

## Exploring the Impact of Social Networking Sites on the Evolution of Democratic Culture

**Muhammad Zahid**

PhD Scholar Communication and Media Studies Department

Gomal University Dera Ismail Khan

Email: zahidbettani@gmail.com

**Muhammad Imran**

Head of department, Communication and Media Studies

Gomal University Dera Ismail Khan

Email: imran@gu.edu.pk

**Bashir Ahmad**

Deputy director ACAD, University of Science and Technology Bannu

Email: director.asrb@ustb.edu.pk

### Abstract

This research delves into the intricate relationship between social networking sites (SNS), namely Facebook and Twitter, and the development of democratic culture in the specific context of Khyber Pakhtunkhwa (KPK), Pakistan. Employing a descriptive research design, the study focuses on the population of journalists and political workers in KPK. Through a convenient sampling strategy, a sample size of  $n=144$  is chosen to represent this population. The data collection process involves the utilization of both open-ended and closed-ended questionnaires, adapted from established instruments used in similar contexts. Two key variables are explored in the study: social networking site usage and democratic citizen attitude. The former is measured through a modified questionnaire based on a scale previously utilized by DeVellis (2016) and adapted for the Pakistani context by Ahmad, Alvi, and Ittefaq (2019), Zaheer (2016), and Ali, Danaee, and Firdaus (2020). The latter variable, democratic citizen attitude, is assessed using a questionnaire adapted from Yildirim and Turkoglu (2017) and further employed by Gainous, Wagner, and Gray (2016) and Park and Kaye (2018). The democratic citizen attitude scale includes dimensions such as the culture of democracy, democratic rights and equality, duties and responsibilities, democratic participation, global citizenship, and values of citizenship. Prior to the main data collection phase, a pilot study is conducted among 18 participants to identify and address any issues related to clarity, difficulty, and understanding of the questionnaire. The subsequent refinement of the questionnaire ensures the reliability and validity of the instruments used. Reliability is further confirmed through Cronbach's Alpha, demonstrating significant internal consistency with values of 0.949 for social networking site usage and 0.939 for democratic citizen attitude. The study then proceeds to obtain official

approval and informed consent from participants, with data collected through Google Docs to ensure efficiency and ease of access. The study's findings highlight a low positive correlation between social networking sites and democratic citizenship, suggesting a nuanced relationship. However, a positive influence of social networking sites on democratic culture is identified. Importantly, the research indicates no significant differences among respondents based on demographic attributes. The study concludes with recommendations, policy implications, and acknowledgment of limitations, offering valuable insights into the evolving democratic culture influenced by social networking sites in KPK, Pakistan.

### **1.1 Introduction**

Social networking sites (SNS) have become integral components of modern communication, influencing the dynamics of societal interactions and political landscapes. As the world navigates the complexities of the digital age, nations such as Pakistan, with its unique socio-political context, have witnessed the transformative effects of SNS on democratic culture. In the province of Khyber Pakhtunkhwa (KPK), Pakistan, where traditional values intersect with contemporary challenges, understanding the impact of SNS on the evolution of democratic culture becomes imperative.

The increasing penetration of social networking platforms, such as Facebook, Twitter, and Instagram, has redefined the ways in which citizens engage with political processes. In KPK, a region characterized by diverse ethnicities and historical intricacies, the role of SNS in shaping democratic norms and participation demands scholarly attention. The study seeks to explore the nuanced interactions between social networking sites and the democratic culture in KPK, elucidating the ways in which these platforms contribute to civic engagement, political discourse, and the formation of public opinion.

The prevalence of social networking sites has revolutionized political communication in KPK. These platforms serve as powerful tools for citizens to voice their opinions, engage in political discourse, and participate in democratic processes (Ahmed, 2018). In KPK, where traditional communication channels may face limitations, SNS offer a novel avenue for citizens to express their political aspirations and engage in informed discussions about governance (Khan & Malik, 2020).

This study aims to delve into the multifaceted relationship between social networking sites and the evolution of democratic culture in KPK. By examining the role of SNS in political communication, civic engagement, and the formation of public opinion, this research seeks to contribute to the nuanced understanding of the impact of digital platforms on the democratic fabric of KPK, Pakistan. Political parties are using social media as one of their most popular tools for campaigning during elections in order to connect with voters, express their positions, and gain more visibility. Therefore, this

study examined the role of Facebook and Twitter in the development of democratic culture in Khyber Pakhtunkhwa.

### **Objectives of the Study**

1. To check the use of social networking sites, and democratic culture as perceived by political workers and journalists.
2. To determine the relationship among social networks sites, democratic culture.
3. To examine how social networking platforms affect political effectiveness and democratic culture.
4. To examine the role of demographic aspects over the mean score on research variables.

### **Main Hypothesis**

The substantial role and effects of media platforms particularly the social media like Facebook and twitter in developing democratic culture. However, demographic attributes can change changing the means score of respondents on research variables (social networking sites, and democratic culture).

### **Limitations of the Study**

This study has two significant limitations that future research might try to fix. The first limitation of the current study was time constraint. As the study dealt with examining the role of social networking sites consisted FB and twitter in developing democratic culture in light of the views of the journalists and political workers of Khyber Pakhtunkhwa (KP), Pakistan. Therefore, time constraint may be impacted the outcomes of the study.

The second limitation of this study was limited access to data. The sample for the current study consisted  $n=144$  (males=136; females=08). The limited access to data was unable to generalize the findings obtained through the current study. Henceforth, it is suggested to increase the sample size to generalize the outcomes.

### **Research Methodology**

#### **Types of Research**

The study at hand aimed to exploring the impact of social networking sites on the evolution of democratic culture. Henceforth, descriptive research helped the researcher to investigate the existing phenomenon in a coherent and logical manner.

#### **Research Design**

The research design was followed to explore the role of Facebook and Twitter in the development of democratic culture in Khyber Pakhtunkhwa.

#### **Population**

All the journalists and political workers of Khyber Pakhtunkhwa constituted population of the study.

#### **Sampling, Sampling Technique, and Sample size Determination**

Therefore, the researcher uses an appropriate sampling technique which helps in collecting required information. A sample is said to be a minor group

which is taken out of the whole population, while sampling is the selection of adequate illustrative from the whole population (Setia, 2016). Upon this notion, the researcher in the current study considered all the associated elements carefully. The population of the present study consisted all the journalists and political workers of Khyber Pakhtunkhwa. It was impossible to contact the whole population, therefore; the researcher used convenient sampling from a non-probability sampling strategy. The researcher used convenient sampling from a non-probability sampling model. Finally, a sample of  $n=144$  (males= 136, 94.4%; females=08, 5.6%) was selected and participated in the study.

### **Data Collection Tool**

For data collection, two types of questionnaires namely, open-ended and closed-ended are used. Open-ended questionnaire is used for the collection in-depth information, while closed-ended questionnaire is used having multiple options from which the respondents are asked to tick/opt the appropriate ones. As the study is focused on different variables, therefore; the researcher used an adapted questionnaire for collection required information encircling all the variables (Social Networking Sites, and Democratic Culture) of the study. The detailed is given in the following headings.

In this study, the social networking usage was considered as an independent variable. This variable was examined through an adapted questionnaire which was earlier used by (DeVellis, 2016). The same questionnaire was used in the different corner of the world especially in Pakistani context (Ahmad, Alvi, & Ittefaq (2019); (Zaheer, 2016) Ali, Danaee, & Firdaus, 2020). In the existing research study, the researcher also used the social networking usage scale after some needed and important changes and modifications according to the nature of the study.

In the current study, the democratic citizen attitude was taken as dependent variable. The dependent variable was measured through an adapted questionnaire which was earlier used by (Yildirim & Turkoglu, 2017). The same questionnaire was used by different researcher in their research studies such as (Gainous, Wagner, & Gray, 2016); (Park & Kaye, 2018). In this research, the researcher also used the Democratic Citizen Attitude scale after proposed and required modifications according to the variable under study. The democratic citizen attitude scale was measured on the 6/six important dimensions such culture of democracy, democratic right and equality, duties and responsibility, democratic participation, global citizenship and values of citizenship.

### **Pilot Testing**

For pilot study, the designed questionnaire was administered among 18 (males 12; females= 06) respondents from target population having different political as well as socioeconomic backgrounds. It was not possible to include the respondents from other districts of the Khyber Pakhtunkhwa, henceforth; respondents who were as close as possible participated in the testing of survey

questionnaires. After completion the survey questionnaires, the researcher reviews the notes from and found some little problems including ambiguity, difficulty, and lack of understanding in the questions. The researcher addressed all the problem faced the participants in piloting the questionnaires. The developed draft was then used for validity and reliability.

### **Validity and Reliability**

In the current study, the researcher used face and content validity for the accuracy of a measure. For the purpose, the questionnaires were administered among faculty members of Gomal University and Sarhad University of Science and Technology to check the contents, format and language of the questionnaires. A valuable feedback was received from the faculty members and their proposed changes/modifications/alterations were accordingly incorporated. Then the Cronbach's Alpha was applied against three variables through 23 items containing values (0.944), showing that the constructs have significant reliability. Thus, it can be said that the used questionnaires were acceptable to measure the variables of the current study.

**Table 3.1 Reliability Score**

Statement/ Variable	Items	Cronbach' Alpha
Social Networking Sites Usage	14	.949
Democratic Citizen Attitude	09	.939
<b>Overall Score</b>	<b>23</b>	<b>.944</b>

### **Procedure of Data Collection**

Before data collection process, the researcher obtained an official approval from the Institute of Media Studies. After that, the researcher got full consent from all the journalists and political workers of Khyber Pakhtunkhwa. The study participants' responses were handled with respect, in confidence, and with their privacy protected. The researcher then collected the essential information through google docs and the valid responses were processed for analysis of data.

### **Data Analyses**

The most crucial component of every research thesis is the data analysis. The summary of the gathered data is the primary goal of the data analysis phase. The interpretation of the responses received through the use of logical reasoning is the focus of this section of the study thesis. For an accurate and acceptable interpretation of the research findings, the researcher applied relevant statistical tests, both descriptive and inferential. In this present study the researcher applied frequency, percentage and Mean as a descriptive statistic. In this present study the researcher used 0.01 alpha level for correlation and regression analysis and 0.05 alpha level was used for demographic differences (*t*-Test and ANOVA). The researcher applied correlation in investigate the association between social networking sites and

democratic culture. The researcher applied simple linear regression to measure the effect of social networking sites on democratic culture. A t-test is a type of inferential statistic used to determine if there is a significant difference between the means of two groups, which may be related in certain features. In this present study the researcher applied independent sample t-test to determine the difference between demographic differences. Analysis of variance (ANOVA) is a statistical technique that is used to check if the means of more than two groups are significantly different from each other. ANOVA checks the impact of one or more factors by comparing the means of different samples. In this present study the researcher applied one-way ANOVA to measure the difference between the demographic variables in social networking sites, democratic culture and political efficacy.

## Results and Discussion

**Table 2: Demographic information of the Participants (n=144)**

<i>Characteristic</i>		<i>Frequency</i>	<i>Percent</i>
<b>Gender of the Participants</b>	Male	136	94.4
	Female	8	5.6
	<b>Total</b>	<b>144</b>	<b>100.0</b>
<b>Class of the Participants</b>	Fa/f.sc	6	4.2
	BS	24	16.7
	M. Phil/ MS	80	55.6
	Ph.D	34	23.6
	<b>Total</b>	<b>144</b>	<b>100.0</b>
<b>Mother Tongue</b>	Pashto	104	72.2
	Saraiki	14	9.7
	Hindko	6	4.2
	Any other	20	13.9
	<b>Total</b>	<b>144</b>	<b>100.0</b>
<b>Parental Occupation of the Participants</b>	Teacher	20	13.9
	Doctor	16	11.1
	Banker	8	5.6
	Businessman	26	18.1
	Any other	74	51.4
	<b>Total</b>	<b>144</b>	<b>100.0</b>
<b>Nature of Family of Participants</b>	Joint	130	90.3
	Nuclear	14	9.7
	<b>Total</b>	<b>144</b>	<b>100.0</b>
<b>Participants Affiliation with Political Party</b>	PMLN	8	5.6
	ANP	24	16.7
	PTI	40	27.8
	ANY OTHER	72	50.0
	<b>TOTAL</b>	<b>144</b>	<b>100.0</b>
<b>Participants Parental Affiliation with Political Party</b>	PMLN	16	11.1
	ANP	24	16.7
	PTI	36	25.0
	ANY OTHER	68	47.2
	<b>Total</b>	<b>144</b>	<b>100.0</b>

<b>Participants Nature of Affiliation with Political Activities</b>	Canvassing	24	16.7
	Funding	8	5.6
	Party meeting	24	16.7
	Voting	88	61.1
	<b>Total</b>	<b>144</b>	<b>100.0</b>

The sketched table 2 presented the information about demographic characteristics of the participants included in the present study. The participant gender information was supplied in the table above (male and female), class of the participants (FA/F.Sc, BS, MS/M.Phil, & P.hD), mother tongue (Pashto, Saraiki, Hindko, and any other), parents' occupation (Teacher, Doctor, Banker, Businessman, any other), Types of family (Joint & Nuclear) and affiliation with political party (PMLN, ANP, PTI and any other), participants, parental affiliation with political party (PMLN, ANP, PTI and any other) and participants nature of affiliation with political party (convincing, funding, party meeting & voting). The sketched table have been obtained from SPSS output, hence; need no to explain or interpret the frequency or percentage.

**Table 3 Results of Multiple Correlation among Social Networking Sites, Democratic Culture and Political Efficacy**

		<b>Social Networking Sites</b>	<b>Democratic Citizenship Attitude</b>
<b>Social Networking Sites</b>	<b>Pearson Correlation</b>	1	<b>.222**</b>
	Sig. (2-tailed)		.007
	N	144	144
<b>Democratic Citizenship Attitude</b>	<b>Pearson Correlation</b>	<b>.222**</b>	1
	Sig. (2-tailed)	.007	
	N	144	144

\*\* . Correlation is significant at the 0.01 level (2-tailed).

The sketched table presented the results of R (value of correlation) and P (significant value) pertaining to the variables included in the correlation analysis. The highlighted values indicated correlation values for all variables which makes easy for readers. The relationship between social networking sites and democratic citizenship was recorded as ( $r = .222$  &  $p\text{-value} = .000$ ). The correlation analysis shows low positive correlations of independent variables (social networking sites) and dependent variables (democratic culture). The p-values for variable was noted lesser than the significance level ( $p < .001$ ).

**Table 4 Results of Linear Regression regarding effect of social networking sites on democratic culture**

To determine the effects of social networking sites on democratic culture, a linear regression was used and the results have been shown in different outputs obtained from SPSS. Therefore, the statistical evidences and their interpretation are given in separate tables.



Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.222 <sup>a</sup>	.049	.043	.247527		
a. Predictors: (Constant), Social Networking Sites						
ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.451	1	.451	7.369	.007 <sup>b</sup>
	Residual	8.700	142	.061		
	Total	9.152	143			
a. Dependent Variable: Democratic Citizenship Attitude						
b. Predictors: (Constant), Social Networking Sites						
Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	σ
		B	Std. Error	B		
1	(Constant)	3.738	.059		62.960	.000
	Social networking sites	.053	.020	.222	2.715	.007

a. Dependent Variable: Democratic Citizenship Attitude

The first table is called the “Model Summary”. The ‘R’ determine correlation between the independent variable (social networking sites) and dependent variable (democratic citizenship). The R-square shows that variance that can be predicted in democratic citizenship due to independent variable of social networking sites. This value described that .049% of variance in democratic citizenship due to independent variable of social networking sites.

The second table is called “ANOVA” which tells an important value of ‘p’ associated with ‘F’. The p-value .007 states that independent variable (social networking sites) significantly predict the dependent variable (democratic citizenship).

The third table is called as ‘coefficients’ which defines the change that occurs in dependent variable due to independent variable. The value of unstandardized coefficient beat “B” was noted .053. It tells that for each additional unit of independent variable (social networking sites), democratic citizenship is expected to increase .222. The “t” value and “p” value as highlighted are lesser than the significance level ( $p < .005$ ). The t-value (2.715) and p-value ( $p < .007$ ) indicated that the predictor variable of social networking sites is statistically significant.

**Table 5 Results of t-test on gender-based group differences between males and females on various variables (social networking sites, and democratic citizenship)**

Variables	Gender	N	Mean	Std.	T	Df	$\sigma$ .	Sig. (2-tailed)
Social networking sites	Male	136	2.87012	1.075952	.997		.047	.321
	Female	8	2.48600	.659449				
	Male	136	3.88800	.252350	-.187	142	.800	.852



**Democratic citizenship attitude** Female 8 3.90525 .280984

The descriptive statistics of the table presented that male and female participants reported insignificant mean scores on two variables and those included social networking sites and democratic culture. The p-values for social networking sites and democratic culture were noted greater than the standard value of .05.

**Table 6 Results of t-test on family nature-based group differences among participants on various variables**

Variables	Family Nature	N	Mean	Std.	T	Df	$\sigma$ .	Sig. (2-tailed)
Social networking sites	Joint	130	2.83334	1.072425	-.532		.250	.596
	Nuclear	14	2.99214	.951252				
Democratic citizenship attitude	Joint	130	3.90351	.257709	2.129	142	.059	.035
	Nuclear	14	3.75386	.152248				

The descriptive statistics of the above table indicated that respondents who have joint family and those who have nuclear family reported insignificant means scores on various variables except democratic citizenship where respondents from joint family have shown higher score than nuclear family. The p-values for one variable was found higher than the critical value (social networking sites = .95 > .05). The p-value for democratic citizenship was found lesser than the critical threshold limit ( $p < .05$ ).

**Table 7 Results of ANOVA based on academic qualifications differences among participants on various variables based on their academic qualifications**

Variables	Class	N	Mean	Std.	Df	F	Sig. (2-tailed)
Social networking sites	FA/F.Sc	6	2.88900	.171960	140	.077	.972
	BS	24	2.92600	1.112502			
	M. Phil/ MS	80	2.81388	1.127788			
	Ph.D	34	2.86929	.970557			
Democratic citizenship attitude	FA/F.Sc	6	3.51733	.053705	140	5.708	.001
	BS	24	3.85933	.264574			
	M. Phil/ MS	80	3.93112	.223843			
	Ph.D	34	3.87624	.279155			

The sketched table indicated results of respondents pertaining to various variables such as social networking sites, democratic citizenship attitude. The p-value for social networking sites was found greater than the critical value .05 whereas, the p-value for democratic citizenship was reported lesser than the critical value.

**Table 8 Results of ANOVA based on Social Class differences among participants on various variables based on their social class**

Variables	Social	Std.					
Category	N	Mean	Deviation	Df	F	$\sigma$ .	

Social networking sites	Pashto	104	2.95944	1.135892	140	2.464	.065
	Saraiki	14	2.53971	.645688			
	Hindko	6	1.90733	.895275			
	Any other	20	2.77210	.728186			
Democratic citizenship attitude	Pashto	104	3.92046	.235175	140	2.770	.044
	Saraiki	14	3.84257	.146750			
	Hindko	6	3.66700	.188544			
	Any other	20	3.82420	.361623			

The social class was divided into different categories such as Pashto, Saraiki, Hindko, and any other. The above table presented an important information of mean score and p-values. The p-value of variable (social networking sites) were noted greater than the critical threshold limit ( $p > .05$ ). However, the p-value for democratic citizenship was recorded lesser than the significance level ( $p < .05$ ).

**Table 9 Results of ANOVA based on parental occupation differences among participants on various variables based on their parental occupation**

Variables Occupation	Parental						
		N	Mean	Std.	Df	F	$\sigma$ .
Social networking sites	Teacher	20	3.22220	.747575	140	2.775	.029
	Doctor	16	3.35413	1.208636			
	Banker	8	3.13925	.656667			
	Businessman	26	2.49154	1.181758			
	Any other	74	2.73270	1.034453			
Democratic citizenship attitude	Teacher	20	3.92760	.243182	140	3.413	.011
	Doctor	16	4.06463	.230969			
	Banker	8	3.89675	.135295			
	Businessman	26	3.92031	.373233			
	Any other	74	3.82868	.195803			

To determine the effect of parental occupation on different variables, an ANOVA test was applied. The parental occupation (Teacher, Doctor, Banker, Businessman, and any other) has produced significant effects on all the variables included in the analysis. The participants having parental occupation of teacher and doctor produced higher scores as compared with those having parental occupation of bankers and businessman. All the obtained results are significant thus endorsing that educated parents play an important role in making democratic citizenship attitude.

**Table 10 Results of ANOVA based on Party Affiliation differences among participants on various variables based on participants' affiliation with party**

Variables Pol. Party	Affiliated						
		N	Mean	Std.	Df	F	$\sigma$ .
Social networking sites	PMLN	8	3.36125	.746955	140	3.190	.026
	ANP	24	2.94917	.881531			
	PTI	40	3.13885	.642811			
	ANY OTHER	72	2.59722	1.257574		.448	.719
	PMLN	8	3.94825	.165613			
	ANP	24	3.87367	.218168			

<b>Democratic citizenship attitude</b>	<b>PTI</b>	40	3.91725	.280755
	<b>ANY OTHER</b>	72	3.87175	.257394

The descriptive statistics of the above table indicated that respondents who have affiliation with PMLN reported higher means scores on various variables except democratic citizenship attitude. The p-values for two variables were found lesser than the critical value (social networking sites= .026 < .05; political efficacy= .006 < .05). The p-value for democratic citizenship was found higher than the critical threshold limit ( $p < .05$ ). The results of ANOVA indicated that the affiliation with party has an important role in developing.

**Table 11 Results of ANOVA based on participation in political activities differences among participants on various variables based on their participation in political activities**

Variables as	Participated	N	Mean	Std.	Df	F	$\sigma$ .
Social networking sites	Convincing	24	3.40275	.601547	140	18.854	.000
	Funding	8	2.34725	.757677			
	Party meeting	24	3.85183	.894189			
	Voting	88	2.46973	.979942			
	Convincing	24	3.87658	.187595			
Democratic citizenship attitude	Funding	8	3.89675	.208259		7.053	.000
	Party meeting	24	4.08900	.192097			
	Voting	88	3.83707	.262362			

The descriptive statistics of the above table indicated that respondents who have participated in political activities such as Convincing and Meeting reported higher mean scores on various variables as compared with those participated Funding and Voting. The p-values for all the variables were noted lesser than the critical value (social networking sites= .000 < .05; democratic citizenship attitude = .000 < .05 & political efficacy= .006 < .05). Therefore, it can be said that the hypothesis # 11 is strongly accepted. The results of ANOVA indicated that participation in political activities has an important role in developing democratic citizenship attitude and political efficacy.

### Discussion

The study's primary goal was to investigate how social networking sites contribute to the growth of democratic culture. The social networking sites was taken as a independent variable while the democratic culture was considered the dependent variable of the study. After the data collection and analyses, it is necessary for the researcher to compare the imperial finding with the previous research finding to know and to check the differences and commonalities with the link of research variables. The aim of the discussion section is to check the differences and commonalities between the existing and precious finds and find out the gap.

The first finding was about multiple correlations among social networking sites, democratic culture and political efficacy; it was found that there are low positive correlations between social networking sites and democratic citizenship. The correlation analysis shows low positive correlations of independent variables (social networking sites) and dependent variables (democratic culture). The p-values for all variables were noted lesser than the significance level ( $p < .001$ ). Therefore, it is concluded that the sample contains enough evidence to accept the H1. The result of the existing finding is validated and supported by the previous research finding. Among recent studies assessing the impact of the Internet on the realm of politics an increasing number of publications have focused on how this medium can affect citizens' political engagement and participation (Anduiza, *et al.*, 2009).

The second results was about the results of linear regression, ANOVA and coefficient. The result of linear regression found that there is .049% variance in democratic citizenship due to independent variable of social networking sites; thus, it was found that social networking sites positively effect on democratic culture. The same hypothesis the ANOVA result also found that independent variable (social networking sites) significantly predicts the dependent variable (democratic citizenship). While the coefficient result indicated that the predictor variable of social networking sites is statistically significant. For the support and validation of the empirical finding it is compare with the previous finding. Putnam (2000) documented the erosion of social capital, which refers to "*connections among individuals — social networks and the norms of reciprocity and trustworthiness that arise from them*"

Further the researcher intended to investigate the demographic attributes of the respondents and was reported that male and female participants reported insignificant mean scores on two variables such as social networking sites and democratic culture. Female group scored higher than male group on political efficacy. Similarly, it was found that respondents who have joint family and those who have nuclear family reported insignificant means scores on various variables except democratic citizenship where respondents from joint family have shown higher score than nuclear family. In the 2010 local elections in Germany, voters affected by the behavioral subjective norm (the influence of family and friends) placed the social network in their electoral campaign. (Schmitt & Mackenrodt, 2010) Other findings suggest that in the United States, social networks with a religious orientation have positively correlated with increasing audience voting.

In addition to the results of respondents pertaining to various variables such as social networking sites, and democratic citizenship attitude, the p-values for social networking sites were found greater than the critical value .05 whereas, the p-value for democratic citizenship was reported lesser than the critical value. As people's attitudes affect their actions, the political culture

of a nation also affects the behavior of its citizens and its leaders throughout the political system (Mont, 2003).

Similarly, the social class was divided into different categories such as Pashto, Saraiki, Hindko, and any other. The p-values for two variables (social networking sites & political efficacy) were noted greater than the critical threshold limit ( $p > .05$ ). However, the p-value for democratic citizenship was recorded lesser than the significance level ( $p < .05$ ). No significant difference was found in respondents based on social classes. The result of the existing finding is validated and supported by the previous research finding as to determine the effect of parental occupation on different variables, an ANOVA test was applied.

The parental occupation (Teacher, Doctor, Banker, Businessman, and any other) has produced significant effects on all the variables included in the analysis. The participants having parental occupation of teacher and doctor produced higher scores as compared with those having parental occupation of bankers and businessman. All the obtained results are significant thus endorsing that educated parents play an important role in making democratic citizenship attitude and political efficacy.

Respondents who have affiliation with PMLN reported higher means scores on various variables except democratic citizenship attitude. The p-values for two variables were found lesser than the critical value (social networking sites =  $.026 < .05$ ; political efficacy =  $.006 < .05$ ). The p-value for democratic citizenship was found higher than the critical threshold limit ( $p < .05$ ). The results of ANOVA indicated that the affiliation with party has an important role in developing political efficacy. Gibson and Cantijoch (2013) identified two dimensions of political participation: participation and passive engagement. The first encompasses six modes of participation (*i.e.*, voting, party/campaign activities, protest activities, contacting, communal and consumerism) while the second dimension includes three modes of participation (*i.e.*, news attention, discussion, expressive activities). They proved that off-line activities falling within the first dimension were replicated online.

It was also found that parental affiliation with party has no significant effects on democratic citizenship and political efficacy. It was also found that the respondents who have participated in political activities such as Convincing and Meeting testified higher mean-scores on various variables, compared with those contributed in Funding and Voting. The p-values for all the variables were noted lesser than the critical value (social networking sites =  $.000 < .05$ ; democratic citizenship attitude =  $.000 < .05$ ). The results of ANOVA indicated that participation in political activities has an important role in developing democratic citizenship attitude. The information society today has become a wide range of topics and discourses in such a way as to include issues such as citizens' right to information, participatory

democracy, the global intelligence world, and, in general, the supremacy of theoretical knowledge on empiricism.

### **Conclusion**

This study examined to exploring the impact of social networking sites on the evolution of democratic culture. It is fact that social networking sites are the major sources for sharing the opinion and views as well discussing the political life of any country. Facebook and twitter are the social networking sites which may play an important role in the development of democratic culture in the world especially in the context of the Pakistan. Face book and twitter is one the most acceptable social networks in the people which enclosed the people from the different corner of the world. The present study concluded that there was low positive correlation between social networking sites and democratic citizenship. The correlation analysis shows low positive correlations of independent variables (social networking sites) and dependent variable (democratic culture). It was also concluded that social networking sites positively effect on democratic culture. It was too found that the predictor variable of social networking sites is statistically significant. It was also concluded that there were no significant differences among the respondents based on the demographic attributes. The study limitation was YouTube, Blogpost and live journal. Qualitative method and longitudinal approach was also the limitations of the study.

### **Recommendations**

1. The current study reveals that Facebook and twitter played an important role in developing democratic culture. Therefore, the use of social networking sites may be supported by youth in strengthening democratization and self-efficacy in Pakistan.
2. As the study highlights that the rural parts of the province reported lower score on democratic culture. This may be due to lack of access to network, low awareness regarding the use of SNS for political activities and access to education. Hence, equal attention may be given to both rural and urban areas to strengthen democratic culture among individuals of the country Pakistan.
3. The current study was conducted by using cross-sectional survey approach, another study may be conducted using focused group interview to get in-depth information on the phonemunun.
4. The study at hand was confined to the Journalists and political workers of KP, Province. Another study may be conducted to include any other province for cross comparison.

### **Policy Implications**

1. Study found that that young enjoy political activities when using social networking sites. The result obtained through current study suggests that youth may use social networking sites when using mobile phones, as different sites such as Facebook and twitters affect democratic culture.



2. Study found that individuals who using electronic media especially, mobile phones better able to develop political activities than those who read newspapers or watch television (TV). The findings of the current study suggest that using mobile phone aids in strengthening democratic culture, whereas watching TV of reading newspaper does not.

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