

Circulating a petition for a candidate or issue.

Working for a political campaign.

Tried to persuade someone to vote for his or her preferred candidate.

Calling other people to raise funds for a political organization.

Contributing money to a political organization or candidate.

3.2.1.3: Political Advertisements:

Political Advertisements on Social Media is measured by 7 items
(Daniella Stach, 2015) used 5-point Likert style scale

Strongly disagree= 1 and strongly agree= 5.

Political advertisements on social networking sites are informative?

Political advertisements on social networking sites have helped me to
make a voting decision on at least one candidate in the last 5 years?

Political advertisements on social networking sites are misleading?

Political advertisements on social networking sites are applicable to me?

I ignore political advertisements on social networking sites?

Political advertisements on social networking sites have made me more
curious about a candidate or an issue in an upcoming election?

Political advertisements on social networking sites are an easy and
convenient way to attain political knowledge about upcoming elections?

I do more research on a campaign, candidate or issue after seeing
advertisements about it on social networking sites?

3.2.1.4: Interpersonal Political Discussion:

Interpersonal political discussion is measured by seven items in two ways Offline and Online discussion developed by Bode, Vraga, Borah, & Shah. 2014).

Offline discussion:

Five-point Likert scale were used Never=1 and Always= 5

How often they engaged in each of the following:

How often do you talk and discuss about political news and current events with?

Family members

Friends,

General Public, How often you have talked and discussed about political news and current events:

People with very conservative views,

People with very liberal views

Online Discussion

How often you are posting a comments on a news website or political blog.

Exchanged political e-mails with friends and family.

Forwarded the link to a political video or news article, or sent or received a text message about politics.

3.2.1.5: Offline Media Use:

Offline media use measured by 3 items using Five-point Likert-type scale. Never=1 and Always= 5 used in work of Diehl, T. Weeks, B. E, & Gil de Zúñiga, H. 2016.

How often they engaged in each of the following.

How often do you watch or follow talk show on TV related to political issue? How often do you watch political news on local news channels?

How often do you read a political blog on paper newspaper?

3.2.2 Dependent Variable:

3.2.2.1: Political Use of Social networking sites:

Political use of social media measured by 11 items based on the work of Vitak et al. 2011 using 5-point Likert scale. (1= never, 5 = always).

How often they engaged in each of the following:

Do you like a political campaign related post on social media such as Facebook, Twitter,

Do you follow a political candidate's page on social media?

Do you posted a Political issue related status on social media such as Facebook and twitter,

Do you posted and shared a Political link/photo/video on social media website.

Do you join political groups on Facebook?

Do you join and participated political events on Facebook.

Do you favorite the a campaign related tweet

Do you follow a political candidate on Twitter?

Do you retweeted /quoted a campaign related update.

Do you replied to a tweet about the campaign, joined a discussion on
Twitter and Facebook about the campaign

3.2.3 Moderating Variable:

Political Variable (Political Efficacy, Political Interest)

3.2.3.1: Political Efficacy:

Political Efficacy was measured based on the work of Zhang et al.
(2010) and adapted from National Election studies.

Using 5-point Likert-scale, Strongly disagreed = 1 and 5= Agreed

My vote makes a difference in elections.

Every vote counts in elections.

My political representative cares about my opinion.

3.2.3.2: Political Interest:

Five point scale used. Not at all interested=1 and 5= Very interested

How much interested you are in politics?

The below are the details of the hypothesis developed for this study.

HYPOTHESIS

H1 / i-vii There is no significant difference between two countries in terms of Political Participation, Civic Participation, Political efficacy, Political interest, Political Advertising, Interpersonal discussion and Political Use of SNS.

H2 / i-xxi There is no significant difference among different groups of Socio demographic factors (age, gender, income and education) in terms of Political Participation, Civic Participation, Political efficacy, Political interest, Political Advertising, Interpersonal discussion and Political Use of SNS.

H3 There is no relation between Political Use of SNS and the remaining model constructs (Political Participation, Civic Participation, Political efficacy, Political interest, Political Advertising, Interpersonal discussion).

CHAPTER 4: ANALYSIS OF DATA & FINDING

4.1 Sample Profile: `

Table 1: Sample Profile

Socio-demographics Variables	Frequency (f)	Percentage
Country		
Pakistan	121	65.8
USA	63	34.2
Total	184	100
Gender		
Male	91	49.5
Female	93	50.5*
Total	184	100
Monthly Family Income		
Less than 10,000 PKR	81	44.0*
More than 10,000 PKR	40	21.7
Total	121	65.7
Less than \$5000 USD	38	20.7*
More than \$5000USD	25	13.6
Total	63	34.2
Total Age of the Respondents		
18 to 20	28	15.2
21 to 23	63	34.2*
24 to 26	34	18.5
27 to 29	25	13.6
30 to 32	11	6.0
32 to 35	23	12.5
Total	184	100,0
Education		
Less than 16 years of education	67	36.4
More than 16 years of education	117	63.6*
Total	184	100.0

The total number of respondents who participated in the survey from the two countries was 184, the numbers of respondents from Pakistan were 121 (65.8%) and from USA were 63 (34.2%). The percentages of the

respondents from age 18-35 were closely distributed among all age groups, however the respondents from age 21- 23 groups were more prominent as they are close to 34.2%. 50.5% Female are participated in the survey as compared to male 49.5%. All respondents are University graduate students from different areas of both the countries. The majorities of the respondents in both countries have more than 16 years of education 63.6% and were found to belong to affluent middle class families. See Table 1

Countries and Gender:

The findings show that from Pakistan 33.7% males and 32.1% females and from USA 15.8% males and 18.5% females participated in the study respectively. In both countries more Female participated as compared to males in the questionnaire. See the summary in table 2 below:

Table 2: Countries and Gender

Country	Male	Female	Total
Pakistan			
Total Count	62	59	121
% within Country	51,2%	48,8%	100,0%
% With in Gender	68,1%	63,4%	65,8%
Total	33,7%	32,1%	65,8%
USA			
Total Count	29	34	63
% within Country	46,0%	54,0%	100,0%
% with in Gender	31,9%	36,6%	34,2%
Total	15,8%	18,5%	34,2%

Total Count	91	93	184
% within Country	49,5%	50,5%	100,0%
% with in Gender	100,0%	100,0%	100,0%
Total	49,5%	50,5%	100,0%

Countries and Age

The findings show that students Pakistan age 21 to 23 (29.3%) among all ages more actively participated. Students From USA age 32 to 35 (12.0%)among all ages more actively participated in the study. But in both countries over all students from age 21 to 23 among all ages group were participated in the study prominently. So far all over the number of Students from Pakistan is 121 and from USA is 63. See the summary on Table 3 below

Table 3: Countries and Age

Country	Age						Total
	18to20	21to23	24to26	27to29	29to32	32to35	
Pakistan							
Total Count	21	54	27	15	3	1	121
% within Country	17,4%	44.6%	22.3%	12,4%	2.4%	0,8%	100,0%
% within age	75,0%	85.7%	79.4%	60.0%	60.0%	4.3%	65,8%
Total	11,4%	29.3%	14.7%	8.2%	1.7%	0.5%	65,8%
USA							
Total Count	7	9	7	10	8	22	63
% within Country	11,1%	14.3%	11,1%	15,9%	12,7%	34.9%	100,0%
% within age	25,0%	14,3%	20,6%	40,0%	72,7%	95.7%	34,2%

Total		3,8%	4,9%	3,8%	5,4%	4,3%	12,0%	34,2%
Total	Count	28	63	34	25	11	23	184
% within Country		15,2%	34,2%	18,5%	13,6%	6,0%	12,5%	100,0%
% within age		100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
Total		15,2%	34,2%	18,5%	13,6%	6,0%	12,5%	100,0%

Country and Income:

Income was measured by two ways in Pakistan and USA as both countries have different level of living standard. For Pakistani student family Income category is used more than and less than 100,000 in Pakistani Rupees per month and in USA more than \$5000 or less than \$5000 per month which almost balances them in the same category The results show that in Pakistan the students who participated in the survey has monthly household income less than Rs.100, 000 is around 96.6% . While In USA the students who participated in the survey have per month household income more than \$5000 is around 51.7 %. It shows that the student who participated from both countries in USA and Pakistan are from affluent and middle class family. Total Family income per month in USA More than \$5000 (58.6%) and Total Family income per month in Pakistan is Less than Rs.100, 000 (68.8%).

Table 4: County and Income

Country	For Pakistan		Total	Country	For USA		Total
	Less than Rs 100,00	More than Rs100,00			More than \$5000	Less than \$5000	
Pakistan							
Total							
Count	85	36	121	Pakistan	30	6	36
% within	70,2%	29,8%	100,0%	Total	83,3%	16,7%	100,0%
Country	96,6%	90,0%	94,5%	Count	51,7%	14,6%	36,4%
% within	66,4%	28,1%	94,5%	% within	30,3%	6,1%	36,4%
for				Country			
Pakistan				% within			
Total				for USA			
				Total			
USA				USA			
Total				Total			
Count	3	4	7	Count			
% within	42,9%	57,1%	100,0%	% within	28	35	63
Country	3,4%	10,0%	5,5%	Country	44,4%	55,6%	100,0%
% within	2,3%	3,1%	5,5%	% within	48,3%	85,4%	63,6%
for				for USA	28,3%	35,4%	63,6%
Pakistan				Total			
Total							
				Total	58	41	99
Total	88	40	128	Count	58,6%	41,4%	100,0%
Count	68,8%	31,3%	100,0%	% within	100 %	100 %	100,0%
% within	100,0%	100,0%	100,0%	Country	58,6%	41,4%	100,0%
Country	68,8%	31,1%	100,0%	% within			
% within				for USA			
for				Total			
Pakistan							
Total							

Country and Education:

The findings show that education is an important factor playing in the Participation and from both countries Pakistan (57.9%) and USA (74.6%) students who were participated in the study have been University qualified

and have more than 16 years of education. But in both countries over all students age 21 to 23 participated in the study. See the table 5 below:

Table 5: Countries and Education

Country	Education		Total
	Less than 16 year of education	More than 16 year of education	
Pakistan			
Total	Count	51	70
	% within Country	42,1%	57,9%
	% Within education	76,1%	59,8%
	Total	27,7%	38,0%
			65,8%
USA			
Total	Count	16	47
	% within Country	25,4%	74,6%
	% Within education	19,0%	40,2%
	Total	9,0%	25,2%
			63
			100,0%
			34,2%
			34,2%
			184
			100,0%
			100,0%
			100,0%
			100,0%

4.2 Constructs of the model:

All proposed constructs were checked through their Cronbach alpha values and found to have high reliability and are presented in Table 6.

Table: 6 Construct the Model

Items or scales	Mean	SD
CIVICPARTICIPATION (Cronbach's a_.850)		
Do you work with fellow citizens to solve a problem in the community?	2,76	1,149
Did you take part in forming a group to solve community problem?	2,54	1,322
Did you take part in a protest or demonstration on a local issue?	2,22	1,249
Being active member of a group that tries to influence public policy or government?	2,15	1,210
Did you ever go to see, speak to, or write to members of local government about problems?	2,08	1,185
Are you volunteering for a political party or candidate?	1,83	1,193
Total	2.26	
POLITICAL PARTICIPATION Cronbach's a_.869)		
Tried to persuade someone to vote for his or her preferred candidate.	2,36	1,319
Worn a campaign button, put a bumper sticker on their car, or put up a campaign yard sign.	2,02	1,152
Attending a meeting related to politics	2,01	1,091
Circulating a petition for a candidate or issue	1,84	1,089
Working for a political campaign	1,79	1,046
Calling other people to raise funds for a political organization	1,77	1,097
Contributing money to a political organization or candidate.	1,76	1,085
Calling into a public affairs radio talk show	1,62	,927
Writing a letter to a newspaper editor	1,61	,952
Total	1.86	
POLITICAL ADVERTISMENT Cronbach's a_.770)		
Political advertisements on SNS are an easy and convenient way to attain political knowledge about upcoming elections	3,28	1,469
Political advertisements on SNS have made me more curious about a candidate or an issue in an upcoming election	3,27	1,487
Political advertisements on SNS are misleading	3,20	1,261
I do more research on a campaign, candidate or issue after seeing advertisements about it on SNS.	3,17	1,519
Political advertisements on SNS are informative	3,14	1,518
I ignore political advertisements on SNSs	2,96	1,297
Political advertisements on SNS have helped me to make a decision to vote for one candidate in the last 5 years	2,88	1,490
Total	3.12	
INTERPERSONAL POLITICAL DISCUSSION Cronbach's a_.901)		

Discuss about political news and current events with family members and Friends.	3,12	1,259
Discussed about political news and current events with people with Liberal views	2,72	1,275
Discussed about political news and current events with people with conservative views	2,65	1,168
Discuss about political news and current events with acquaintances and strangers	2,53	1,130
Forwarded the link to a political video or news article, or sent or received a text message about politics.	2,34	1,266
How often do you are posting a comments on a news website or political blog.	2,21	1,206
Exchanged political e-mails with friends and family	2,02	1,173
Total	2.51	
OFFLINE MEDIA USE Cronbach's a_.854)		
How often do you watch political news on local news channels?	3,03	1,196
How often do you watch or follow talk show on TV related to political issue?	2,85	1,208
How often do you read a political blog on paper newspaper?	2,79	1,178
Total	2.89	
POLITICAL USE OF SNS Cronbach's a_.953)		
Follow a political candidate's page on social media	2,90	1,395
I Liked a political campaign related post on social media such as Facebook, Twitter.	2,69	1,296
I Posted a Political issue related status on social media such as Facebook and twitter	2,46	1,374
I Posted and shared a Political link/photo/video on social media website.	2,43	1,296
I Follow a political candidate on Twitter	2,40	1,434
I Joined political groups on Facebook.	2,38	1,397
I Join and participate political events on Facebook.	2,22	1,310
I Favor the a campaign related tweet	2,22	1,341
I Joined a discussion on Twitter and Facebook about the campaign	2,15	1,300
I retweet /quote a campaign related update.	2,10	1,353
I Replied to a tweet about the campaign	2,00	1,268
Total	2.35	
Political Efficacy Cronbach's a_.812)		
My vote makes a difference in elections.	3,61	1,254
Every vote counts in elections	3,60	1,237
My political representative cares about my opinion.	3,14	1,317
Total	3.45	

This study evaluated the civic participation using online civic engagement scale offered by Doolittle, Amy, and Anna C. Faul, Smith, Aaron, 2013. Six questions were included to measure Civic Participation using 5-point Likert scale. (1= Never, 5 = Always) The reliability test showed a relatively high reliability (Cronbach's α .850). Civic Participation total means (μ 2.26), it means that students rarely got involved or participated.

This study assessed offline political participation adopted by previous research Hardy and Scheufele, 2005). Seven questions were included to measure Political Participation using 5-point Likert scale (1= Never, 5 = Always). The reliability test showed a relatively high reliability (Cronbach's α .869). Political Participation total means (μ 1.86), which means students rarely participated in an offline politically activities.

This study measured Political Advertisement on social media by 8 items adopted by (Daniella Stach, 2015) seven questions were included to measure Political advertisement on social media using 5-point Likert scale. (1= strongly disagree, 5 = Agree) Questions provided total means (μ 3.12) and its shows that students have moderately paid attention to political advertisement on social media. The reliability test showed a relatively high reliability (Cronbach's α . 770).

This study measured interpersonal political discussion measured by 7 items based on the work of Bode,Vraga, Borah,& Shah, D. V. 2014 and Gil de Zuniga et al. 2012 were included to measure interpersonal

discussion online and offline using 5-point Likert scale (1= never, 5 = always). The reliability test showed a relatively high reliability (Cronbach's α . 901) provided total means (μ 2.51) and it shows that students sometime have discussed politics but not on regular basis in both countries.

Offline media use measured by three items using 5 point Likert used in work of Diehl, T., Weeks, B. E., & Gil de Zúñiga, H. (2016). (Scale 1= never, 5 = always). The reliability test showed a relatively high reliability (Cronbach's α . 854). Total mean (μ 2.89) shows that students are moderately interested in interacting with an offline media such as TV, blogs and newspapers and that they use these platforms sometime for accessing getting news.

This study measured political use of social media by 11 items based on the work of Vitak et al. 2011. Using 5-point Likert scale. (1= never, 5 = always) the reliability test showed a relatively high reliability (Cronbach's α . 953). Questions provided total means (μ 2.35) and it shows that students rarely participate and use social networking sites for politics.

This study measured political efficacy by 3 items, adapted by National Election Survey and used in Zhang, W., Johnson, T. J., Seltzer, T., & Bichard, S. L. (2010) research. Using 5-point Likert scale (1= strongly disagree, 5 = Agree) the reliability test showed a relatively high reliability (Cronbach's α . 812). Questions provided total means (μ 3.45)

and it shows that students agree with these two question “My vote makes a difference in elections” (μ 3.61) and “ Every vote counts in elections” (μ 3.60) and the third question “My political representative cares about my opinion”(μ 3.14 was moderately agreed.

4.4 Country difference in terms of political attitude and behavior:

The impact of social media in terms of political attitude and behavior between the two countries Pakistan and USA has been measured through one-way ANOVA with 90 % confidence interval. See the summary below (table 7).

H1/ i-vii There is no significant difference in the people’s attitude in two countries in terms of Political Participation, Civic Participation, Political efficacy, Political interest, Political Advertising, Interpersonal discussion and Political Use of SNS are tested.

The results of this study points towards a significant difference between Pakistan and USA in terms of political participation, political advertisement and interpersonal discussion.

The result shows that students in USA (μ 1.9965) are more inclined in political participation as compared to student in Pakistan (μ 1.7961) (sig.090). The findings reject the hypothesis that there is significant difference (sig .090) (sig=. 90) between Pakistan and USA in terms of political participation.

The students are more inclined in participation in terms of political advertisement on social media in USA (μ 3.2948) as compared to (μ 3.0390) (sig.077) in Pakistan. The finding point that there is significant difference (sig.077) (sig=. 90) between Pakistan and USA in terms of political advertisement on social media.

The students are more inclined in terms of political interest in USA (μ 3.7143) (sig .011) as compared to (μ 3.2149) to Pakistan. The finding shows that there is significant difference in terms of Political Interest between Pakistan and USA.

In terms of interpersonal discussions, the hypothesis got rejected and shows that students in USA (μ 2.7687) are more interested participated in interpersonal discussions as compared to students in Pakistan (μ 2.3813) (sig .009). The finding shows that there is significant difference (sig.009) (sig=. 90) between Pakistan and USA in terms of interpersonal discussion.

For the hypothesis H1 the results show that there is no significant difference between Pakistan and USA in terms of political use of SNS and Civic participation. Political Efficacy and Offline Media Use but still there are slight differences observed in the study.

The results show that in terms of Civic Participation, the Students in USA (μ 2.3810) are inclined in participating toward civic activities as compared to the students in Pakistan (μ 2,1997) (sig=. 207) but there is no big difference. The result accepts the hypothesis that means there is no significant (sig=. 207) (sig=. 90) difference in Pakistan and USA in terms

of civic participation by students.

In terms of political use of social media (SNS), the result shows that students are inclined in terms of political use of SNS in USA (μ 2.5166) as compared to (μ 2.2780) (sig.166) Pakistan but there is no big difference. Hence the findings show that there is no significant difference (sig.166) (sig=. 90) between Pakistan and USA in terms of political use of SNS.

In terms of offline media use the result shows that students in USA (μ 3.0053) more actively use an offline media and get the news from blogs, newspaper and TV Talk shows as compared to students in Pakistan (μ 2,8348) (sig .297) but there is slight difference in terms of offline media use. The finding shows that over all there is no significant difference between Pakistan and USA in terms of use of offline media.

In terms of Political efficacy the result shows that students in USA (μ 3,6085) have more trust on their Governments as compared to students in Pakistan in terms of Political Efficacy (μ 3,3636) (sig.146) but there is no big difference and over all the finding shows that there is no significant (sig.146) difference between Pakistan and USA in terms of Political efficacy. See the summary in Table 7.

Table 7: Country difference in terms of political attitude and behavior

	N	Mean	SD	F	Sig
Interpersonal Political Discussion					
PAK	121	2,38	,880		
USA	63	2,76	1,057		
Total	184	2,51	,959	.9726	.009*
Political Participation					
PAK	121	1.79	,701		
USA	63	1.99	,855	2.900	.090*
Total	184	1.86	,761		
Political Adversity					
				3,159	.077*
PAK	121	3.03	,901		
USA	63	3.29	,973		
Total	184	3,12	,931		
Political Interest					
PAK	121	3,21	1,177	6,639	.011*
USA	63	3,71	1,372		
Total	184	3,38	1,266		
Civic Participation					
				1.606	.207
PAK	121	2,199	,8739		
USA	63	2,381	1,004		
Total	184	2,261	,9219		

Offline Media Use					
	121	2,83	1,02	1,093	.297
	63	3,00	1,10		
	184	2,89	1,05		
PAK					
USA					
Total					

Political Efficacy					
				2,131	.146
PAK	121	3,36	1,06		
USA	63	3,60	1,10		
Total	184	3,44	1,08		

Political Use of SNS					
PAK	121	2,27	,088		
USA	63	2,51	,166	1,932	.166
Total	184	2,35	,081		

The result shows that regarding political participation, political advertisement and interpersonal discussion's attitude of people in both countries Pakistan and USA have the significant difference. And In terms of political use of SNS, Civic participation, Political Efficacy and Offline Media Use there is no significance difference over all, but still some differences are observed among the students' in both of the countries,

Pakistan and USA. Over all comparison in political attitude and behavior of students in both countries is same. In USA students participated more in the political activity online and offline as compared to students in Pakistan. The students from USA, are more interested in politics; civic activities and political participation, even they are better users of social media platform as compared to students in Pakistan. This fact is not shocking because Social Media starts from the USA and in Pakistan this is very new trend while people in general and students in particular are still in the learning process.

4.5 Socio Demographical factors' (Age, Gender, Income and Education) relationships with Political Participation, Civic Participation, Political efficacy, Political Interest, Interpersonal Political Discussion, Offline media use, political advertisement and political use of SNS.

The relationship of socio demographic factors with political attitude and behavior of the people between the two countries Pakistan and USA has been measured through one-way ANOVA, with 90 % confidence interval.

H2 / i-xxi There is no significant difference among different groups of Socio demographic factors (age, gender, income and education) in terms of Political Participation, Civic Participation, Political efficacy,

Political interest, Political Advertising, Interpersonal discussion and Political Use of SNS are tested.

The result shows that Education, Income and Age are not positively associated to the civic participation but Gender has a positive relationship with civic participation (sig .015). Male (μ 2.42) are more participative in civic activities as compared to females (μ . 2.09) in both countries Pakistan and USA. Please refer to the Table 8 for comparison below.

Table 8: Demographical Factors with Civic Participation

Civic Participation (Gender)	N	Mean	F	Sig
Male	91	2.4286	6.057	.015*
Female	93	2.0986		
Total	184	2.2618		

Civic Participation (Education)	N	Mean	F	Sig
Less than 16 years	67	2.1468	1.646	.201
More than 16 years	117	2.3276		
Total	184	2.2618		

Civic Participation (Age)	N	Mean	F	Sig
18-20	28	2,3690	.549	.739
21-23	63	2,2460		
24-26	34	2,0588		
27-29	25	2,3267		
30-32	11	2,4697		
32-35	23	2,3043		
Total	184	2,2618		

Civic Participation (Income)	N	Mean	F	Sig
Pakistan			.044	.834
Less than Rs. 100,00	81	2.4286		
More than Rs.100,00	40	2.0986		
Total	121	2.2618		
USA			2.519	.116
Less than \$5000	38	2.2787		
More than \$5000	25	2.5854		

Total	63	2.4057
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The result shows that Education, Income and Age are not positively associated to the political participation activity but Gender has positive relationship with political participation (sig .046). Males (μ 1.97) are more participative in political activities as compared to females (μ . 1.75) in both countries Pakistan and USA. See the Table 9 for reference below.

Table 9: Demographical Factors with Political Participation

Political Participation (Gender)	N	Mean	F	Sig
Male	91	1.9780	4.055	.046*
Female	93	1.7539		
Total	184	1.8647		

Political Participation (Edu)	N	Mean	F	Sig
Less than 16 years	67	1.7944	.900	.344
More than 16 years	117	1.9050		
Total	184	1.8647		

Political Participation (Age)	N	Mean	F	Sig
18-20	28	1,9127		
21-23	63	1,7919	1.597	.163
24-26	34	1,6307		
27-29	25	2,0178		
30-32	11	2,1616		
32-35	23	2,0435		
Total	184	1,8647		

Political Participation (Income)	N	Mean	F	Sig
Pakistan				
Less than Rs. 100,00	81	1.7172	2.375	.126
More than Rs.100,00	40	1.9194		
Total	121	1.7804		
USA				

Less than \$5000	38	1.8602		
More than \$5000	25	2.1030	2.143	.146
Total	63	1.9607		

The result shows that Education, Gender and Age are not positively associated to the political advertisement. Income has positive relationship with political advertisement (sig .018) in Pakistan but Income has no positive relationship with political advertisement in USA. See the table 10 below.

Table 10: Demographical Factors with Political advertisement

Political Advertisement (Gender)	N	Mean	F	Sig
Male	91	3.0722	.611	.435
Female	93	3.1797		
Total	184	3.1266		

Political Advertisement (Edu)	N	Mean	F	Sig
Less than 16 years	67	2,9979	2.021	.157
More than 16 years	117	3,2002		
Total	184	3,1266		

Political Advertisement (Age)	N	Mean	F	Sig
18-20	28	3,0408		
21-23	63	3,0091	1.433	.215
24-26	34	3,0924		
27-29	25	3,1143		
30-32	11	3,7403		
32-35	23	3,3230		
Total	184	3,1266		

Political Advertisement (Income)	N	Mean	F	Sig
Pakistan				
Less than Rs. 100,00	81	2,8912	5,724	.018*
More than Rs.100,00	40	3,3071		
Total	121	3,0212		
USA				
Less than \$5000	38	3,1453	2.143	

More than \$5000	25	3,3101	.752
Total	63	3,2136	

The result shows that Income gender and education are not positively associated to the political efficacy but Age has a positive relationship with political efficacy (sig .014) in Pakistan and USA. See the table 11 below.

Table 11: Demographical Factors with Political Efficacy

Political Efficacy (Gender)	N	Mean	F	Sig
Male	91	3.3700	.922	.388
Female	93	3.5233		
Total	184	3.4475		

Political Efficacy (Edu)	N	Mean	F	Sig
Less than 16 years	67	3.5473	.894	.346
More than 16 years	117	3,3903		
Total	184	3,4475		

Political Efficacy (Age)	N	Mean	F	Sig
18-20	28	3,7262		
21-23	63	3.3968		
24-26	34	3,1569	2.954	.014*
27-29	25	3.0667		
30-32	11	4.1515		
32-35	23	3.7536		
Total	184	3,4475		

Political Efficacy (Income)	N	Mean	F	Sig
Pakistan				
Less than Rs. 100,00	81	3,3333	0.25	.874
More than Rs.100,00	40	3,3667		
Total	121	3,3438		
USA				
Less than \$5000	38	3,5460	0.13	
More than \$5000	25	3,5203		.909
Total	63	3,5354		

The result shows that Income Gender and Education are not positively associated to the political Interest but Age has a positive relationship with Political Interest (sig .024) in Pakistan and USA. See the table 12 below for reference.

Table 12: Demographical Factors with Political Interest

Political Interest (Gender)		N	Mean	F	Sig
Male		91	3.4286	.204	.652
Female		93	3.3441		
Total		184	3.3859		
Political Interest (Edu)		N	Mean	F	Sig
Less than 16 years		67	3.3134	.343	.559
More than 16 years		117	3.4274		
Total		184	3.3859		
Political Interest (Age)		N	Mean	F	Sig
18-20		28	3.5000	2.665	.024*
21-23		63	3.2857		
24-26		34	2.9412		
27-29		25	3.4000		
30-32		11	4.3636		
32-35		23	3.6957		
Total		184	3.3859		
Political Interest (Income)		N	Mean	F	Sig
Pakistan					
Less than Rs. 100,00		81	3,1250	.045	.832
More than Rs.100,00		40	3,1750		
Total		121	3,1406		
USA					
Less than \$5000		38	3,3793	1.259	.265
More than \$5000		25	3,6829		
Total		63	3,5051		

The result shows that Income Gender and Education are not positively associated to the activity of Interpersonal political discussion

but Age has a positive relationship with Interpersonal political discussions activities (sig .003) in Pakistan and USA. See the table 13 below.

Table 13: Demographical Factors with Interpersonal Political Discussion

Interpersonal Political Discussion (Gender)	N	Mean	F	Sig
Male	91	2.5196	.006	.937
Female	93	2.5084		
Total	184	2.5140		
Interpersonal Political Discussion (Education)	N	Mean	F	Sig
Less than 16 years	67	2.3923	1.700	.194
More than 16 years	117	2.5836		
Total	184	2.5140		
Interpersonal Political Discussion (Age)	N	Mean	F	Sig
18-20	28	2.4592		
21-23	63	2.4785	3.798	.003*
24-26	34	2.1303		
27-29	25	2.6457		
30-32	11	3.4805		
32-35	23	2.6398		
Total	184	2.5140		
Interpersonal Political Discussion (Income)	N	Mean	F	Sig
Pakistan				
Less than Rs. 100,00	81	2.2808	1.604	.208
More than Rs.100,00	40	2.4929		
Total	121	2.3471		
USA				
Less than \$5000	38	2.5320	.789	.377
More than \$5000	25	2.7143		
Total	63	2.6075		

The result shows that Gender and Education are not positively associated to the use of offline media but Age has a positive relationship with offline media use (sig .007) in Pakistan and USA. Income has

positive affect associated with offline media use in USA (sig .088) as compared to Pakistan (sig .202) See the Table 14 below.

Table 14: Demographical Factors with offline media use

Offline Media Use (Gender)	N	Mean	F	Sig
Male	91	2.8498	.305	.582
Female	93	2.9355		
Total	184	2.8931		

Offline Media Use (Education)	N	Mean	F	Sig
Less than 16 years	67	2.8557	.133	.716
More than 16 years	117	2.9145		
Total	184	2.8931		

Offline Media Use (Age)	N	Mean	F	Sig
18-20	28	2.9881		
21-23	63	2.7937	3.284	.007*
24-26	34	2.5196		
27-29	25	2.8267		
30-32	11	3.7576		
32-35	23	3.2609		
Total	184	2.8931		

Offline Media Use (Income)	N	Mean	F	Sig
Pakistan				
Less than Rs. 100,00	81	2.7159	1.647	.202
More than Rs.100,00	40	2.9667		
Total	121	2.7943		
USA				
Less than \$5000	38	2.7874	2.965	.088
More than \$5000	25	3.1707		
Total	63	2.9461		

The result shows that Income Gender and Education are not positively associated to the Political use of SNS but Age has a positive relationship with Political use of SNS (sig .002) in Pakistan and USA. See the Table 15 below.

Table 15: Demographical Factors with Political Use of SNS

Political use of SNS (Gender)	N	Mean	F	Sig
Male	91	2.4605	1.496	.223
Female	93	2.2610		
Total	184	2.3597		
Political use of SNS (Education)	N	Mean	F	Sig
Less than 16 years	67	2.2402	1.228	.269
More than 16 years	117	2.4281		
Total	184	2.3597		
Political use of SNS (Age)	N	Mean	F	Sig
18-20	28	2.2857	3.909	002*
21-23	63	2.2684		
24-26	34	2.1123		
27-29	25	2.4255		
30-32	11	3.6860		
32-35	23	2.3597		
Total	184	2.3597		
Political use of SNS (Income)	N	Mean	F	Sig
Pakistan				
Less than Rs. 100,00	81	1,9649	1.335	.250
More than Rs. 100,00	40	2.0207		
Total	121	2.0545		
USA				
Less than \$5000	38	2.4310	.270	.604
More than \$5000	25	2.3016		
Total	63	2.3774		

The overall findings are that Gender has significant relationship with Political and Civic Participation in both countries. Males actively participated in Political and Civic Participation as compared to females in both countries USA and Pakistan. Age is an important factor for Political efficacy, Interpersonal discussion, offline media use and Political Use of SNS in Pakistan and USA. Income is significant and important factor for Political Advertisement in Pakistan and Income has positive and significant relationship with Offline media use in USA.

In Pakistan People invest on Political advertisement on social media as it effects and students are paying more attention on Political advertisement on social media. As compared to students in USA they are paying more attention on offline media and spend their income on these activities such as newspaper, blogs, TV talk shows.

The Model: Relationship between Political use of SNS and Political Participation, Civic Participation, Political efficacy, Political Interest, Interpersonal Political Discussion.

H3 There is no relation between Political Use of SNS and the remaining model constructs (Political Participation, Civic Participation, Political efficacy, Political interest, Political Advertising, Interpersonal discussion) is tested by regression analysis, with 90% confidence interval reveals. Political Participation (β .207=> sig.002), Civic Participation (β -.160=> sig.013), Political Efficacy (β -.147=> sig.008), Political Interest (β .183=> sig.002), and Interpersonal Political Discussion (β .700=> sig.000), have significant impact on Political Use of SNS (R^2 =.628; F. 62.789, sig. 0.000). Offline media use and Political Advertisement are the important factors but does not explain direct relationship with the Political Use of SNS. Offline Media is transforming their content to digital contents for political advertisement, which is very easily accessible due to the social media.

Political Participation, Political Interest and Interpersonal Political Discussion are positively related to the Political use of SNS while civic participation and political efficacy are negatively related with political use of SNS.

As results show that the students in both countries Pakistan and USA would like to discuss politics (β .700=> sig.000) with others, as they are more encouraged to participate in political activities (β .207=> sig.002), Political Participation is positively related to the Political Use of SNS and the students use SNS for political purpose and it proves that SNS provides big platform to students to raise their voice but they have significant (sig.166) difference in terms of political use of SNS as the result shows that students are more inclined in participation in terms of political use of SNS in USA (t 2.5166) as compared to (t 2.2780) to number of students in Pakistan. As Civic Participation (β . -160=> sig.013), Political Efficacy (β -.147=> sig.008), are negatively related to the political use of SNS. It shows that students have not used SNS for civic activity and the students were politically efficacious but not dependent on SNS.

CHAPTER 5

Discussion, Conclusion, Future Research and Limitation

The purpose of this thesis was to evaluate and compare the social media impact on behavior of university students towards political participation (Political Activity) in the political process in a developing country (Pakistan) and University students in a developed country (USA). The factors, which were influencing were divided into two sections socio-economic demographic and political attitudinal and behavioral categories (Political Participation Civic Participation, Political Advertisement, Offline Media Use, Interpersonal Political Discussion, Political Interest and Political Efficacy and Political Use of SNSs.

There are total of 184 respondents/students who participated in the Questionnaire distributed in both countries, out of 184 participants, 121 Students are from Pakistan and 63 students participated from USA respectively. The interesting point is that from both countries the participants from 21 to 23 age groups were more prominent from all others age groups in participation. In this study the model relationship results showed that social media for example Facebook, YouTube and Twitter were positively related to political participation, interpersonal political discussion and political interests. In this study, civic participation and political efficacy are negatively related to the Political Use of SNS. The findings show that there is a significant difference between Pakistan and USA in terms of political participation, political advertisement and

interpersonal discussion. The students in USA are more inclined towards political participation, political advertisement and interpersonal discussion as compared to the students in Pakistan but in terms of civic participation, political efficacy, offline media use, political use of SNS, there is no big difference in uses of these platforms. In this study over all students in both countries are more interested on Political advertisement on social media, offline social media use activities and political efficacy.

The political parties and the advertising agencies are aggressively targeting youth on the social media platforms for the Political advertisement in both countries Pakistan and USA, because the analyst have devised the marketing strategy after understanding student's psyche that students spend most of their time on internet rather than other activities. Hence Political parties are targeting the youth on internet and advertising the political contents and their political agendas on social media so they can engage youth and force them to participate in the political activities. Even the political leaders in both countries run their pages on social media to communicate the youth and win the trust of the youth.

We can say that Political Advertisement is an important factor, which is also called the new way of political participation on social media. Seven questions were asked to measure the activities related to the political advertisement on social media and most of the students agreed with the statements.

Offline social media has been replaced with social media or we can say that offline media such as TV talk shows, blogs and magazines have transformed their strategies and converted their contents on digital media. Now blogs and TV talk shows are also available on Internet or on social networking sites. Instagram is the best example after YouTube but study results point that students are still interested in reading the newspaper and like to watch the talk shows on TV. Three questions were asked to measure the offline media use activity and students from both countries Pakistan and USA agreed that they are still interested in offline media use specially watching the news on TV and talk show.

Previous studies have found that Political Efficacy is one of the key elements for Political or Civic Participation and this study found the strong connection too. Three questions were asked to measure the political efficacy and students have fully agreed with the statements and the result points to conclusion that students have faith on their government and on the political process in both countries. They have knowledge about the power of vote and their votes do counts and it can help to bring changes in the current political systems. Now Internet and Social media are also helpful and increased the political efficacy and also help the students to interact socially and politically with groups active on social media. Students are not participating on Offline Political activities and nine questions were asked to measure the offline political participation and found that students rarely participated in political activity as compared to

Civic Participation. Six questions were asked and students agreed with following two questions: Do you work with fellow citizens to solve a problem in the community? Did you take part in forming a group to solve community problem? And rest of the activities, they rarely participated. We can say comfortably that social media have replaced these activities such as, answer to Eleven questions to measure the political use of SNSs and found that students are participating on political and civic activities through social networking sites and they follow the political candidate's page on social media and Liked a political campaign related post on social media such as Facebook, Twitter in both countries.

Discussion is the important factor for any activity and specifically related to the politics, our study found that in both countries students would like to discuss the political news and events with their friends and family members and overall findings of the study shows that students are interested to talk or discuss the political news and events with the people they know or also the strangers as well. Now a days Social media is also playing an important role on interpersonal political discussions because students don't need to go anywhere they just join the political party's social media pages or groups where they can exchange their views with their peers, friends even with the strangers in both countries USA and Pakistan.

Moreover, interpersonal communications develop an interest or help build the relationship between media exposure and these democratic outcomes This study suggests the similar connection may create an interest

toward political use of SNSs. Previous findings indicated that interpersonal communication and discussions can moderate these benefits, like individuals, who participate actively in discussions and who routinely use media channels have the better political knowledge and participation (Hardy & Scheufele, 2002, Bode, Vraga., Borah, & Shah. 2014 19(3), 414-429).

Demographical variable such as Gender, Age, Education, Income, Age have positive relationship with Political Efficacy, Political Interest, Interpersonal Political Discussion and Political Use of SNS in both countries Pakistan and USA. Gender has a positive relationship with Civic Participation and Political Participation. Males participated more as compared to females in Political and Civic activities in both countries. The survey points out that the family Income has positive relationship with Political Advertisement only in Pakistan and the family income has positive relationship with offline media use in USA.

One point to be noted, family structures in USA and Pakistan is significantly different by definition due to cultural background. In US A, Majority of graduate student's family usually composed of student and his/her spouse whereas in Pakistan the family of graduate students consider family of his/her spouse along with parents and siblings due the joint family system.

FUTURE RESEARCH

While the emphasis of this study is to examine the impact of social media on political attitudes and behavior of the university students in Pakistan and USA, future research can further deeply look into the effects of different forms of new media platforms particularly a websites, blogs, and single social media sites to explain the difference in effects on students political attitudes and participation, because the Internet has appeared as a powerful tool for increasing citizen participation in democratic process. The result that Political Use of SNS was significantly related to the Political Participation, Political Interest and Interpersonal Political Discussion proved that social media is a big platform for the students to share their thoughts. The Social Media importance in politics has been highlighted and given the fact that the social networking sites specially Facebook and Twitter are important and have the capability to influence the political participation positively.

Overall the behavior of students in both countries is very similar and the social media have a strong impact, it encourages students to participate in social activities and provide them a serious platform for the planning of collective effort, an association and a sense of youth empowerment in the world. This engage the students can and bring their knowledge up to date about social and political events happening in the

world. Political efficacy and political interest are the important factors and social media contents are helping the students to getting and sharing the news to understand and express their political and social views freely.

LIMITATION OF THE STUDY

The study faces some research limitations. First the target population is only limited to the University students in both countries especially from USA to get filled the online survey forms was a bit difficult and the responses from student of USA are slow. Therefore the study can be accepted as an exploration attempt to the area and results cannot be generalized, but still provided many important hints for further research.

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