

**“SOCIAL MEDIA IN BRINGING SOCIAL CHANGE IN BALOCHISTAN”**

**Samina Rashid**

M.Phil. Scholar, Media Studies

University of Balochistan

**Dr. Faheem Baloch**

Assistant Professor, University of Balochistan

**Dr. Babrak Niaz**

Assistant Professor, University of Balochistan

**Abstract**

*Social media is the most progressive form of information gaining. It plays decisive role in life of masses. Social media is considered one of the popular communal activity among youngsters, women, kids and men. It is providing youth a new platform for communication, interaction and entertainment. It also providing a new way to highlight the social problems with world which will be beneficial for society development. The main objective of this study is that how social media is bringing social change in society, and what are the main reasons for the development of such Apps like Facebook, WhatsApp, Instagram and other. In this study a closed ended questionnaire was directed to 300 students of different public universities of Balochistan including Sardar Bahadur Khan Women University, University of Balochistan and Balochistan University of Engineering technology and Management sciences. It is observed that Facebook is being used by student is having an important part in their daily life. In addition, social media is bringing positive change in society.*

**Key words**

Social media, Facebook, WhatsApp, Social change.

## **Introduction**

social media is the word frequently used to present a new kind of media that includes connection and communication (Manning, 2016). Media is distributed into two types, one is the broadcast media in which radio newspaper television and film production studio involve and the other is interactive form in which people use to connect and interact on large scale. The interactive form is easier for people than other forms. According to (Sham, Ali, & Kootbodien, 2018) Social networking sites are used for different purpose to accomplish our basic needs. SNS are influencing both positively and negatively to any society (Al-harrasi & Al-badi, 2014). it also brings social alteration by showing such changes via altered source. social media is very important thing for developing social skills and knowledge, and helping people to decision exchanger within society (Wang & Chen, 2011). Social media are playing a vital role in information distribution. The usage of social media tools simplifies information sharing processing. Social media has succeeded to reduce the distance locally as well as globally. According to (O’Keeffe & Clarke-Pearson, 2011), using different kinds of Social Networking Sites (SNS) as a daily life activity in children, youth and adults will try to improve their communication skills, technical connection as well as friendly connections. Social networks like Facebook and Myspace is providing many chances to connect with class fellows, old friends and other people around the world.

## **Aims and Objectives**

- To dig out that social media bring social change in society (Quetta city).
- To know the genuine reasons/purpose of developing social media Apps.

## **Research Questions**

- How social media is bringing social change in society (Quetta city)?
- What are the genuine reason/purpose of developing social media apps?

## Hypothesis

- Social media is bringing positive change in society.
- Social media apps such as Facebook pages and WhatsApp groups are bringing social change in Quetta city.

## Literature Review

According to (Clark, 2012) social media has deep impact in our daily life. Social networking sites like WhatsApp, Facebook, Instagram are fastest source of news, information and entertainment. If we observed Egypt elections voters posted their favorite candidate's pictures on Facebook, WhatsApp and other social networking sites. Many of them participating on elections first time and their excitement was on peak and known across the world. It was because of social media that brought such events into the Egypt's people home. Now a day's social networks have a fastest impact on behavior change on youngsters. Messages can be received within few second of time to their mark audience. masses are becoming more influential through technology because technology has combined them. (Njorage, 2013) Social networking sites are considered as a new media where people can connect with each other on different sites like Facebook, WhatsApp and other SNS. Students use Facebook for many purposes like for education, entertainment, business. Facebook is providing its services in many languages rather than English. SNS are altering the position of associations (Aghazamani, 2010 Today's world is known as digital world, where technologies are changing the life of people there for life of people are becoming easier, one of the well-known SNS is WhatsApp. WhatsApp is an amazing SNS where people can connect with society individually as well as in group form, WhatsApp is providing audio and video services. People can easily share their ideas, emotions and feelings with each other even they are far away from each other. Youth is using such SNS specially WhatsApp for events activities updates, sending messages and educational notes with their fellows. WhatsApp also have positive as well as negative effects on adolescence behavior. (Bhatt & arshad.dr mohd, 2016). Social media is deliberated as a rapid source of information where several concerns are underlined, such social websites pay attentions to these issues where people can share their problems in these platforms. WhatsApp is one of the social media website which

is used for messaging and communicating Where in every group more than 250 individuals can be added. Each group can highlight their issues and problems where people can share their opinions. Balochistan Voice is also a WhatsApp group by Federal minister of Pakistan. Where issues related to Balochistan can be shown and advise them to sort out such issues. Such WhatsApp groups play an important role in any society which work for the positive change in Balochistan. (Adnan, 2015)

social media is one of the influential tool using by youth of Balochistan. When new technologies were introduced it targeted the youth very rapidly, social media sites effect the face to face communication very well. These new technologies deeply effect the life of every individual. It was a time when people use to sit together and share their daily life happenings but now due to social media sites everyone is busy in its own life. In one hand social networking site are useful for the youth of Balochistan but on other side it has deeper negative effects on their lives (Sami & Irfan, 2018) Media is exactly behind every societal change. The researcher found that media is all about up conveying the society on its top level and show such alteration which changes the picture of imaginings of an individual about all aspects which are concerned with the one's life, and many writers guide raise multiple enquiries regarding the societal change and social media. He also discussed that media is behind every societal change and it portrays the society very well i.e. Gender equality, media literacy, education, entertainment, online campaign and much more. (Al-harrasi & Al-badi, 2014). Fastest and greatest change in information and telecommunication may change the life of every individual. this fastest change is observed by many social media sites. Communicating sites like WhatsApp has fruitful role in society. SNS, s is also used for learning and teaching different languages, which is considered a positive reaction in progress in technology. WhatsApp feature is present in all smartphones and known as a chat program in which people get easily connected. (Fathy, Said, & Fattah, 2015)

## **Methodology**

There are three main approaches of research in social sciences as quantitative, qualitative and mixed-method research. For this study, quantitative approach was used. The research design for this study was survey based on questionnaire.

### Population and Sample

All university students as youth from Quetta constituted the population of the study. For data collection, simple random sampling was used for selection of sample. A sample of 300 randomly selected postgraduate (Master level) students were drawn from the public universities of Quetta. Sardar Bahadur Khan Women's University Quetta, University of Balochistan, and Balochistan University of Information Technology, Engineering and Management Sciences were the public universities from where the data was collected.

### Data Collection Instrument

The data was collected from a self-constructed questionnaire having closed handed question related to youth using social media and how social media was bringing social change in Balochistan.

### Data Analysis Techniques

For this study, quantitative data was analyzed using descriptive statistics by using simple frequencies using SPSS version 20.

### Findings of the Study

Following were the findings drawn from the data:

**Table 1 : Responses of Youth on using social media**

	Frequency	Percent
Yes	135	96.4
No	5	3.6
Total	140	100.0

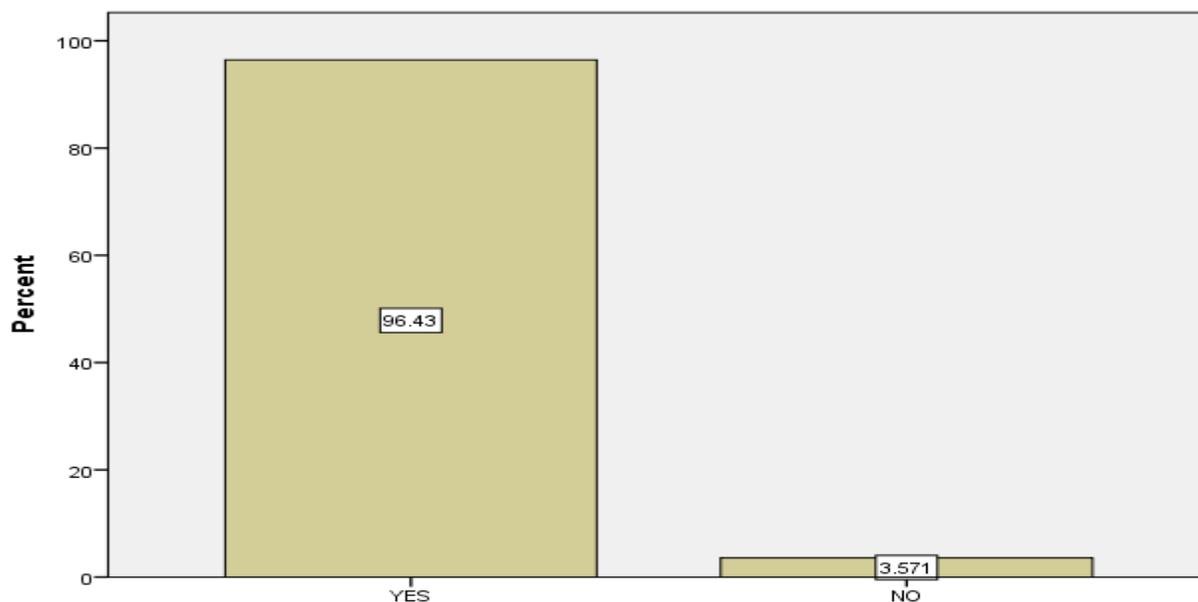


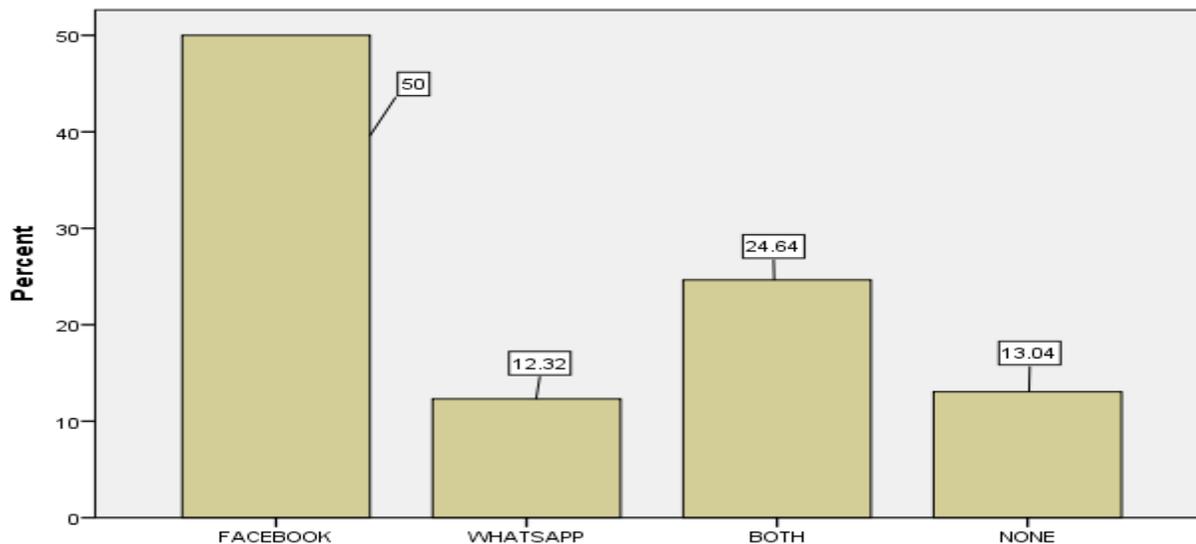
Figure 1: Responses of Youth on using social media

In this statement total frequency was 140.

- 135 people answered in “Yes” with 96.4%
- Only 05 people answered in “No” with 3.6%

**Table 2: Major role of social media in initiating of social change**

	Frequency	Percent
Facebook	69	49.3
WhatsApp	17	12.1
Both	34	24.3
None	18	12.9
Total	138	98.6
not replied	2	1.4
Total	140	100.0



**Figure 2: Major role of social media in initiating of social change**

In this statement total frequency was 138.

- 69 people responded in “Facebook” with 49.3%
- 17 people responded in “WhatsApp” with 12.1%
- 34 people responded in “Both” with 24.3%
- 18 people responded in “None” with 12.9%
- 02 Person were Not Replied with 1.4%

**Table 3: Using of social media pages**

	Frequency	Percent
Choti Chiria	26	18.6
Quetta Online	27	19.3
Hamara Quetta	49	35.0
Voice of Balochistan	24	17.1
Total	126	90.0
not replied	14	10.0
Total	140	100.0

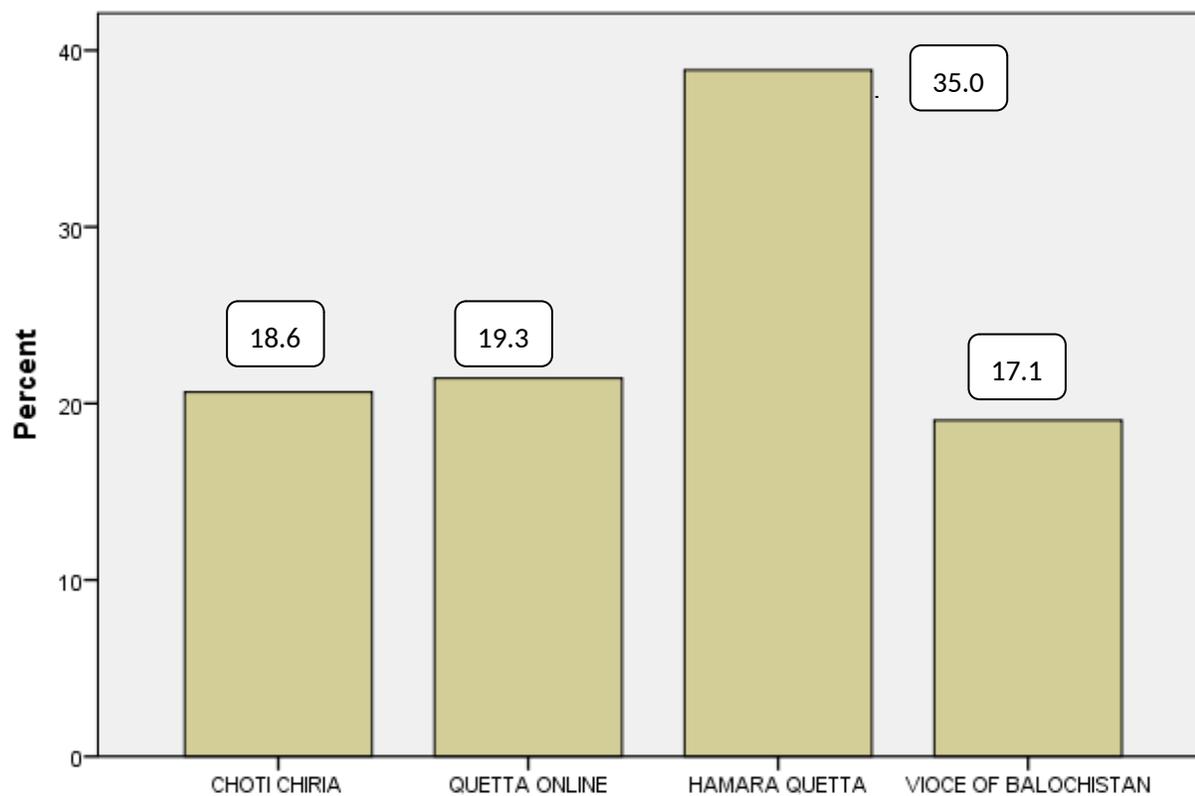


Figure 3: Using of social media pages

In this statement total frequency was 126.

- 26 people responded in “Choti Chiria” with 18.6%
- 27 people responded in “Quetta Online” with 19.3%
- 49 people responded in “Hamara Quetta” with 35%
- 24 people responded in “Voice of Balochistan” with 17.1%
- 14 Person were Not Replied with 10%

Table 3: Bringing most societal change in Balochistan

	Frequency	Percent
Choti Chiria	19	13.6
Quetta Online	34	24.3
Hamara Quetta	29	20.7
Voice of Balochistan	38	27.1
Total	120	85.7
not replied	20	14.3
total	140	100.0

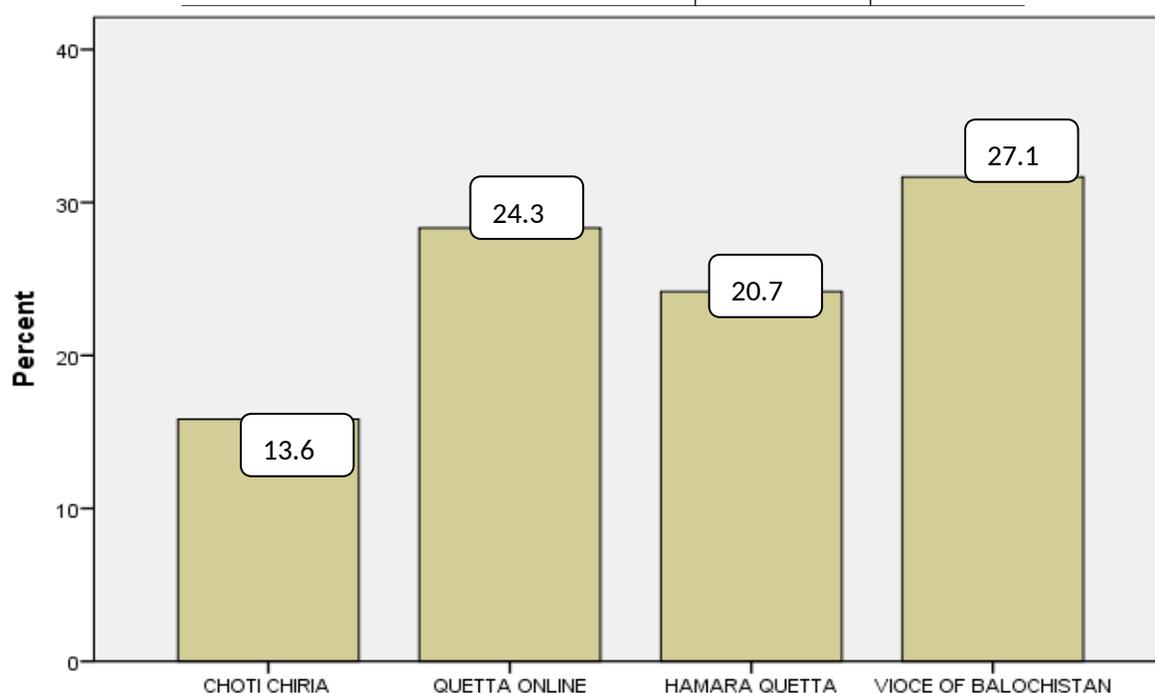


Figure 3: Bringing most societal change in Balochistan

In this statement total frequency was 120.

- 19 people responded in “Choti Chiria” with 13.6%
- 34 people responded in “Quetta Online” with 24.3%
- 29 people responded in “Hamara Quetta” with 20.7%
- 38 people responded in “Voice of Balochistan” with 27.1%
- 20 Person were Not Replied with 14.3%

Table 4: Highlighting more social issues

	Frequency	Percent
Choti Chiria	17	12.1
Quetta Online	31	22.1

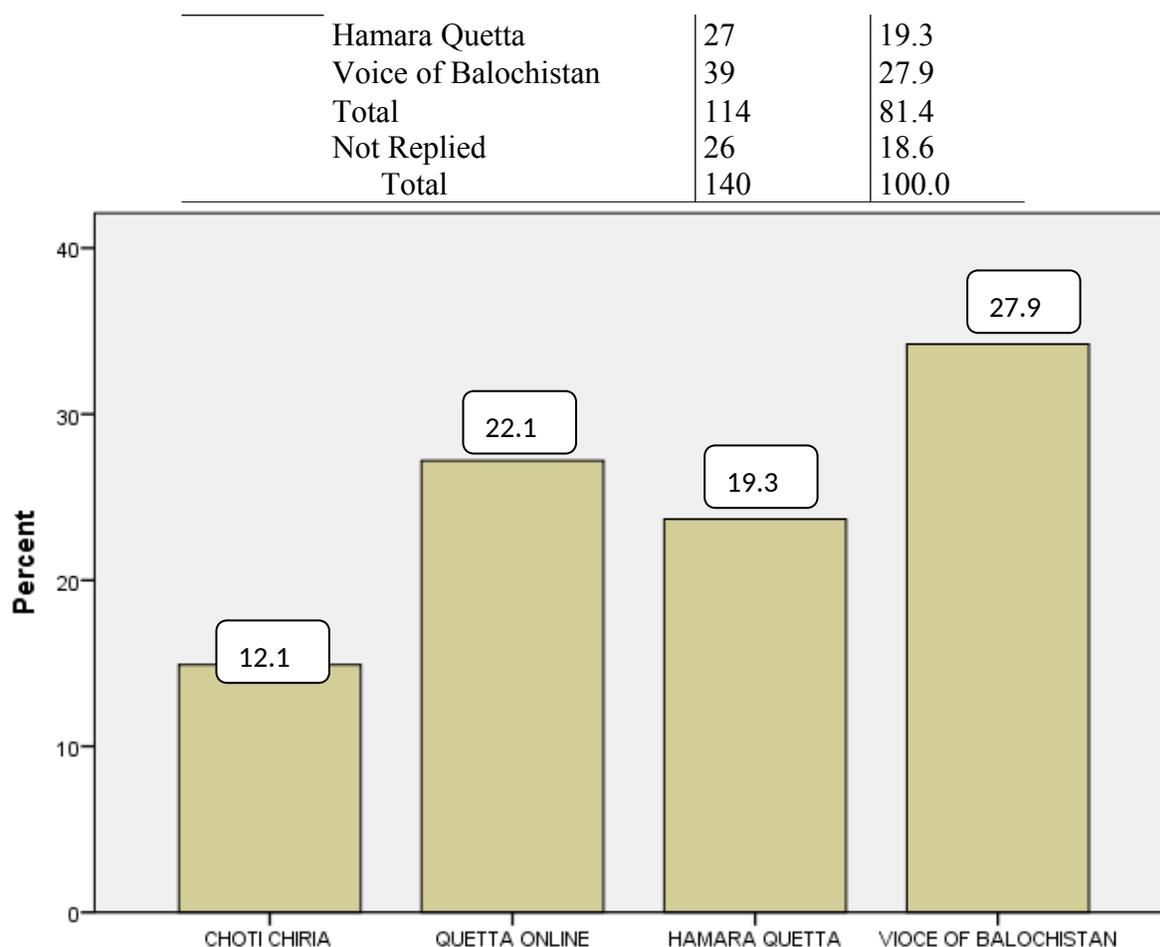


Figure 4: Highlighting more social issues

In this statement total frequency was 114.

- 17 people responded in “Choti Chiria” with 12.1%
- 31 people responded in “Quetta Online” with 22.1%
- 27 people responded in “Hamara Quetta” with 19.3%
- 39 people responded in “Voice of Balochistan” with 27.9%
- 26 Person were Not Replied with 18.6%

**Table 5:** Participating personally for betterment of society

	Frequency	Percent
Choti Chiria	23	16.4
Quetta Online	23	16.4
Hamara Quetta	25	17.9
Voice of Balochistan	42	30.0

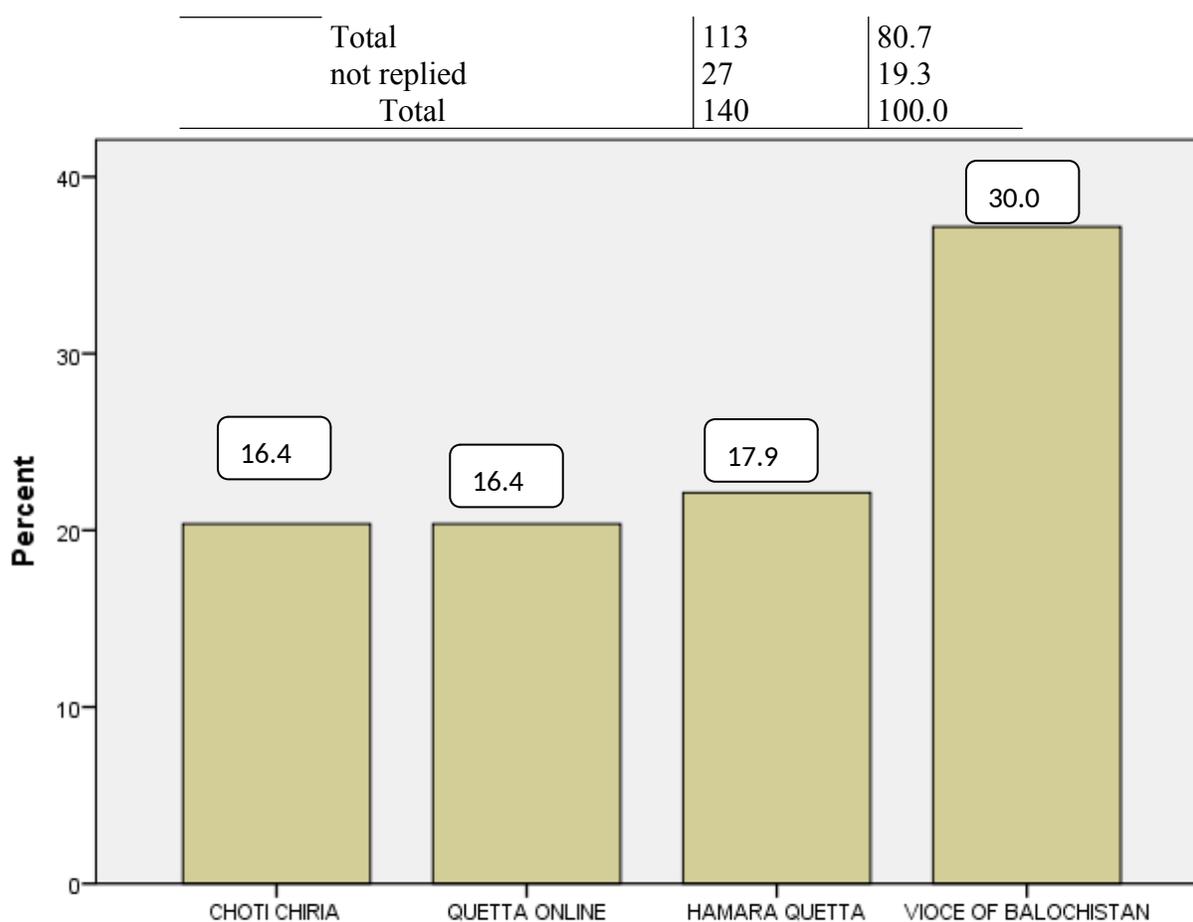


Figure 5: Participating personally for betterment of society

In this statement total frequency was 113.

- 23 people responded in “Choti Chiria” with 16.4%
- 23 people responded in “Quetta Online” with 16.4%
- 25 people responded in “Hamara Quetta” with 17.9%
- 42 people responded in “Voice of Balochistan” with 30%
- 27 Person were Not Replied with 19.3%

Table 6: More informative for public regarding corruption scandals

	Frequency	Percent
Coti Chiria	24	17.1
Quetta Online	39	27.9
Hamara Quetta	29	20.7
Voice of Balochistan	27	19.3
Total	119	85.0
not replied	21	15.0

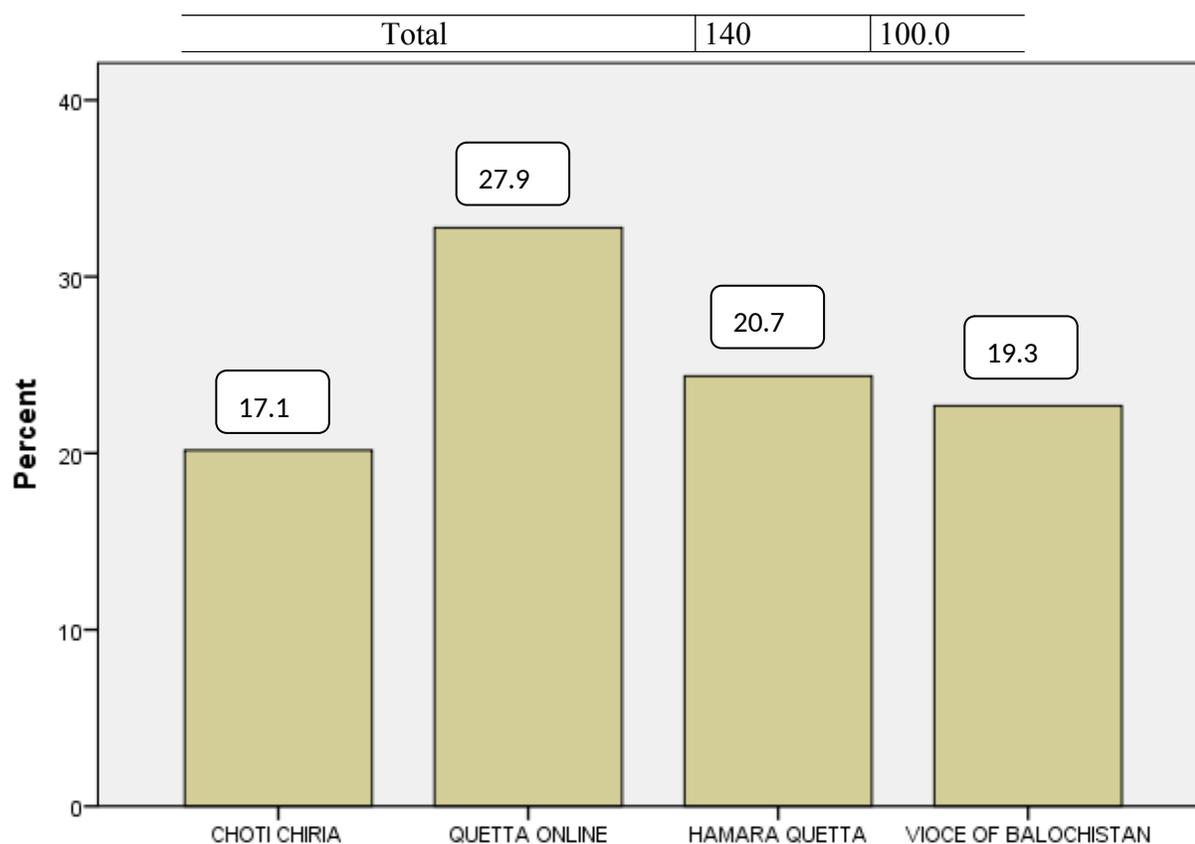


Figure 6: More informative for public regarding corruption scandals

In this statement total frequency was 119.

- 24 people responded in “Choti Chiria” with 17.1%
- 39 people responded in “Quetta Online” with 27.9%
- 29 people responded in “Hamara Quetta” with 20.7%
- 27 people responded in “Voice of Balochistan” with 19.3%
- 21 Person were Not Replied with 15%

Table 7: Working on health sector issues in Balochistan

	Frequency	Percent
Choti Chiria	20	14.3
Quetta Online	34	24.3
Hamara Quetta	22	15.7
Voice of Balochistan	32	22.9
Total	108	77.1
not replied	32	22.9
Total	140	100.0

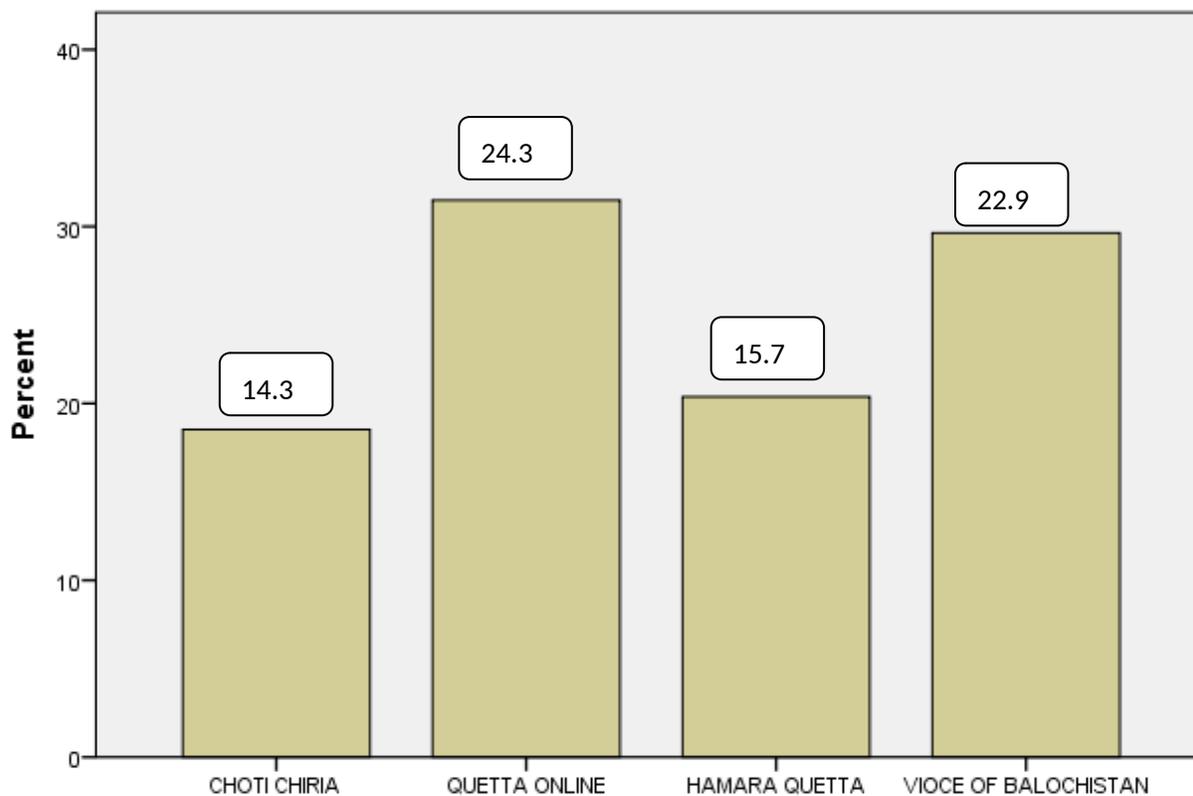


Figure 7: Working on health sector issues in Balochistan

In this statement total frequency was 108.

- 20 people responded in “Choti Chiria” with 14.3%
- 34 people responded in “Quetta Online” with 24.3%
- 22 people responded in “Hamara Quetta” with 15.7%
- 32 people responded in “Voice of Balochistan” with 22.9%
- 32 Person were Not Replied with 22.9%

Table 8: Campaigning regarding cancer hospital in Balochistan

	Frequency	Percent
Choti Chiria	12	8.6
Quetta Online	32	22.9
Hamara Quetta	25	17.9
Voice of Balochistan	36	25.7
Total	105	75.0
not replied	35	25.0
Total	140	100.0

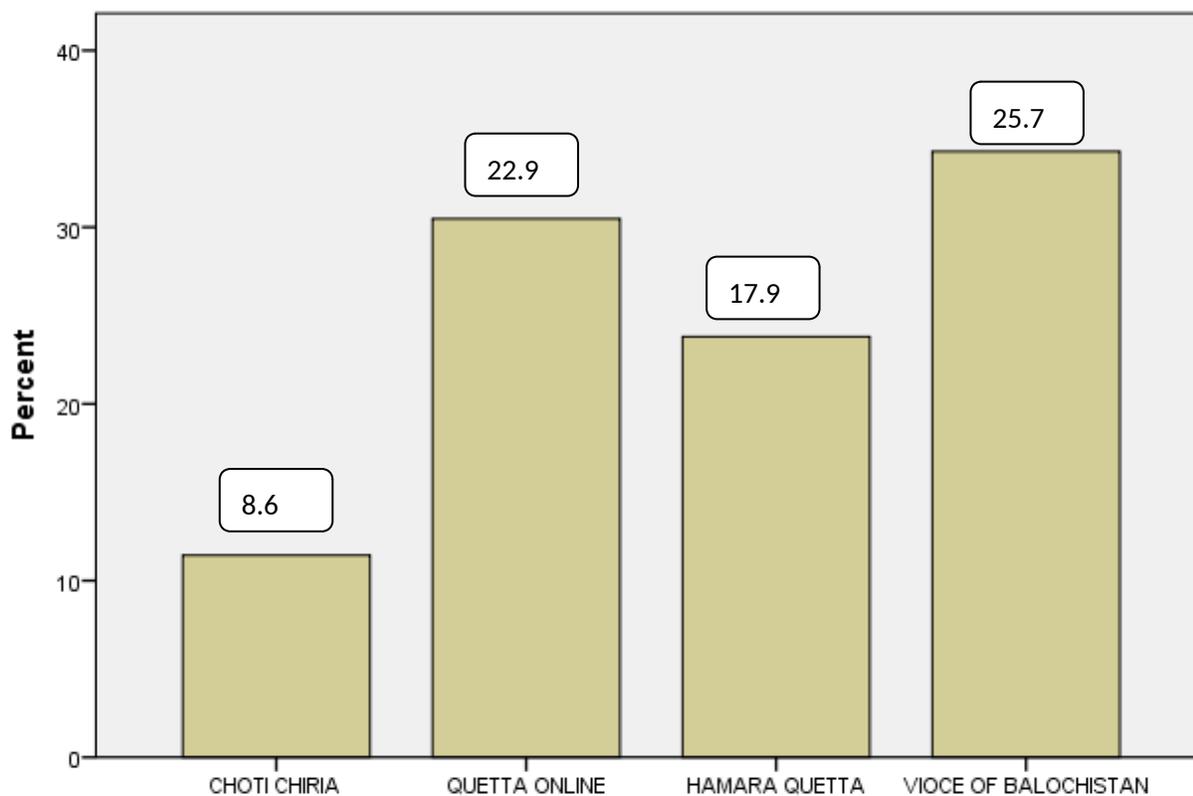


Figure 8: Campaigning regarding cancer hospital in Balochistan

In this statement total frequency was 105.

- 12 people responded in “Choti Chiria” with 8.6%
- 32 people responded in “Quetta Online” with 22.9%
- 25 people responded in “Hamara Quetta” with 17.9%
- 36 people responded in “Voice of Balochistan” with 25.7%
- 35 Person were Not Replied with 25%

**Table 9: Campaigning for friendly environmental activities**

	Frequency	Percent
Choti Chiria	12	8.6
Quetta Online	25	17.9
Hamara Quetta	29	20.7
Voice of Balochistan	42	30.0
Total	108	77.1
not replied	32	22.9
Total	140	100.0

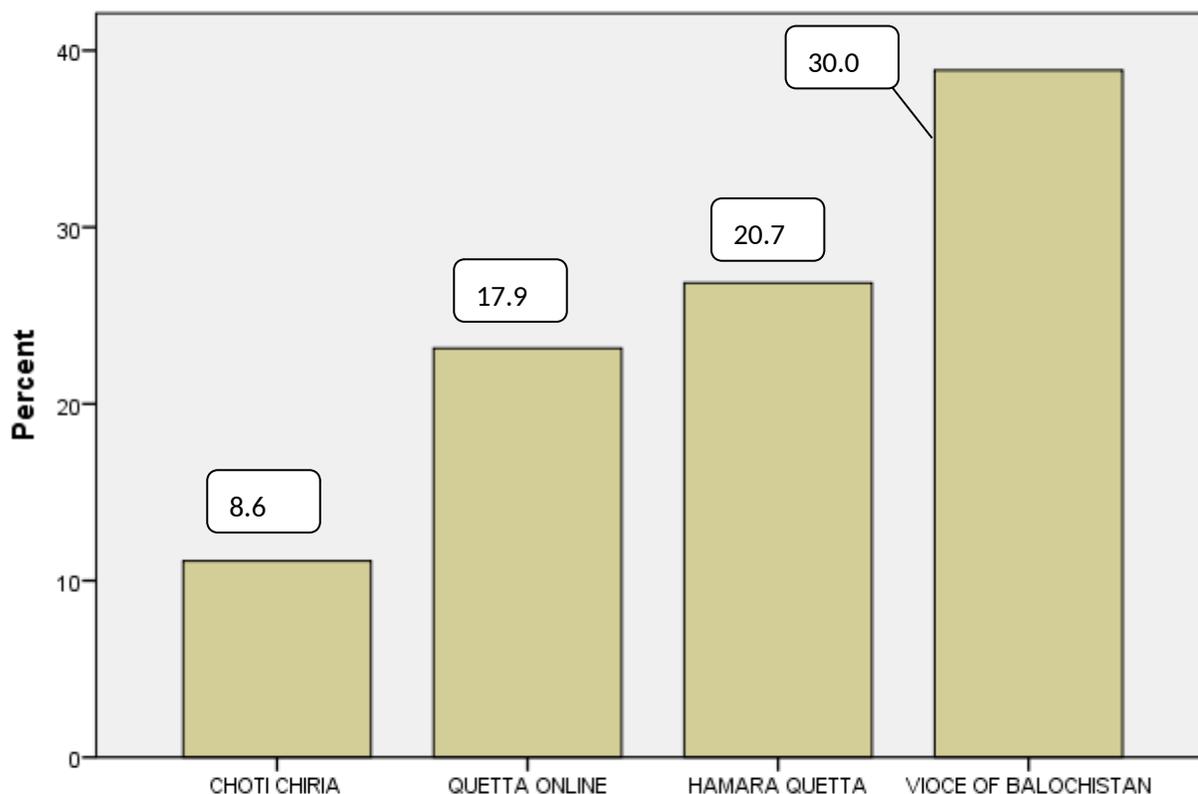


Figure 9 : Campaigning for friendly environmental activities

In this statement total frequency was 108.

- 12 people responded in “Choti Chiria” with 8.6%
- 25 people responded in “Quetta Online” with 17.9%
- 29 people responded in “Hamara Quetta” with 20.7%
- 42 people responded in “Voice of Balochistan” with 30%
- 32 Person were Not Replied with 22.9%

### Conclusion

Conclusively, where social media was blamed for its high usage and negative impacts, today, social media is playing major role in the development of Baluchistan, which is helpful in leading generation for the brighten future. Social media is tool used today to empower youth by providing different platforms to enhance their talent, it works for persons with disabilities and fight to uplift health system of Balochistan. Along with it, it also works for global issues, and as a support to people of low economic status, and social awareness purposes.

Social media is also working for social awareness by conducting many activities and open discussions for youth on many issues like women empowerment, harassment and other issues, due to social media many social networking sites are increasing voice for cancer hospital in Balochistan

### **Recommendations**

Based on the findings of the study following recommendations are drawn:

1. More Social media pages like Quetta online and Choti Chiria should be started to work for social changes in all part of Balochistan.
2. Such pages should not be only limited to youth but also be used for educating all age groups.
3. Elderly rights and care which is also a critical issue in Balochistan and all parts of Pakistan should be one of integral part of such social media pages working for social change.
4. All types of harassments whether at work place or at homes and public places should be highlighted and fought for in these groups in order to minimis such social problems. .
5. Social media are also being used for reporting cases of harassment, work place violence and black mailing in many governmental and non-governmental organizations. However, these reports should not be used for blackmailing the officials involved in unlawful activities. .
6. Transgender people are one of the most deprived and vulnerable part of our society. The rights of transgender community should be highlighted in social media pages and career counselling and placement opportunities and training should be provided via social media pages in order to provide more respectable jobs to them.

### **Reference**

Adnan, A. (2015). Group Governance: Effectiveness of WhatsApp Groups. Retrieved from

<http://balochistanvoices.com/2016/08/group-governance-effectiveness-of-whatsapp-groups/>

- Aghazamani, A. (2010). How Do University Students Spend Their Time On Facebook? An Exploratory Study. *Journal of American Science*, 6(12), 735–730. Retrieved from [http://jofamericanscience.org/journals/am-sci/am0612/82\\_3993am0612\\_730\\_735.pdf](http://jofamericanscience.org/journals/am-sci/am0612/82_3993am0612_730_735.pdf)
- Al-harrasi, A. S., & Al-badi, A. H. (2014). The Impact Of Social Networking : A Study Of The Influence Of Smartphones, 7(2), 129–136.
- Berman, J. (2013). Utility of a conceptual framework within doctoral study: A researcher's reflections. *Issues in Educational Research*, 23(1), 1–18.
- bhatt, ms anshu, & arshad.dr mohd. (2016). Impact of WhatsApp on youth : A Sociological Study, 04(02), 376–386.
- of Homemakers, 7(6). <https://doi.org/10.18178/ijssh.2017.7.6.845>
- Fathy, S., Said, E., & Fattah, A. (2015). The Effectiveness of Using WhatsApp Messenger as One of Mobile Learning Techniques to Develop Students ' Writing Skills, 6(32), 115–127.
- O'Keeffe, G. S., & Clarke-Pearson, K. (2011). *The Impact of Social Media on Children, Adolescents, and Families*. Retrieved from <http://pediatrics.aappublications.org/content/127/4/800.short>
- Sham, M., Ali, S., & Kootbodien, A. (2018). The Effectiveness of WhatsApp as an Interpersonal Communication Medium among Abu Dhabi University Students, 3(1), 11–19.
- Wang, Q., & Chen, W. (2011). The Effects of Social Media on College Students
- Njoroge, R. (2013). *Impacts of social media among the youth and behaviour change :A case*

*study of university student students in selected universities in Naibori, Kenya.*

Clark, L. (2012). Impact of Social Media on Society: 5 Times Social Changed the World. *Social Media Sun*. Retrieved from <http://socialmediasun.com/impact-of-social-media-on-society/>  
retrived on 4th of JANuary 2019