



The Study on the Role of Social Media in Social Change in Society

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Social media is an advanced technology in which people share information and thoughts via digital networking. It safeguards a person's time. In our society, people use social media more in their daily lives. It is used by children and the elderly as well, but it also causes different psychological issues. The current research discusses the impact of social media in society, problems, academic performance, and whether it is an addiction among youth and has an effect on social change. Descriptive and quantitative methods were the nature of the study; the sample size of the respondents was 100, which were the regular students of different departments at the University of Karachi and the University of Balochistan, Quetta, and were selected through convenient sampling. According to the findings of the study, there is no link between using social media and bringing about social change, but they do have a direct impact on an individual's mental health in a society.

Keywords: *social media, social change, technology, youth, problems, behavior*



Introduction

A society needs change so that it may transition from past practices to modern ones. (Nworah, 2005). Only change is constant in the world. Every society in the world has it as a standard. There have been several changes around the globe. These changes might occur from rural to urban areas, from agriculture to industries, from regions to states, from a dictatorship to a democracy, or from the north to the south. Nearly all facets of human life, including the economy, way of life, education, culture, politics, conduct, attitude, and family structure, have seen these changes (Mangi et al., 2018)

Social media has been a significant factor in reshaping the social landscape of several societies during the past 10 years. (Akashraj & Pushpa, 2014) According to the World Health Organization, (2019), over 23% of adults and 80% of adolescents are not engaging in enough physical activity while engaging in excessive use of social media. The Pew Research Center has studied younger people's usage of technology, and they found that 92% of teenagers use the internet daily, 89% only use social networking sites, and 24% say they use the internet "nearly continuously." (Lenhart, 2015). The extreme use of social media shows unhealthy lifestyles and behavior problems. (Faber & Kuo, 2004)

In the 21st century, social media is an essential source for raising educational standards. (Bashir et al., 2021) Human touch is also regarded as important because social change is the result of the determination and cooperation of all those who stand to benefit from it. (Mangi et al., 2018) Dike (2008) states that the way a leader organizes resources is the only factor that influences social change.

Social media made it feasible for individuals to connect, mobilize, and organize in huge numbers against their managements, something they had previously found to be incredibly difficult, if not impossible. (Smidi & Shahin, 2017) Yet, because such networks are built around significant social groupings and relationships that might be used to influence society, using social media for political and social change is potentially crucial. (Sormanen & Dutton, 2015)

Social media is a means through which people communicate with one another in different networks by sharing, creating, commenting on, and exchanging content. The whole thing is being used excessively. (Mao, 2014) On the other hand, adolescents state that communication through digital media is a type of socialization since they engage in group chat and utilize social media platforms like WhatsApp, Facebook, and Instagram to get to know others. (Lenhart, 2015)

The method of education is never-ending and it a development process. (Jadhav, 2012) Researchers Shittu et al., in (2011), shown in their research that young people frequently use social media to communicate with friends and classmates about information and educational activities. It aids in transformation and information gathering for both students and teachers.



(Hartshorne & Ajjan, 2009) Social media sites are now utilized not just for communication but also for education. According to Khan et al., (2020) stated that schools, colleges, and universities are now offering appropriate resources and settings like lecture halls, classrooms, and labs.

As we can see, classroom learning is transferring from online learning in the period of covid-19, This is a helpful technique, but due to the fact that a minority of students have a lack of interest in education and they pack at home, they have limited activities. Some researchers (Bashir et al., 2021) found that the learning process has shifted from traditional classroom techniques to online learning as a result of the globe's transition from past eras to today's highly technological environment. (Bashir et al., 2021)

The widespread use of the internet and its application in higher education have changed the global environment. (Hussaain, 2012). Researchers found that a larger percentage of students used their mobile phones to access the internet. Facebook is the most widely used social media network among students. The study came to the conclusion that social media had no significant negative impacts on a student's life. (Saha & Guha, 2019).

More social media research is critically needed to assist social workers in keeping up with quickly evolving technology and becoming knowledgeable about communication technologies, their usage, and misuse. (Boddy & Dominelli, 2017)

Literature review

Social change is the general term used to describe changes in social processes. Any aspect of a social form, procedure, or pattern is modified. It is also the diversity of behaviors and the established social relationship processes. (Lauer, 1982). According to Moore (1967), social change is a result of social behaviors including values, norms, and culture. It is inevitable in any society and is influenced by a number of factors. Although there are many factors that influence social change, human interaction and patriotic leadership stand out as the most important, (Olagbaju, 2015).

The influence of social media on social change differs from state to state or region to area. This variation may be caused by differences in socio-demographics, resources, and internet access. It is undoubtedly a transparent mode of communication, but it is challenging to determine whether it has a beneficial or detrimental influence on social change. (Mangi et al., 2018) Millions of individuals use social media every day for a variety of reasons, and it has become widely accepted around the world. These websites have eliminated numerous obstacles to communication and created a setting that encourages easy interaction. (Romero, 2015)

Social media's explosive expansion has transformed the globe into a global village where billions of people are constantly linked to one another. (Bashir et al., 2021) Furthermore, according to study, social media has a considerable and appropriate effect on social change.



(Mangi et al., 2018) In society can now afford technology. (Egan & Moreno, 2011) As Merten and William (2009) stated, in the current highly advanced and well-liked period of computer technology, the educational level is growing and the approach has changed from traditional lectures to multimedia presentations.

Social media has grown in popularity among people all over the world in the last few years. It has made communication convenient for users and has remained a platform where people connect and communicate with their friends and family, discuss their problems and issues, and get support from them even when they are sitting in other parts of the world. One can understand the popularity of these sites from the numbers of their users across the world. For example, according to Statista 2021, Facebook has 2.89 billion users with 2.1 billion active daily users, YouTube has 2 billion users, and Twitter has 330 million. (Khan et al., 2020) Thus, users in Pakistan access the internet using their laptops, desktop computers, and mobile phones (Haque, 2013)

Nielsen, (2017), social media are computer-related platforms that allow people to exchange information, ideas, videos, and other things. Websites like Facebook and Twitter are regarded as the best resources for learning about the globe and keeping up with current developments. (Bashir et al., 2021)

The Second World Internet Project New Zealand Survey study stated that, 83% of New Zealanders use the internet, with 50% reporting that they are users of social networking sites, 33% using instant messaging, 25% playing online games at least once a week, and 80% using it for daily communication. (Smith et al., 2009) Social media platforms are made for social interaction and communication, but they also have many educational benefits for the environment of learning and teaching. Due to these educational benefits, many educational institutions have begun to devote time and resources to facilitating technologies that will help students and teachers develop their skills and knowledge in accordance with the demands of the day. (Buzzetto, 2012)

The growth of social media platforms has opened up new possibilities for citizen-driven projects as well as for the promotion of social change in a way that may be more participatory and encourage interaction with the general public in a society. (Polanitzer, 2018) Due to the growth of social media over the past 10 years, young people are now able to communicate ideas, emotions, personal information, images, and videos at a truly incredible rate. (Acheaw & Larson, 2015)

Education is regarded as the most effective tool for effecting social change. Any community may implement desirable changes through education to keep up with the fast advancement of technology. Education may aid social transformation as a crucial and necessary ancillary component. By fostering the dissemination of knowledge, information, skills, and values



pertinent to the shifting socio-economic concerns, it can aid in promoting, accelerating, and working out that process. By utilizing its freeing function of scrutinizing the current social condition, education may aid in the process of substantial social transformation. (Hattami & Ahdal, n.d.)

Another survey also showed that the respondent's use of social networking sites had a negative impact on their academic achievement. (Acheaw & Larson, 2015) People's lives are made easier by social media while they are traveling, in an emergency, or happy. They can easily communicate and access each other, which saves them time. (Alqudsi-ghabra, 2012)

Professional social workers and social media are interconnected, they must be more knowledgeable about technology and digital media in order to control children's and teenagers' excessive social media use. (Farooq & Bashir, 2021)

In this research, researchers are trying to find out about issues like behavioral and intentional issues among university students, the role of social media in social change, and professional social workers' attitudes towards it. Hence, given the above literature, there are some objectives below:

Objectives

- To find out the impact of social media in a society.
- To find out is social media an addiction among youth in society.
- To acknowledge the problems caused by social media.
- To find out how much youngsters influence through social media.
- How social media help people or society?
- To maximize the role of social media in social change.

Hypothesis

- There will be a significant relationship between mental illness and use of social media
- There will be a significant relationship between the use of social media and bringing social change in a society.

Methodology

The data was collected from University of Karachi and University of Balochistan from 100 regular students through convenient sampling. Tabulation was done using a simple statistical method. A questionnaire that covered the social, personal, and developmental-related factors that were formulated in English to serve as a research tool. These questions were designed to elicit

information about the impact of social media, as well as its role and impact on social change in a society.

Results & Discussion

In the US, researchers Lei & Zhao (2007) showed that middle school students got high grades and increased their learning by using computers. It is clearly demonstrated that when social media is used properly, it provides benefits.

Table.1. The following statements to the respondents are given below

s.no	Statements to the respondents	Yes (%)	No (%)	Total (%)
1.	Does social media play a role in bringing social change	94(94%)	6(6%)	100%
2.	Increase in use of social media can lead to social change	86(86%)	14(14%)	100%
3.	Can social media enhance communication and be used as a positive tool	86(86%)	14(14%)	100%
4.	Does use of social media enable people to collaborate and build relationships	79(79%)	31(31%)	100%
5.	Do respondent use social media	76(76%)	24(24%)	100%
6.	Do respondent use social media to communicate with their teachers	84(84%)	16(16%)	100%
7.	Social media's unwanted information creates confusion in the mind of youth	81(81%)	19(19%)	100%
8.	With too much use of social media, youngsters lose their connection with their family	81(81%)	19(19%)	100%
9.	Social sites have directly influenced the behavior of youngsters	92(92%)	8(8%)	100%
10.	Too much use of Social Media causes Health problems to youngster	92(92%)	8(8%)	100%
11.	Social media made study easy for youngster	83(83%)	17(17%)	100%
12.	Social media helps in education sites, Business sites and other sites in a positive way	92(92%)	8(8%)	100%
13.	There are so many good stuff and entertainment information in social sites	92(92%)	8(8%)	100%
14.	Social media usage is good for spreading awareness	88(88%)	12(12%)	100%
15.	Positive impacts of social media can over shadow the daily human life.	81(81%)	19(19%)	100%



16.	Are respondents addicted to social media	66(66%)	34(34%)	100%
17.	Can social media become a source of extremism in youth	84(84%)	16(16%)	100%
18.	The use of social media causing psychological problems in people	89(89%)	11(11%)	100%
19.	Content overload is ultimately the waste of time	87(87%)	13(13%)	100%
20.	Should social media workers use social media for bringing social change	82(82%)	18(18%)	100%
21.	Are social workers providing support and advices to people to bring social change	80(80%)	20(20%)	100%

It is observed that social change is initiated by the use of new technologies. (Waisbord, 2014) As a result, we can say that every new technology changes the lifestyle of individuals in a society, and the introduction of social media changed the mindset. In Table 1, 94% of respondents said that social media play a role in bringing about social change because it helps students save time while also assisting them in their studies, and an increase in the use of social media can lead to social change (86%). A research study conducted by (Lerman et al., 2016) found that children are more at ease using digital media and avoiding social engagement. 86% of the respondents said that social media can enhance communication and be used as a positive tool as shown in above Table.1.

79% of the respondents said that the use of social media enables people to collaborate and build relationships. According to another study, the majority (90%) of students preferred using Facebook. Social media was utilized by them to build global social networks and exchange academic activities. They shared their learning experiences through these mediums with their peers and the global community. (Hussaain, 2012) From the present research, 76% of the respondents said that they frequently use social media.

Only 84% of respondents said that they use social media to communicate with their teachers. In this scenario, they communicate to their concerned teachers some conditions like strikes, postponed papers, boycotts, or information about the curriculum. In contrast, 81% of the respondents said that social media's unwanted information creates confusion in the minds of youth and also causes them to lose their connection with their family. It is observed that due to social media, adolescents are not providing moral support to their loved ones, which has caused bad relationships among them. (Lerman et al., 2016)

Children's health and development are being negatively impacted by screen time, which also results in a variety of mental and behavioral problems. Table (Farooq & Bashir, 2021).1. 92% of



participants stated that social media has had a direct influence on the behavior of children. Recent surveys reveal that average users of social media spend 90 minutes each day on the platform. (Shortell, 2001).

92% of the respondents said that social media helps education sites, business sites, and other sites in a positive way. If people use social media in a positive way, it will be safe and beneficial to them; in this regard, parents and teachers should periodically guide and monitor their children and students. As far as 88% of the participants were concerned, social media usage is good for spreading awareness in all aspects like educational, political, cultural, social, economic, etc. 66% of respondents said that they are addicted to social media, as shown in Table 1. According to Salmon and Timperio (2007), children and adolescents spend less time outside and exercise less.

According to Selwyn's (2009) qualitative study on university students in the United Kingdom using Facebook, they utilized it to share information, provide moral support, and, ironically, promote themselves as academically inept or disinterested. In the current study, 84% of respondents said that social media has become a source of extremism in youth, and 89% said that it has caused various psychological problems in people. The researchers (Ybarra et al., 2005) found that depression and other symptoms are increased by the excessive use of social media. According to Prensky (2001), there is a direct correlation between young people's behavior and social media.

According to Ahmed & Qazi (2011), using social media applications has an impact on students' academic performance. However, it's also true that students frequently use social networking sites while in class, which is a worrying development. 80% of the respondents said that social workers provide support and advice to people to bring about social change. Khan (2009) claims that Facebook users frequently have low academic achievement.

Hypotheses testing

Hypothesis. 1

Problem Analysis:

H1= There will be a significant relationship between mental illness and use of social media.

H0= There will be no significant relationship between mental illness and use of social media.

Statistical Test:

Chi-square formula: $\chi^2 = \frac{\sum(f_o - f_e)^2}{f_e}$

Step 1: Contingency Table

Use of social media	Mental illness		Total
	Yes	No	
Yes	72	4	76
No	17	7	24
Total	89	11	100

Step 2: Listing f_e in Contingency Table

Use of social media	Mental illness		Total
	Yes	No	
Yes	72 ₍₆₈₎	4 ₍₈₎	76
No	17 ₍₂₁₎	7 ₍₃₎	24
Total	89	11	100

Step 3: find $\chi^2 = \frac{\sum(f_o - f_e)^2}{f_e}$ of each of the following cell of the contingency table

$$\chi^2 = \frac{(72-68)^2}{68} + \frac{(17-21)^2}{21} + \frac{(4-8)^2}{8} + \frac{(7-3)^2}{3}$$

$$\chi^2 = \frac{(4)^2}{68} + \frac{(-4)^2}{21} + \frac{(-4)^2}{8} + \frac{(4)^2}{3}$$

$$\chi^2 = \frac{16}{68} + \frac{16}{21} + \frac{16}{8} + \frac{16}{3}$$

$$\chi^2 = 0.23 + 0.76 + 2 + 5.3$$

$$\chi^2 = 8.29$$

The computed value is $\chi^2=8.29$ which is greater than the tabulated value of 3.841, therefore null hypothesis is rejected, and the researched hypothesis is accepted which concludes that there are some other causes of a significant relationship between mental illness and use of social media.

Hypothesis. 2

Problem Analysis:

H1= There will be a significant relationship between the use of social media and bringing social change in a society.

H0= There will be no significant relationship between the use of social media and bringing social change in a society.

Statistical Test:

Chi-square formula: $\chi^2 = \frac{\sum(f_o - f_e)^2}{f_e}$

Step 1: Contingency Table

Use of social media	Bringing Social change		Total
	Yes	No	
Yes	72	4	76
No	22	2	24
Total	94	6	100

Step 2: Listing f_e in contingency table

Use of social media	Bringing Social change		Total
	Yes	No	
Yes	72 ₍₇₁₎	4 ₍₅₎	76
No	22 ₍₂₃₎	2 ₍₁₎	24
Total	94	6	100

Step 3: find $\chi^2 = \frac{\sum(f_o - f_e)^2}{f_e}$ of each of the following cell of the contingency table

$$\chi^2 = \frac{(72-71)^2}{71} + \frac{(22-23)^2}{23} + \frac{(4-5)^2}{5} + \frac{(2-1)^2}{1}$$

$$\chi^2 = \frac{(1)^2}{71} + \frac{(-1)^2}{23} + \frac{(-1)^2}{5} + \frac{(1)^2}{1}$$

$$\chi^2 = \frac{1}{71} + \frac{1}{23} + \frac{1}{5} + \frac{1}{1}$$

$$\chi^2 = 0.01 + 0.043 + 0.2 + 1$$



$$x^2 = 1.253$$

Step 4: Find the degree of freedom (df)

$$x^2 = (c - 1) (r - 1) \text{ (Degree of freedom with 0.05 significance value)}$$

$$x^2 = (2 - 1) (2 - 1)$$

$$x^2 = 1 \times 1$$

$$x^2 = \text{Degree of freedom with 0.05 significance value.}$$

$$\text{Value} = 3.841$$

Step 5: Result

The computed value is $x^2=1.253$ which is less than the tabulated value of 3.841, therefore null hypothesis is accepted, and the researched hypothesis is rejected.

Conclusion of the research

Anything that is used within limits and in the proper manner is beneficial, including social media. As a result, it is an important part of one's life if used properly; having social media will be a good change for us if we can use it wisely. The effects of social media are very complex and vary from person to person, but they directly affect students' mental health, such as anxiety, depression, low grades, and aggressiveness. Based on our data, we found that many students either experience negative effects or notice them in other people. Many students harnessed the power of social media for positive purposes such as taking notes and communicating with teachers.

Recommendations

- We, as social workers and academics, recommend every individual use social media as a tool to learn and grow. On social media, there are zillions of bits of information and knowledge on every aspect of life. Every individual should look out for it and make the most of it.
- Encourage the exercise of good judgment while accessing personal social media. Raise awareness about students' behavior while using social media. Refrain from publicly acknowledging involvement in unethical activities while serving the public.
- There must be a check and balance mechanism in educational institutions to monitor students while they use social media apps. We observed that there are no standard operational policies in this regard.



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