EMERGING TRENDS IN YOUTUBE POLITICAL CHANNELS: ALTERNATIVE TOOLS IN FREEDOM OF EXPRESSION

Table of Contents

Chapter 1

INTRODUCTION

1.1 Contextual Background

The topic has been choosen in view to the new product development for Oyetalk, a company for which I have been working for last 1.5 years. Oyetalk is a digital marketing company looking after the world of entertainment and Technology and in order to expand their business horizon they want to venture into the social media by using the YouTube domain and want to have a clear picture regarding the emerging trends in YouTube political channels and the tools available for the expression of political parties.

Mr ijlal working as new product development analyst has been tasked to work and explore Emerging trends in YouTube political channels: Alternative tools in freedom of expression.

With the introduction of information technology, this world has become a Global Village. Immense revolution has taken place in modes of communication which has helped in revolutionizing the world (Buntain et al., 2020). Advent of social media has resulted in transforming the functioning of the world causing people all over the world to be closer. Social media has been a platform which provides opportunities for people to perform their practices, activities, and behaviors amongst groups and communities (Fatiana et al., 2018). Social media has become a hub for people to share their experiences, information, and perspectives through colloquial media. Colloquial media also known as conversational media is online based medium which assist people in creating and transmitting content in form of audios, videos, pictures and words (Raby et al., 2018). Social media is categorized as an online platform or a communication channel that assist people in sharing their observations, perspicacity, apprehensions, assumptions, information, profiles for supporting communication and interaction between numerous communities across the globe (Siraj & Hussain, 2017). With democratization of ideas and content, people around the world could be united based on similar passions for inspiring movements and igniting change. Social media is an evolving online platform that has revolutionized the world in last few decades, as technological revolution throughout the world has changed the dynamics of users' lives (Dinkov et al., 2019).

Over the past 40 years, the world has seen a drastic shift in how people interact with each other. The emergence of internet, personal computers, and e-commerce has an incredible

effect on how people spend their times while interacting with others (Kunasegaran et al., 2016). In this era of globalization, social networking sites, such as Facebook and YouTube, are considered as broadest, cheapest, effective, and fastest mode of communicating with people throughout the world (Malik, 2018). Generally, social media is defined as applications & websites enabling users for creation and sharing of content or participating within social networking. Social media is connecting millions of its users, all over the world, to those who share same hobbies, interests, thinking and point of views (Soukup, 2014). According to recent estimate in 2018, the world population is 7.5 billion. Amongst which, 3.7 billion population is of internet users and 2.87 billion are active social media users (which is growing at the speed of 21% as compared to last year). Social media has gained a lot of popularity mainly due to Facebook, YouTube, Instagram, Skype, Twitter, etc. (Dinkov et al., 2019). With the introduction of smart phones and 3G/4G social media usage has been increased tremendously even in a developing country such as Pakistan. Social media is not only used to communicate to each other. Recently, it has become a symbol of online presence for individuals (Ali et al., 2019).

From last couple of decades, social networking sites are recognized as an effective medium for socialization. Social media has been considered as highly engaging and interactive type of public relations in this fast-paced world (Kumar, 2016). People are using these online platforms and social networking sites to interact with customers and consumers of various brands to get their feedback regarding products and services (Liaquat et al., 2016). Social networking sites such as YouTube, Facebook, Instagram, and Twitter, facilitate people to have easy access to information about products and services offered by various brands. In addition, Facebook, Twitter and YouTube, these three sites are having largest users base among all other social networking sites (Ashraf, 2019). Throughout the world, most commonly used social media sites are Facebook, Snapchat and Instagram due to the trait of photo sharing that these apps have. A recent study reveals that Facebook, Instagram and Snapchat are currently having 1300 M, 300 M and 178 M active users respectively (Scanlon, 2018). The numbers of active users of these social media platforms have been increasing rapidly. Throughout the world, there has been a significant increase within the usage of social media because of easy access that users have for social networking and minimizing distances. People increasing interest towards using of social media has resulted in transforming world's functioning causing people to be closer all over the world (Bashir et al., 2020).

People belonging to various age groups are highly focused on using social networking sites (Baloch, 2016). Despite of numerous benefits that people tend to get from social networking sites, such as YouTube, there has been a controversial side of it. Stalking behaviors, socially aggressive narcissism, and freedom of expression have been various controversial outcomes from using social networking sites (Qureshi et al., 2019). As mentioned earlier, YouTube is rated amongst the most popular social networking sites throughout the world. However, "Freedom of expression" is the most controversial issue which has emerged, circulated, and speculated on internet regarding use of YouTube. The level of popularity and use of social networking site (YouTube) has increased greatly over the years since it was first introduced (Shiryaeva et al., 2019). Most of the researchers around the globe have focused on conducting their studies from psychological point of view about the use of social networking sites and their role in improving or restricting freedom of expression (Chen, 2016). However, use of social media has certainly become an addiction for the adolescents all over the world, as they have been spending most of their time on such platforms. Adolescents are so addictive to the use of social networking sites, such as YouTube, as they have developed distinguished perceptions regarding the role that YouTube plays in freedom of expression (Sheikh, 2017).

Amongst social networking sites, use of YouTube is very common amongst the adolescents all over the world, as they have been utilizing this medium to avail facilities such as video sharing, information gathering, etc. (Ashraf, 2019). Use of YouTube has become very common amongst the adolescents, as they have been getting more attracted by it due to numerous facilities provided by this medium. The recent trends have shown that users of YouTube will kept on increasing and may be double of what the figures suggest now in almost another decade or so (Scanlon, 2018). There has been an ongoing debate about whether the use of YouTube is associated with increase in creative and meaningful ways for collecting information and developing perceptions regarding various aspects (Kunasegaran et al., 2016). In last decade or so, involvement of Pakistani media into country's politics has increased significantly resulting in compromising the quality and authenticity of news spread by media channels across the country (Mundy & Asmi, 2014). Due to different priorities of media houses, anchors and journalists may lack freedom of expression and not being able to share the accurate information with people resulting in influencing them to use alternative medium in the form of YouTube channels (Jamil, 2019).

Pakistani politics is very different from rest of the World's politics because the mindset of Pakistan voters and political parties' policies are quite unique in comparison to others. In other words, one can say that dynamics of Pakistani politics is one of its kinds (Arif, 2014). Marketing ads, promotional strategies and political campaigns have always been a tool to communicate with the local public in order to convey the message to them in an efficient manner. Such marketing tactics helps a political party to build a strong reputation amongst the public (Riaz, 2019). Negative ads are the most convenient way to mislead the voters and supporters of opposition parties. Negative ads have played a vital role in damaging the image of political parties (Ali et al., 2019). Major parties like PTI, PMLN, and PPP are using such tactics to affect the oppositions by showing the dark side or weaknesses of oppositions to the public so that they will be able to influence the public to vote for them (Malik, 2018). Negative ads include controversial statements given by any of the opposition party member, misleading interviews or press conferences done by opposition just to influence the public which may not have any truth in it, controversial acts of opposition members, irregularities in the opposition party policies and controversial points in the ideologies of opposition parties (Ashraf, 2019).

In Pakistan, media plays an important role in developing or changing the perceptions of people across the country about different political parties and their campaigns. Recently, media houses and news channels of Pakistan have started assisting campaigns of political parties in order to attack the opposition parties' reputation and image based on favoritism and nepotism (Fatiana et al., 2018). Anchors and journalists have started doing tampered reporting due to their personal affiliation with certain political party or the pressure exerted on them by the owners of media houses. Hence, the freedom of expression has become impossible even for senior anchors and journalists working in media industry of Pakistan (Liaquat et al., 2016). Campaigns ran by media channels against certain political parties or certain political personalities are mostly beyond the limitations and ethics, as personal lives of politicians have been attacked on national level (Bashir et al., 2020). Aspects of personal lives has been dragged into the media campaigns without even understanding that human being's personal life is different from its professional life, so it should not be discussed on the national level as it deserves to stay in privacy (Siraj & Hussain, 2017).

In this modern era, negative role of media has taken the politics to another level where the political campaigns have crossed all the boundaries of ethics (Kunasegaran et al., 2016). Now days, we all have witnessed how easily a political worker of one party puts allegations on the

worker of any other political party without even having any solid proof. Such allegations might not be true, but it will be good enough to mislead the public and most probably they will affect the way of thinking of people (Raby et al., 2018). For instance, if a well-known person during his press conference or an interview puts allegations on another well-known personality about his honesty and loyalty towards the country, then due to the advancement of media and technology, most of the public can listen to that press conference or interview. Despite of absence of any evidence, media channels and their anchors start considering such allegations right and start considering such individual as dishonest person (Baloch, 2016). This gives an indication of how easily a credible image can be jolted by the help of media in the eyes of Pakistani public, as people of Pakistan are very naive and illiterate, and mostly believes on whatever has been portrayed by the media (Qureshi et al., 2019).

Majority of the politics has been done on the illiteracy of Pakistani public, as they can be easily influenced. In the past, the prime goal of media channels was to create awareness in the public about the ideologies and policies of the party (Ashraf, 2019). Along with creating awareness, the core objective was to mobilize the people to vote for the party and to convert the non-voters into potential voters. Contrary to that, aim of media channels has shifted to degrading, disrespecting, and affecting the image of political parties merely based on favoritism and personal affiliation (Riaz, 2019). Meanwhile, negative role of media channels has affected the Pakistani politics in an unhelpful manner. These negative promotional campaigns by media channels have created a bad impact within the country as well as outside the country. Pakistani media has always been in the foreign news for their awful role in influencing Pakistani society and people of the country (Ali et al., 2019). On the other hand, senior anchors have started shifting toward utilizing the medium of YouTube to start their own YouTube channels in order to have much improved freedom of expression and to provide accurate information to the people of Pakistan (Bashir et al., 2020). Senior anchors of Pakistan such as Mubashir Luqman, Sabir Shakir, Javaid Chaudhry, etc., have recently started their own YouTube channels to portray reliable information to the audience without having to face any pressure from PEMRA (Pakistan Electronic Media Regulatory Authority) and the owners of media channels (Fatiana et al., 2018).

1.2 Media & Broadcasting Industry of Pakistan

Economy of Pakistan has been getting stronger with every passing day as multiple industrial sectors, including media and broadcasting sector, have been making a strong contribution

towards strengthening the economy of the country (Qureshi et al., 2019). Freedom of expression has been an on-going debate all over the world, as it has proved its importance in most parts of the world. Similarly, freedom of expression is given significant importance in the media and broadcasting industry of Pakistan (Jamil, 2019). In this era of globalization, Pakistan is amongst the developing economies of the world, and it has been contributing highly through the industrial sectors to make its name in the industrial world. To bring improvements within the media and broadcasting sector, freedom of expression is very important (Ashraf, 2019). Media channels need to understand the importance of freedom of expression for reliable reporting. However, media channels of Pakistan might be able to build and maintain their competitive advantage within the industry by ensuring the availability of freedom of expression for their anchors and journalists to share accurate information with the audience (Riaz, 2019).

Media and broadcasting sector of Pakistan is amongst the sectors that have been growing rapidly with the advancement in technology and communication (Riaz, 2019). While discussing this sector, freedom of expression has long been viewed as a front-office function that mostly improves the authenticity of a media channel and the news shared by it with the audience (Sheikh, 2017). Like all other business sectors, media and broadcasting industry has also started emphasizing on improving their financial gains through the services they offer, instead of focusing on the quality of content shared by them with the audience (Ali et al., 2019). Whereas, it is highly important for the media channels operating in Pakistan to understand that their priority should be accurate reporting and they must not be focusing on developing affiliations with political parties and preferring the improvement of financial gains at the expense of reliable reporting (Ashraf, 2019).

1.3 Project Purpose

As it is known, people are moving away from traditional media and engaging themselves with social media or social networking sites. Consistent technological advancement within the global society has increased the usage of online platforms. Social media platforms, such as YouTube, Facebook, Twitter, etc., have enticed millions of users. Majority of the people throughout the world have incorporated using of these social networking sites as their everyday living practice. It has been very clear that users of social networking sites are increasing with every passing day, as people from different regions are getting attracted towards these online mediums irrespective of their societal conditions. Evolution of social

networking sites has changed the societal trends significantly, as people in the past use to gather around in groups for having interaction. YouTube has built an online environment where audience get to know about the media anchors, interact with them and share their feelings and point of view with the media anchors (Carlsson, 2016).

YouTube users have tremendously increased during past few years, and that is why media anchors have started focusing on creating their own YouTube political channels in order to interact with the audience. In addition, YouTube has a great influence in generating interest of audience (Sheikh, 2017). YouTube political channels are type of information conveying platforms which is helping in developing mind set of people towards certain issues. Media anchors are regularly producing content about the current affairs through YouTube political channels in order to keep the audience engage and build a lost lasting relationship with them. The biggest benefit that YouTube political channels carry for media anchors is that they can utilize the digital freedom of expression which cannot be utilized while anchoring or hosting any talk show on national television due to restrictions imposed by PEMRA (Pakistan Electronic & Media Regulatory Authority) (Riaz, 2019). YouTube political channels are both less costly and more effective for targeting massive audience in limited time and cost. YouTube has a huge audience outreach and certainly considered as an effective tool for sharing information about current affairs. Meanwhile, media anchors can generate a large customer base in a very less time through YouTube political channels (Sha & Quet, 2020).

Content generated by the media anchors with the help of YouTube political channels has brought a revolution in media industry, as media anchors are building the audience base by effectively using media generated content (Chidiac & El Hajj, 2019). YouTube political channels are a great source of building awareness because they are easy to access for the audience and highly reliable in terms of information shared by famous media anchors (El Hajj, 2019). Media firms are actively utilizing Facebook, Twitter, YouTube and other social networking sites in order to stay connected with their potential audience as well as creating awareness about the current political, economic and social issues amongst general public. There are multiples techniques that media firms or media anchors are using on social media to build their equity, as marketing is done repeatedly so that name of the media firm or media anchor gets stored into audience mind (Rascão, 2020). Some media anchors use funny and emotional contents to attract the attention of audience, as this type of content is more capable of attracting and retaining audience for longer time period. Content generated and shared by

media anchors through YouTube political channels enable them to interact with the audience in more attractive and sensible manner (Woods, 2020).

1.4 Project Goal

This project is performed with keeping certain goals in mind. Main milestone of this project is to address the problem of digital freedom of expression which can be promoted through YouTube political channels. Based on the problem identified, researchers aim to suggest how online mobilization and YouTube political channels can be used in an effective manner for promotion of digital freedom of expression in Pakistan. This solution is proposed not only for the Pakistani social media users, but social media users belonging to different countries can facilitate from this solution and use the medium of YouTube political channels for helping citizens frame political issues within the country. In the past, researchers have focused on explaining the relationship between use of social media and freedom of expression, as few researchers have studied the relationship between these variables under various conditions to explore the correlation between them. However, contradictory evidences have been provided by the researchers regarding how social media platforms can be used for promoting freedom of expression. Meanwhile, YouTube political channels are another medium which are yet to be explored. Yet, there is a lack of empirical evidence regarding the role of YouTube political channels in promoting digital freedom of expression. Hence, this project is based on investigating how YouTube political channels are responsible for promoting digital freedom of expression in Pakistan.

1.5 Statement of Scope

This project emphasizes mainly on addressing how YouTube political channels are playing their part in promotion of digital freedom of expression in Pakistan. In addition, present project also focuses on explaining how new technologies are helping Pakistani citizens to frame political issues. So, a solution is proposed to help social media users understand the importance of YouTube political channels and their role in promoting digital freedom of expression.

1.6 Project Objectives

1.6.1 Specific

The objective of present project is finding the best optimal use of YouTube political channels to promote digital freedom of expression in Pakistan. The situation is first studied in

complete depth to understand all of its dynamics. Once the situation is understood, several suggestions are suggested for addressing the situation. Out of proposed suggestions, an optimal solution is proposed to the users of social media regarding the use of YouTube political channels. The solution proposed will help the social media users in using YouTube political channels for promoting digital freedom of expression in Pakistan.

1.6.2 Measurable

The objectives of this project can be measurable in the form of how practical is the use of YouTube political channels in helping Pakistani citizens to frame political issues. Meanwhile, application of the YouTube political channels will suggest how effective these channels could be in promoting digital freedom of expression in Pakistan.

1.6.3 Agreed Upon

The goals of the project and its objectives have been acknowledged by social media users and owners of YouTube political channels. The social media users and owners of YouTube political channels are keen on assessing the importance of YouTube political channels towards helping Pakistani citizens in framing political issues.

1.6.4 Realistic

The goals of the project and its objectives are realistic, applicable and fulfilling for the social media users, as it will ensure a solution for the problem they often face while handling matters relevant to digital freedom of expression.

1.6.5 Time-Based

The goal of the project is time bound and can be traced, as the outcome can be realized in few months after using YouTube political channels.

1.7 Anticipated Benefits

This project has focused on investigating the emerging trends in YouTube political channels and use of alternative tools for ensuring freedom of expression in media and broadcasting industry of Pakistan. The significance of this project lies for media channels of Pakistan which have the desire to acquire a sustainable competitive advantage, as these channels could gain competitive advantage within their respective industry by promoting freedom of expression through reliable reporting. Through this project media channels of Pakistan will have an appropriate direction based on which they can work on improving the spreading of

reliable news across the country and by providing necessary freedom of expression to the anchors and journalists to share their opinions without any hesitation. Findings of this project helps in understanding that YouTube political channels have been an emerging trend in 21st century, as people are using this medium to communicate with massive audience in no time. In addition, this project is significantly helpful for the stakeholders of media and broadcasting industry of Pakistan, as they will be having better understanding regarding how necessary the freedom of expression for reliable and authentic reporting is. In addition, it proves as a crucial research project in assisting research students and mass communication students towards increasing their knowledge regarding literature topic.

1.8 Assumptions

Assumptions are basically defined as the beliefs that are considered as realistic in the long run. Due to the correct assumptions, problem could be addressed in an effective manner.

● The media channels of Pakistan fully understand the importance of this project and its objectives to find the effectiveness of YouTube political channels for addressing the problem of digital freedom of expression.

● The social media users are keen on bringing changes in the procedures and processes to successfully use YouTube as a platform for promoting digital freedom of expression.

● By promoting digital freedom of expression, performance of media channels of Pakistan will increase significantly in terms of authentic reporting and helping Pakistani citizens in framing political issues within the country.

● By handling this issue in an appropriate manner, media channels of Pakistan can reduce the fake reporting.

1.9 Potential Risks

Potential risks are defined as the threat that could come during operations of any project and hinders its performance.

● The major risk could be the unsuccessful use of YouTube political channels.

● Violation of digital freedom of expression as a result of YouTube political channels could be another risk.

● Time frame is quite short in order to check and implement results.

Chapter 2

PROBLEM IDENTIFICATION

2.1 Broad Problem Area

Unlike other industries, some of the officials working within this media & broadcasting sector are not willing to compromise their freedom of expression due to several factors including pressure exerted on them by their seniors (Dinkov et al., 2019). Media channels associated with media and broadcasting sector of Pakistan have started developing affiliations with certain political parties or political personalities which is completely against the standards of ethical broadcasting/reporting (Bashir et al., 2020). Majority of the journalists and anchors are even compromising the authenticity of their news content just to make sure that their job stays for longer time period (Malik, 2018). However, their compromise of freedom of expression is eventually resulting in people of Pakistan not getting the reliable and authentic news. Whereas, there have been several senior anchors of various news channels in Pakistan, who are not afraid of sharing the authentic news with the audience and not willing to compromise on freedom of expression (Ashraf, 2019). To connect with the audience, some of them have created their own YouTube channels and using them to create awareness amongst the people of Pakistan regarding current affairs. Due to lack of preference given to the freedom of expression, media channels have not been able to share the authentic and reliable information with the viewers, resulting in development of the need for an alternative platform to facilitate viewers with reliable and authentic information (Riaz, 2019).

Hence, several Pakistani senior anchors have created their own YouTube political channels as an alternative tool to ensure their freedom of expression by reporting in an effective manner. In 21st century, YouTube political channels have been portrayed in such a way that people of Pakistan start questioning the credibility of anchors sharing the news through these channels (Siraj & Hussain, 2017). However, the major problem in Pakistan has been the lack of awareness amongst people about how credible these YouTube political channels have been in comparison to media channels for the information they share with their audience. To overcome the issue of lack of awareness amongst people of Pakistan, this project is to highlight the importance of YouTube political channels for promoting digital freedom of expression in Pakistan (Bashir et al., 2020).

Throughout the world, numerous researchers have focused on studying freedom of expression and the determinants influencing freedom of expression (Buntain et al., 2020). However, there has been very limited research work performed in Pakistan regarding freedom of expression and how YouTube political channels have been used as alternative tools for ensuring freedom of expression in media industry of Pakistan (Qureshi et al., 2019; Fatiana et al., 2018). In this project, the focus has been given to the emerging trends in YouTube political channels and how senior anchors of Pakistan have been using their YouTube political channels to have complete freedom of expression and to share authentic and reliable information with the people of Pakistan (Ashraf, 2019). Hence, this project focuses on investigating emerging trends in YouTube political channels and use of YouTube political channels as alternative tools for freedom of expression in media and broadcasting industry of Pakistan.

2.2 YouTube Political Channels

Modern web-based technology is playing a major part in creation and sharing of information, career interests, ideas and other sources to express through virtual networks and communities. Social media was introduced as technological services or a virtual medium to assist people to perform multiple tasks through this platform. This virtual medium is used to generate content such as comments, texts, photos, videos, or data which results in social interactions that has been the lifeblood of social media. Online social networks are developed to connect people or communities through a virtual platform of social media. Facilities and services of social media are recognized as web-based technologies and people can be facilitated by them through computers, desktop and laptops. In addition to that, social media services could be downloaded and used via mobile devices such as tablet computers and smartphones. Engagement with such services provides a foundation for individuals, groups, communities, and organizations to conduct mutual sharing or mutual discussions on the online content generated or shared. Persuasive and substantial changes have taken place between organizations, businesses, individuals, and communities through the advent of social media. It has completely transformed the manner of communications that exist between communities and individuals. This platform is different from traditional media such as electronic (TV broadcasting) and paper-based (newspapers and magazines). The differences are in the form of frequency, reach, quality, immediacy, usability, interactivity and permanence.

Meanwhile, YouTube has emerged as an effective social media tool in recent past, as popularity of content generated by the media personnel through YouTube has immensely increased worldwide during past few years. YouTube has become such a platform where media personnel and media officials are interacting with their existing and potential audience by providing them awareness concerning the latest news about the situation within the country. Undeniably, YouTube has tremendously altered the reproduction and of information by simply making flow of information easy to share and assimilate on internet. Media activities (such as broadcasting) have been changed in revolutionary manner with the intense popularity and distinctive aspects of YouTube. Internet usage has also been tremendously increased as YouTube political channels have emerged. YouTube political channels are now shaping the minds of people about the current affairs within the country. YouTube political channels are allowing media anchors from all over the world to interact with their potential audience, helping them in building and then pursuing long term relationships with the audience and finally improving the awareness about the current affairs. As media houses have realized that YouTube is far efficient and effective than conventional means of communication, they are automatically getting attracted towards it, as YouTube political channels have encouraged the media houses to show their presence on social networking site such as YouTube in order to survive, succeed and compete within the competitive media industry.

In this competitive era of business, where audience could be lost quickly with a little mistake, YouTube has offered an opportunity to media houses, as they can constantly engage and interact with the audience by constructing a significant connection with them through effectively media generated content. Media anchors have finally realized that YouTube political channels are an integral part of connecting with audience, as YouTube political channels are proving highly effective in sharing reliable and authentic information with the audience without experiencing any sort of hesitation or pressure. YouTube political channels consist of both channel and information that flows between media anchors and audience after their interaction takes place with each other. YouTube political channels are very beneficial when it comes to generating traffic and moving it towards a certain media house or media anchor. Though, a big number traffic can be generated through Search Engine Optimization, these channels are way more efficient in attracting massive amount of traffic as well. YouTube political channels make a valid contribution in helping media anchors towards developing their reputation and influencing audience's perceptions and mind set. This

medium is used to share information with the audience about the current political, economic and social affairs taking place within the country.

YouTube political channels have helped media anchors in many ways, as it allows potential audience to get content about the news and views shared by the media anchors which ultimately increase their reputation and expand their audience outreach. News and views shared with the help of YouTube political channels also helps media anchors to get instant feedback as well complaints from their viewers regarding the news and information that was already shared. People who have been active user of YouTube are considered as vital part of YouTube political channel network. This vast network is assisting media personnel to engage with the audience and share the necessary information they want the audience to be aware of. Digital freedom of expression has been the concept which is promoted by media personnel through media generated content with the help of YouTube political channels. Media content contributors are enjoying major benefits of participation in YouTube political channels, as they have gone way beyond using of traditional means for sharing of information with the audience. YouTube political channels have been a unique tool that shifted the audience's concept of "observer" to "participant". This tool allows audience and media personnel to connect and interact with each other regardless of geographic barriers and time limit as it provides two-way communication.

Traditional media was only a one-way path, where people could only receive information but cannot post their own reviews about it. Contrary to that, digital media (YouTube) is a two-way path that enables people get information as well as posts their reviews, communicate with people and share something that they are interested in. Online mediums have always been as two-way interaction which has created an association between media firms and their audience. By reading comments on social networking sites like YouTube, media firms are now able to know the perceptions of people about the information they share, what they feel about it, what they talk about it, what positive things the media firms have and what they lack. So, media firms now constantly monitor and respond to audience and try to fulfil the needs of audience by having certain control over information flow. In media and broadcasting perspective, media generated content through social media is considered as a perfect communication channel which has very low cost and high audience reach. Expenditure of communication has reduced dramatically with the emergence of video streaming platforms. Online mediums have brought a new era of direct and personalized media and broadcasting.

2.3 Digital Freedom of Expression

Freedom of speech itself is an important core right, and it is also the basis for protecting and maintaining different freedoms and rights. We practice this privilege in our daily activities by exchanging ideas, assumptions and data. For those who wish to recognize freedom of speech, understanding the method and structure of letters and guidelines for situations that encourage transactions that follow these principles becomes critical. Article 19 of the Universal Declaration of Human Rights (UDHR) and the International Covenant on Civil and Political Rights (ICCPR) both value freedom of expression. The Universal Declaration of Human Rights states: "Everyone enjoys the privilege of freedom of conclusion and expression; this privilege includes the freedom to hold hypotheses without hindrance, and the freedom to find, obtain, and disseminate data and ideas through any media. The group paid no attention at all". The International Covenant on Civil and Political Rights states: "Everyone will retain the privilege of freedom of expression; this privilege will include the freedom to find, obtain, and grant all kinds of data and ideas, without paying any attention to the verbal wilderness.

Individuals are really interested in the creation of news, news and data. They "report the news, spot wrong behaviours, publish conclusions, prepare to fight, screen races, investigate governments, develop interests and expand the horizon of freedom". However, these peers usually don't understand what the most direct answer is, nor do they relying on long-term incalculable factors to deal with security risks. They simply accept what things look like because they are worried about the "isolation impact". In this way, in a fanatical world, most warriors who rule the government may use the Internet to turn prestigious nations into dictators. For example, Islamic terrorism follows three unique steps to grab young people's necks. In addition, they continue to engage in intimate personal experiences. They use a strategy called Dawa to transform and expand the scope beyond the edge. Dawa is their tool for motivating, teaching, enlisting, supporting and rallying young people; this constitutes the biggest test the United States faces in its struggle against political Islam. As Dawa experts, they can abuse the sacred and legal guarantees that ensure the freedom of religion and speech of American residents. If Islamists achieve their goals, these freedoms will obviously be eliminated.

Over the years, the standards and guidelines required for freedom of expression in the world of accustomed media have been widely considered. When directing letters, some endless expressions have been deemed essential and can be enforced by national or global courts.

This restriction has been reflected in human rights laws worldwide and has spread various issues, such as defamation, incitement to cruelty and hate speech. Although these restrictions are not affected by the introduction of new communication methods, the expansion of advanced exchanges has made people realize that there are new types of restrictions, irritating inquiries on wards, and the need to develop new standards and principles that keep pace with the times. The communication in the modern age has promoted the development of the Internet. The Internet has changed the limitations of communication to a large extent, making communication a whole miracle, covering the balance of personal information, social systems, and comprehensive connections with large groups of people. Freedom of expression has been considered as an important human right which a society must have in order to be recognized as a democratic society. Freedom of expression enables the free exchange of information, opinions and ideas, allowing members of a society to form their own opinions about the issues of public importance.

The expansion of advanced technology not only encourages people to access data in amazing ways; this situation has changed due to the presentation of new data in speech, sound, pictures, text, and code, which can be used in various gadgets and some innovations. These systems and competent authorities realize communication by narrowing boundaries and create new space for distribution and sharing cooperation. Customers can bypass the conventional protective measures of different types of media and undertake the work of journalists, supporters or publishers on the Internet along these routes, thereby providing unlimited opportunities for the delivery, sharing and trading of various contents. From this perspective, the Internet has got rid of the traditional restrictions on freedom of speech and expression and has become a universally available communication method. In any case, the Internet has produced other unexpected results for the two types of strength and control in the entity guidelines, because online entities are increasingly challenged and surrounded by a test of the nationalization of free development of data and freedom of information.

As a systematic system, the web does not have a larger ward, and there is no single element to manage the entire web, so there is a jurisdictional vacuum on the material on the web. In addition, there is no method to universally guide substances, or even a widely agreed method for standards that should be used to restrict freedom of expression in traditional or current media. This has led to unfavourable results, for example, states advocate for discretionary activities and regulations, or organizations use content on the Internet for private supervision. South Asia plays an important role in major events around the world. The world's largest

working-age population is large, and one quarter of white-collar shoppers worldwide. The number of poor and malnourished people on the planet is the largest, and some are vulnerable. The conditions have global and international significance. With full-scale development, South Asia may change the needs of the world, and communications and innovation will continue to be the basis for understanding the potential capabilities of the region. What is shocking is that the historical background of border rule, tyrant government and fierce geopolitical scenery has led to people's tendency to control speech excessively.

Governments of various countries interpret the emergence of the Internet as a test of their power, and the tension that restricts residents from using the medium often regresses, and sometimes there are some severe laws, such as Myanmar's "Electronic Transactions Law" and India's "Information Technology Law" And Pakistan's "Electronic Crime Prevention Act". The difficulties caused by ruthless and constantly changing administrative conditions have also entangled the conflict between the right of expression and other rights. By planning to resolve these difficulties and review the use of existing structures, we plan to increase and further enhance and strengthen the privilege of freedom of speech in India and the past. First, you must recognize activities, thoughts and expressions. A person's activities may depend on punishment, but their mentality is definitely not. The problem arises in the personal statement, organization, or communication under any circumstances. Gradually, some controversies restricting freedom of speech are acceptable; others are terrible. In the past, the vast majority of resident advocate freedom of speech and human rights-as long as it does not bring them discomfort, influence or money. However, it is no exception for individuals, even individuals who respect freedom of expression, to ban their hate speech.

2.4 YouTube Political Channels & Digital Freedom of Expression

Freedom of speech is not an absolute right. It assumes acceptance of personal accountability and recognition of common concerns. The restrictions on freedom of expression are also inconsistent; they are very dependent on the current society and social environment. The Swedish decree ensures freedom of speech, but it also reflects its boundaries. These critical points are essential, but they are not sufficient by themselves. Freedom of expression is not only the result of quality and standards that win public attention at a random time, but it is also restricted by them. For example, a morally weak explanation is not truly illegal. Unless agreement should be reached on freedom of expression, there is a danger that open circles will shrink and lose priority. The traditional degree of freedom for exchanging ideas has

decreased. In the process of expansion, it may have an impact, that is, social attachment is the basic support of the majority ruling government, and the people's requirements for establishing and declaring their character appear to be difficult. Considering all the problems, some researchers have found that freedom of speech restored the status of the majority of the ruling government, while others found that a stage of danger and discussion had emerged. These days, various online journals and social media are shown to each user, including but not limited to Facebook, Twitter, WhatsApp, Instagram, YouTube, etc. They live on three philosophical foundations: as Feldman advocates, seeking truth, self-management and self-satisfaction.

Freedom of expression can never be underestimated. At each stage of progress, continuous consideration and substantial support should be given. The stub of the problem lies in how the connection between the choice to express an opinion and the obligation involved is characterized and implemented. Expressions and duties are personally related; this is the motivation why free expression has become a problem in public discussion. The protection of freedom of speech requires a persistent discussion of the places that should be restricted. In many societies where customs and political feelings coexist in a social order, this inquiry becomes particularly important. What is indispensable for this kind of discourse is an open circle that encourages individuals to be prepared to listen to each other, even though their perspectives and qualities are very different, that is, given the recognition that what is said is better than who said it, it must be evidence that is checked, contention should conflict with each other and weighed against use. The well-being and energy of any ordinary people depend on a strong administration, that is, a well-functioning open foundation. Equally important is the ability of residents to communicate their opinions and communicate with each other in open circles without hindrance.

The atmosphere that inspires people's trust in the foundation of society and mutual trust among residents is the cause of freedom of speech, because these two people and different conspiracy assemblies. This "atmosphere" is largely the result of the existence of free media. In the rapid and widespread change, certainty and trust issues have become the primary issues. A large part of the world is currently undergoing this change. Forecasts and expectations of what will happen are gradually being questioned. The problems we face are complex: environmental changes, financial and social imbalances, wars, conflicts and poverty, all of which have brought large numbers of displaced people and homeless people, psychological warfare, patriotism and populism. Wonderful movements such as forms of

globalization and innovation and progress may encounter difficulties. At the moment when politics, currency and mechanism changes match, the cultural background also changes, which may have an impact on the status of open foundations, open certainty and trust, and freedom of speech. Settings are changing at all levels globally, locally and nationally.

The possibility that freedom of speech is critical to open circles is the main assumption of the majority of Western governments. The media, especially the news media, is the center of the open circle. Through impartial expert inspections and gatekeeping capabilities, the media can provide residents with unbiased and reliable data, along these lines of thinking, enabling them to formulate and trade their opinions and participate in basic thinking-vital to the top priority of most ruling society. More and more media give people the impression that different gatherings use the media (including news media) and increase the impression. For individuals who are passionate about politics and current careers, discovering the starting data has never been easier. Therefore, many people have expanded their media use. Again, it is never natural for those who are not attracted by open issues to stay away from this kind of news, or for that matter, to be deceived and controlled. These differences hint at the danger that information and cooperation gaps will increase, which may undermine social alliances and increase the gap between social classes.

A clear result of digitization is that the customary media framework has split in terms of structure and use, but also in terms of legality. Individuals in Sweden can access numerous social systems and stages through the Internet, which is no different from the established guarantees of traditional media. At the same time, especially the Internet and social media have opened up a channel through which various assumptions and emotions can reach people in general. In addition, when evaluation falls into a state of disgust and badge collision, it becomes more and more troublesome to insist on a meaningful boundary between public and private, and to separate the truth from the false. The changing nature of the media framework implies that new views on freedom of expression have emerged. Words and pictures have given new importance, and have influenced our way of life and cooperation, as well as our mutual consideration. Subsequently, issues of personal respect, safety and unwavering quality became more and more urgent.

Chapter 3

ONLINE MOBILIZATION AND TECHNOLOGY ADVANCEMENT IN PAKISTAN

3.1 Online Mobilization

Over the past 40 years, the world has seen a drastic shift in how people interact with each other. The emergence of internet, personal computers, and e-commerce has an incredible effect on how people spend their times while interacting with others. According to recent estimate in 2018, the world population is 7.5 billion. Amongst which, 3.7 billion population is of internet users and 2.87 billion are active social media users (which is growing at the speed of 21% as compared to last year). Social media has gained a lot of popularity mainly due to Facebook, YouTube, Instagram, Skype, Twitter, etc. With the introduction of smart phones and 3G/4G, social media usage has been increased tremendously. Social media is not only used to communicate to each other, but, nowadays, it has become a symbol of online presence for individuals. People belonging to various age groups are highly focused on using social networking sites. Despite of numerous benefits that people tend to get from social networking sites, such as YouTube, there has been a dark side of it. Stalking behaviours and socially aggressive narcissism are the non-beneficial outcomes from using social networking sites. As mentioned earlier, Facebook and YouTube are rated as most popular social networking sites throughout the world.

The level of popularity and use of social networking sites has increased greatly over the years since it was first introduced. Most of the researchers around the globe have focused on conducting their studies from psychological point of view about the use of social networking sites and its influence on depression amongst users. However, use of social media has certainly become an addiction for the adolescents all over the world, as they have been spending most of their time on such platforms. This is causing a negative impact on their daily lives, relationships, personal identities, physical health, and mental condition. With respect to American Psychological Association, addiction itself is recognized as a compulsive behaviour having negative consequences attached to it. Adolescents are so addictive to the use of social networking sites, such as YouTube, as they have developed harmful habits due to them being constantly bound with social networking activities. Excessive use of social networking sites is the cause behind disturbance in the lives of adolescents, as they may not

be focusing on necessary aspects of their lives just to spend most of their time in using social networking sites.

Social has been associated with organizations, communities, or society, involving various activities during which people could be spending their time together. Whereas, media has been considered as exchange and impart of information at wide scale involving wide range of people. Media is either traditional or online based medium assist people in creating and transmitting content in the form of audios, videos, pictures and words. Social media has been a platform which has been providing opportunities to people for performing behaviors, activities, and practices, amongst groups and communities. Whereas, social networking sites are categorized as an online platform or a communication channel that assist people in sharing their observations, perspicacity, apprehensions, assumptions, information, profiles for supporting communication and interaction between numerous communities across the globe. In addition, social media is defined as applications & websites enabling users for creation and sharing of content or participating within social networking. YouTube is such a communication platform based on coordinated effort, content sharing, cooperation, and information. In addition, YouTube is considered as broadest, cheapest, effective, and fastest mode of communicating with people throughout the world.

As it is known, people are moving away from traditional media and engaging themselves with social media or social networking sites. Consistent technological advancement within the global society has increased the usage of online platforms. Social media platforms, such as Facebook, Twitter, etc., have enticed millions of users. Majority of the people throughout the world have incorporated using of these social networking sites as their everyday living practice. It has been very clear that users of social networking sites are increasing with every passing day, as people from different regions are getting attracted towards these online mediums irrespective of their societal conditions. Evolution of social networking sites has changed the societal trends significantly, as people in the past use to gather around in groups for having interaction. Whereas, social networking sites, such as YouTube, has transformed the thoughts of people, as individuals now prefer interacting with others in a group through online medium. In this fast-paced world, adolescents are such a community which is highly engaged in using social networking sites. Engagement of adolescents with usage of social networking sites is so high that they are involved in excessive usage of social networking sites.

Excessive usage of social media is not having positive impact on the lives of these adolescents. Amongst the drawbacks of excessive usage of social networking sites, depression is the major drawback which adolescents are experiencing recently. For having clear assessment, users have started making comparison of themselves with others to challenge the opinions of people around them. Human beings are making comparisons of themselves with those who are providing benchmark for comparison, as it is helping them in gaining sense of cognitive validity and clarity. Recent studies have explained the comparison of true-self and Facebook-self and the adverse impact of incongruence caused by the difference between these two identities and several psychological behavioural predictors. The difference between real-self and ideal-self is very common amongst people these days, as they are focusing on transforming their real-self into the ideal-self to become what they have always wanted to in their fictitious life. People are found high satisfied with their ideal-self on social media, as ideal-self of an individual is highly acceptable and appreciated by family and friends. Simply, it can be said that a good show wants to be shown by the users. User may enter psychological dysfunction's arena when the concern is shown by it on presentations such as social media-self.

Human beings have been involved in living fictitious/illusionary lives via social networking sites that are eventually resulting in making them believe on such aspects which are not real. People have been denying acceptance of their true self which leads to dissatisfaction, narcissism, emptiness, depression, and complex issues. The psychological and clinical effects of social networking sites lead to increased anxiety and depression in adolescents. Despite of massive ease in our lives provided by social networking sites, there have been certain consequences of it that people have to face. A sad demise is brought in acceptance of our true selves along with the expanding advantages provided by social networking sites in the form of improving communication, business activities and interpersonal skills. Social media platforms have been found responsible to cause adverse effects over personalities and identities of human beings. Social networking sites are the cause of cyber harassment, as relationships amongst human beings are damaged by it. Social networking sites have several other disadvantages including anxiety, depression, identity perceptions moulded, mere entertainment replacing responsibilities, time wastage, etc. Depression has been considered as the major issue amongst users of social networking sites.

Most people who have stranger Facebook friends they tend to think that their lives are better than their lives and they also think that life was not fair with them. The intense use of

Facebook is usually linked with comparing oneself with others' life on Facebook. It is said that social network sites permit users to share and comment on private information and daily status updates by the users very easily. And they do provide enough information for the social comparison. Social comparison is the process in which a person continues to think about information in comparison to his own self and others. Social examination of capacity contrasts from social correlation of assessment in that the previous essentially includes esteem judgment (i.e., who is better or more terrible) though the last doesn't; in the last case, people regularly survey likenesses and contrasts in suppositions in a non-critical way. The objective of social examination of conclusion is to find out about realities and standards, in light of which people can situate themselves in the social setting.

YouTube has been a technological innovation introduced by western world, as this social networking site is mostly western culture based. To avoid adolescents to be following western culture, Pakistani government is needed to ensure controlling of YouTube use by Pakistani adolescents in order to provide them with the right direction. YouTube is also having its influence on other factors such as self-identity, bullying, loneliness, emotional support, depression, self-expression, sleep body image, and self-identity. YouTube has been recognized as the medium to which young people are highly addictive, as it is considered more addictive than alcohol or cigarette. YouTube is becoming a major part in the lives of young people, as it has become very difficult for young people to avoid the use of YouTube even it is having negative influence over their mental condition. A young person who is focused on denying true-self for ideal-self soon might be experiencing issues such as narcissism, complex, dissatisfaction, and emptiness. Facebook and YouTube are recognized as image-focused platforms which initiates the feelings of anxiety and inadequacy amongst young people.

In this era of digitalization, adolescents all over the world have been involved in regular use of YouTube and other social media platforms just to hide from the difficulties of real life and to live their fictitious life on online platforms. Throughout the world, adolescents have numerous friends and contacts, follow multiple celebrities, and join numerous groups. However, content posted by friends, groups, celebrities cannot be controlled, as social media users mostly post content which is found boring, worse, infuriating, annoying by some users. Yet, they cannot control it as they have to see whenever they will scroll down their timelines. Hence, joining groups or making friends which post boring, annoying, infuriating,

unacceptable, and unreligious content are needed to be ignored. Furthermore, adolescents are recommended to interact with people who post inspirational stories, motivational content, and religious content, in order to avoid issue such as depression. While having meals with friends and family members, mobile phones are needed to be put on airplane mode to avoid getting notifications regarding social media platforms. In addition, adolescents are recommended to switch off their mobile phones and laptops at the time of studies to avoid distraction. Finally, phone, computer, and laptop should not be kept in bedroom to control disruption of sleep.

3.2 Digital Space

Out of all recent innovations, revolution of video streaming platforms is such an immense innovation in the field of media which has completely changed the dynamics of it. Due to the advantages that video streaming platforms are providing in enhancing the services offered by the media firms, as most of the media firms throughout the world have been focusing on restructuring and redesigning their strategies to avail these opportunities by having excelling advantages of them. To retain and satisfy the needs and requirements of audience, technological evolution has proved immense in the services promoted by the media houses. Video streaming platforms are basically playing a role of an application and the element of trust is necessary for influencing the customers to start consuming services. Video streaming platforms involves complex data, as element of trust is what makes people adapt to the application such as services offered via online mediums. The perception of people regarding the usefulness of certain service is the one which persuade them to use such service.

Perception about a service which is easy to use also serves as a guaranteed certificate for the people to develop positive intentions towards using such service in near future. Video streaming platform have reached almost all countries across the globe, as service providers throughout the world are developing awareness amongst the people about the benefits of consuming services. Video streaming platforms are growing very fast across the globe, as major reason behind their rapid growth has been their ease of use. Video streaming platforms have been an important platform that provides numerous opportunities to customers in order to interact with the service providers and to know more about them which will help them while making their perceptions. According to the perceptions of several researchers, the most powerful predictor in defining user satisfaction is perceived usefulness. Some users might consider internet-based services as very complicated and threatening, so the

appropriate determinant would be to improve the awareness of users regarding the services offered. Such increased interaction between users and service providers has clearly resulted in blurring of the line that existed between both parties from the very beginning. Perceived usefulness is all about user satisfaction which is achieved through different means because it has different dimensions like it can be achieved through by providing quality, reliability, and durability.

Major aspects and objectives of service providers in advertising and promoting their services to the customers through mediums such as video streaming platforms to influence customers to think about availing the services. Three major characteristics have been identified by the recent studies about this literature, which has successfully influenced customers towards developing of perceptions. These major characteristics are expertise work done by the video streaming platforms, trustworthiness and attractiveness, as these characteristics proved as highly responsible in persuading the perceptions of users. Perceptions of users to be targeted depend on the effectiveness and attractiveness of video streaming mediums used by the service providers. Higher the effectiveness or attractiveness of the used medium, better are the chances of influencing perceptions of users in a positive manner. Content is another important factor that can persuade the users to develop their attitudes, intentions and behaviours. Better content provided by the service providers has more chances of persuading users towards consumption of services that are offered. As young adults have the tendency to be involved with technology-based advertising mediums. So, it provides service providers with a great opportunity to market their services in such a way that it motivates users towards developing an intention of consuming the services that have been offered.

The use of digital media in politics implies the use of digital media in political processes and activities. The digital media stage includes websites such as Facebook, YouTube, and Twitter. Political procedures and exercises include all activities related to national or regional management. This includes political associations, worldwide politics, political depreciation, ideological groups and political qualities. The Internet has made communication channels a key task in news dissemination. Digital media has the ability to change news, but this is true of political depreciation, values, and political struggles. Through the use of digital media in the form of political decision-making, worldwide conflicts and extraordinary political activities, global strategies have become less and less open and more sensitive to public observations. Digital media is supported to allow anyone associated with the Internet to become a substantial creator and enable its users. The possibility of "new media populism"

lies in how residents integrate with disappointed residents and allow ordinary people to attract and active work in political dialogue. New media, including digital media arenas, such as Facebook and YouTube, can improve personal access to political information.

The digital media arena and the Internet encourage the dissemination of political data in response to mainstream news strategies that keep pace with the times and are top-down combined with high barriers. The work of digital media to democratize media cooperation (the defender introduces another participatory majority rule while all clients are ready to publish news and speeches) may miss the mark of the relevant standard. The online media crowd is largely inactive buyers, and content creation is dominated by a small number of customers who comment and write new content. Others believe that the influence of digital media will begin in one country and then go to the next. In determining how residents express their conclusions about current causes, including the country, the political structure of residents is more prominent than digital media. Before digital media programs were ubiquitous in politics, applicants tried to understand and accept technologies that would help achieve their goals, and regularly chose one digital media stage rather than another.

Indeed, even though digital media has become an important channel for basic news reporting, these stages are still under the attention of experts. In the past two years, many columnists, activists and government experts have faced legal activities in their online posts. In February 2019, the legislature announced the creation of another executive position to curb social media clients accused of spreading "abominable speech and barbarians". Prior to this, experts passed a suspicious cybercrime law in 2016 that allowed the government's liquidation forces to square online content, which they believed was illegal. In April 2019, the Law Enforcement Office of Pakistan recorded a large amount of evidence against Shahzeb Jillani. Shahzeb Jillani works for the Urdu-language Dunya News TV. He is an analytical columnist who has been accused of "cyber terrorism" and criticized "Relevant organizations in Pakistan have made defamatory comments". The public is gradually struggling with data through digital media systems in emerging countries, and there is "great potential for social media to be upgraded in the political process to strengthen or even promote commitments". Digital media is in the preferred position in political struggle is the ability to generate convincing information about quick moves, usage, promises, preferences, shares, etc.

3.3 Technology Advancement

Technology is defined as the medium that is necessary for developing a network helping in responding to a variety of cross-national, inter-organizational, or intra-organizational, needs including sharing of information regarding the resources available for enabling a response by the business firms towards emergency situation, sharing information regarding services offered by one party to another, etc.. Private and public networks are used to perform the e-network practices in most appropriate manner. It has been very necessary to identify the impact of evolving information technologies for the using of VSEs. Technology is all about sharing of information via digital mediums instead of using traditional mediums. Various business firms are not having basic resources for adopting information technologies which are very expensive like EDI. Internet is given necessary importance, as internet is utilized as a complementary tool that has been performed in correspondence to other FTEs. Technology not well adopted has become a serious challenge in this modern age. Failure in adoption of technology is giving rise to poor service delivery.

Social media platforms are providing an opportunity to the people for developing and sharing their content by participating through social networking. Some people consider social media as technology advancement which is helping in provision of several benefits as well as numerous drawbacks. One of the major issues that social media has is lack of its ability to take back the content once posted by the user, as it stays on internet forever. For some, social media is the source the leads to causing depression. Meanwhile, some of the users find social media as an interesting platform. For the owners of this platform, social media is just another business model, as social media has been considered as the platform which promotes participation and connectivity between users. Whereas, social media platforms are certainly not been considered as online mediums which show reality, instead these mediums need further explanation. Along with the benefits of social media platforms, there exists a dark side of it which shows the association of it with issues such as cyber bullying, surveillance, digital labour, trolling, and online harassment.

Social media is composed of two words such as social and media. Social has been associated with organizations, communities, or society, involving various activities during which people could be spending their time together. However, media has been considered as exchange and impart of information at wide scale involving wide range of people. Though, YouTube has been the recent technology which has replaced traditional communities through grabbing the

focus of billions across the world, as youth has been the major target audience. YouTube is such a communication platform based on coordinated effort, content sharing, cooperation, and information. Attributes of YouTube that makes it a positive platform for us, also have potential harm attached to it. There has been an increase in social comparison, distances, peer pressure, loss of interests and beliefs, and lack of self-acceptance, because of YouTube. YouTube provide people with the opportunity to make comparison with others. Issues relevant to self-esteem and insecurities tend to increase feelings of inferiority amongst people, as success and happiness of others might not be appropriate for people having insecurities or inferiority complex. For having clear assessment, users have started making comparison of themselves with others to challenge the opinions of people around them. Human beings are making comparisons of themselves with those who are providing benchmark for comparison, as it is helping them in gaining sense of cognitive validity and clarity.

YouTube and other social media platforms are also having their influence on other factors, such as self-identity, bullying, loneliness, emotional support, depression, self-expression, sleep body image, and self-identity. Social media has been a platform which has been providing opportunities to people for performing behaviours, activities, and practices, amongst groups and communities. Whereas, social networking sites are categorized as an online platform or a communication channel that assist people in sharing their observations, perspicacity, apprehensions, assumptions, information, profiles for supporting communication and interaction between numerous communities across the globe. In addition, social media is defined as applications & websites enabling users for creation and sharing of content or participating within social networking. Meanwhile, YouTube is such a communication platform based on coordinated effort, content sharing, cooperation, and information. In addition, YouTube is considered as one of the broadest, cheapest, effective, and fastest modes of communicating with people throughout the world. YouTube has been a technological innovation introduced by western world, as this social networking site is mostly western culture based. To avoid adolescents to be following western culture, governments are needed to ensure controlling of YouTube use by adolescents in order to provide them with the right direction.

Social media platforms are increasing at an alarming pace, as majority of the customers are getting involved in using social media platforms due to numerous benefits associated with such online platforms used for various purposes. Numerous researchers have revealed that the

increase of audience using video streaming platforms have almost doubled in last couple of years due to advancement in technology. The availability of social media platforms even in remote areas has made it easier for the users to increase their awareness about the use of social media platforms. Social media platforms are growing at very fast pace, as digital marketers have made it easier for the users to facilitate by these social media platforms. Simply, social media platforms have opened up new horizons for the users' facilitation. Although, there are many elements that combine up in order to make the users satisfied and their experience of using services more enjoyable. Amongst the numerous elements, perceived usefulness is considered a major factor which helps users in making their consumption of services memorable.

Sharing of information by the media and broadcasting industry with the help of video streaming platforms (such as YouTube) has led to drastic changes in users' perceptions. Although, changing trends have made the competition more complex, as media houses might have the required control over recently innovated ways used for sharing information and news to strive and succeed within their respective industry and for sustaining competitive advantage for as long as possible. In correspondence to traditional issues, hurdles and demerits such as time, location and cost have been declined due to advent of technology, as media houses are using effective ways to share the info about current affairs. With the passage of time, video streaming platforms (such as YouTube) have become more secure and users feel more relaxed while utilizing them due to the desired level of security they are attaining from such mediums. Video streaming platforms have made the use of services so easy and convenient for the users, as large mass of users has been enjoying the perks of these innovations. Recent studies regarding the increase in usage of video streaming platforms in many countries have revealed that fluctuating perceptions enforced brands/personnel to utilize video streaming platforms to make them more satisfied and loyal along with enhancing their profitability.

In this era of modernization and globalization, immense revolution has taken place in corporate world which is having its impact on the service providers operating all over the world. New technologies have inspired the perceptions of service providers towards advertising their services in a different manner. It is evident that emphasis of service providers on usage of video streaming platforms is not only limited to developed countries

or countries that have advanced technologies. But, video streaming platforms (such as YouTube) are also used in the countries which are improving their information technology sector and whom are on the path of development, so it is conclusive that many new opportunities have arisen due to increased usage of video streaming platforms. Due to innovative technology such as video streaming platforms, it has become possible for the service providers (media firms) to go beyond the restricted limitations, adopt strategic outlook and make new possibilities available for the use of audience. Video streaming platforms are proving to be an increasingly necessary innovation that a service provider must be utilized to be successful and maintain their customers.

The evolution of modern technologies has completely changed the services provided by brands / personnel. It is necessary for the personnel to look for new ways that improve their existing services and then to adapt changings within the industry and with the fluctuating demands of customers / users. Video streaming platforms (such as YouTube) are made available for the massive audience in order to promote the services in more convenient and effective manner. When services offered by the brands / personnel are now being promoted with the use of technology, then it has majorly improved the level of satisfaction of customers / users. Hence, one can say that services promoted via technology have significantly influenced the perceptions of users. With the advancement of technological innovations, service providers that deal in offering services as a primary core business must have variable resources in order to make themselves capable of exploring and benefiting from whatever technological evolutions they could. Video streaming platforms affect the factors of customers such as perceived usefulness that customer drive from the services, ease of utilizing services, security regarding the innovative facilities, convenience, and responsiveness of customers toward offered services which proves effective in measuring variation in interactions of customers and their satisfied response towards these services.

Chapter 4

DESIGN AND IMPLEMENTATION

4.1 Project Nature and Design

Research design constitutes the blue print for the collection, measurement, and analysis of data. Research design is a plan of researcher specifying the procedure and method for collection and analysis of necessary information. Research design refers to a plan of researcher specifying the procedure and method for collection and analysis of necessary information. Qualitative methodology is defined as a type of methodology in which subject's emotions and feelings are assessed. Meanwhile, quantitative methodology is defined as a type of methodology in which statistical differences among variables are studied. However, mixed methodology is defined as a type of methodology which not only investigates subject's emotions, but also studies statistical differences among variables. This research project is based on primary data. Therefore, it is a research project using quantitative research method. Meanwhile, nature of this research project is exploratory, as this research is to explore how YouTube political channels influence digital freedom of expression in Pakistan.

4.2 Targeted Audience

Population refers to an audience which a researcher targets to explore. In this research project, the researcher has chosen Pakistani users of YouTube to explore the influence of YouTube political channels on digital freedom of expression. Hence, Pakistani users of YouTube are requested to fill the questionnaire to get the relevant data. The population chosen is the Pakistani users who are involved in using YouTube. However, an appropriate sample is finalized through the software named as 'Morgan Table'. Therefore, a sample of 300 Pakistani users of YouTube is finalized to represent entire population. In terms of research, role of a researcher is mandatory. In this project, data is gathered by the researcher through adopted structured questionnaire. Thus, data is collected through adapted structured questionnaire from respondents (Pakistani users involved in using YouTube).

4.3 Sampling Technique

Present project uses convenience sample technique because this is an optimal sampling technique for a research where exact population is unknown. This sampling technique is used

to approach such individuals (within the population) who have shown willingness towards filling the questionnaire and participate within the survey. Through this sampling technique, data collection issues are dealt with properly, as this technique has certainly helped in smooth data collection process even in current pandemic situation due to COVID-19. During this survey, researcher has only requested individuals, who have shown availability and volunteered themselves, for filling questionnaire and participate in the survey. The convenience sampling has undoubtedly aided in the collection of important data, since the survey has gone off without any issues.

4.4 Instrumentation

To measure the respondents' perception towards the variables of interest, an adoptive structured questionnaire is used as an instrument to collect the data. There are many ways to collect the data. The present project is quantitative; therefore, the instrument used for data collection has been structured questionnaire based on 5 Likert scale (1 representing strongly disagree and 5 representing strongly agree). The present project has adopted the validated and already tested structured questionnaire for primary data collection. Data is collected from through structured questionnaire adopted from the previous studies. Questions of online mobilization are adopted from Rascão (2020). Questions of new technologies are adopted from Raby et al. (2018). However, questions of digital freedom of expression are adopted from Carlsson (2016). Present project has used structured questionnaire as a research tool to collect data from the respondents and analyze data to investigate the emerging trends in YouTube political channels and the use of YouTube political channels as alternative tools in freedom of expression.

4.5 Data Collection

The questionnaire is adopted and data is collected from the users of YouTube in Pakistan through the distribution of structured questionnaires physically as well as by using the online mediums through "Google Docs" and collected data on personal basis. After adopting the questionnaire with intense care, it is further simplified to ensure that process of answering becomes easier in order to get the reliable responses from the respondents involved in gathering data. It is made available both in hard form as well as in electronic form for convenience of the respondents. In addition, clear instructions are printed on the form in order to eliminate any vagueness and ambiguity in the context. Moreover, high priority is given to the confidentiality of the data provided by respondents and privacy is maintained.

Then, data collected through questionnaires is synchronized appropriately to aid the reasonable findings and conclusions for the project.

4.6 Data Analysis

Once data collection is done, data analysis began with the help of various tests to complete the analysis procedure. Statistical tool (such as descriptive frequencies) and graphical representation are used with the help of SPSS software for proceeding data analysis and identifying the emerging trends in YouTube political channels: alternative tools in freedom of expression.

Chapter 5

TESTING AND DEPLOYMENT

5.1 Descriptive Frequencies

The researcher has grouped the data collected into different classes so that it is easier to interpret. The sample size consists of many groups and they are as follows, what is the gender of the respondent, what is their age, what is their education, what is their occupation, are you the user of social media, how frequently you use YouTube and how many hours you spent while using YouTube. These questions if answered as per the expectations, then those people were included in the project.

Descriptive Frequencies

Demographics		Frequencies	Percentages	Cumulative Percentage
Gender	Male	191	64	64
	Female	109	36	109
Age	Less than 30 years	89	30	30
	30 – 45 years	137	46	76
	More than 45 years	74	24	100
Education	Intermediate	98	33	33
	Undergraduate/ Graduate	137	46	79
	Postgraduate	63	21	100
Occupation	Government Employee	48	16	16
	Private Employee	73	24	40
	Self-Employed	41	14	54

	Unemployed	27	9	63
	Student	111	37	100
Social Media User	Yes	300	100	100
	No	0	0	0
Frequency of Using YouTube	Very Rare	13	4	4
	Rare	29	10	14
	Occasional	48	16	30
	Frequent	210	70	100
Hours Spent While Using YouTube	1 hour a day	57	19	19
	2 – 3 hours a day	109	36	55
	4 – 5 hours a day	80	27	82
	More than 5 hours a day	54	18	100

Out of 300 respondents, based on gender, 191 respondents with the percentage of 64 were males. On the other hand, 109 respondents having the percentage of 36 were females respectively. On the basis of age, 89 respondents with the percentage of 30 were having age less than 30 years. 137 respondents with the percentage of 46 were having age between 30 – 45 years. However, 74 respondents with the percentage of 24 were having age more than 45 years. On the basis of education, 98 respondents with the percentage of 33 were intermediate. Similarly, 137 respondents with the percentage of 46 were undergraduates/graduates. In addition, 63 respondents with the percentage of 21 were postgraduates. Based on occupation, 48 respondents with the percentage of 16 were government employee. 73 respondents with the percentage of 24 were private employee.

However, 41 respondents with the percentage of 14 were self-employed. In addition, 27 respondents with the percentage of 9 were unemployed. Similarly, 111 respondents with the percentage of 37 were students. On the basis of social media user, 300 respondents with the percentage of 100 were the users of social media. Based on frequency of using YouTube, 13 respondents with the percentage of 4 use YouTube very rarely. 29 respondents with the percentage of 10 use YouTube rarely. However, 48 respondents with the percentage of 16 use YouTube occasionally. Meanwhile, 210 respondents with the percentage of 70 use YouTube frequently. On the basis of hours spent while using YouTube, 57 respondents with the percentage of 19 uses YouTube for an hour a day. Similarly, 109 respondents with the percentage of 36 use YouTube for 2 – 3 hours a day. In addition, 80 respondents with the percentage of 27 use YouTube 4 – 5 hours a day. However, 54 respondents with the percentage of 18 use YouTube more than 5 hours a day.
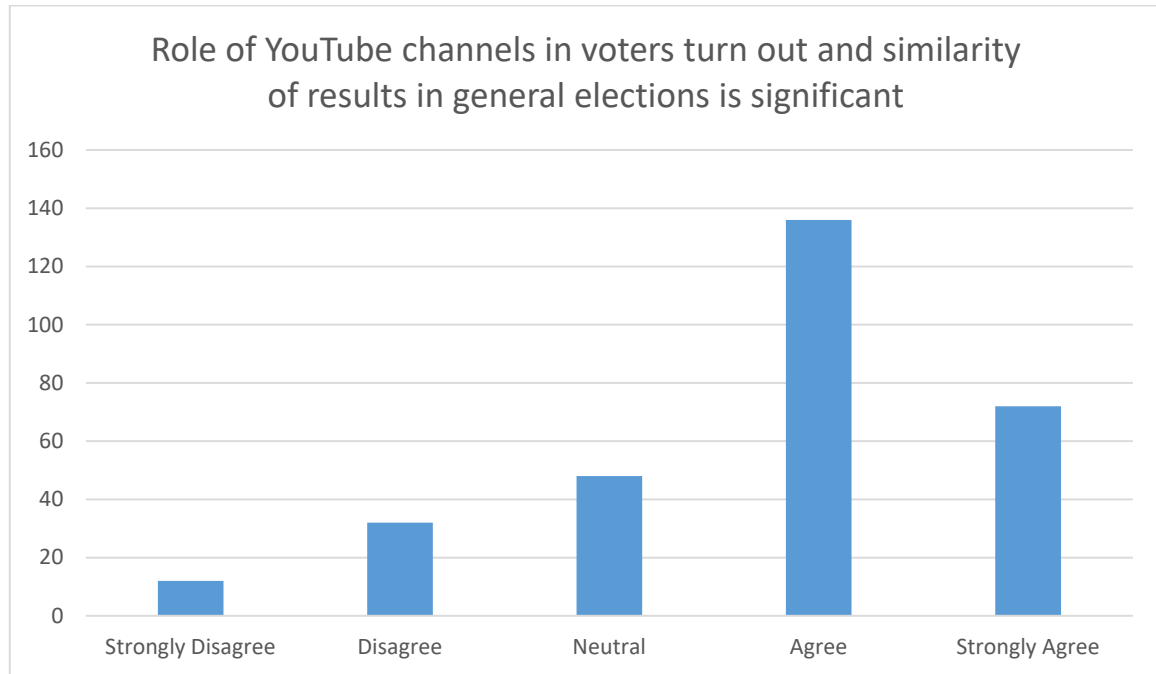
5.2 Graphical Representation
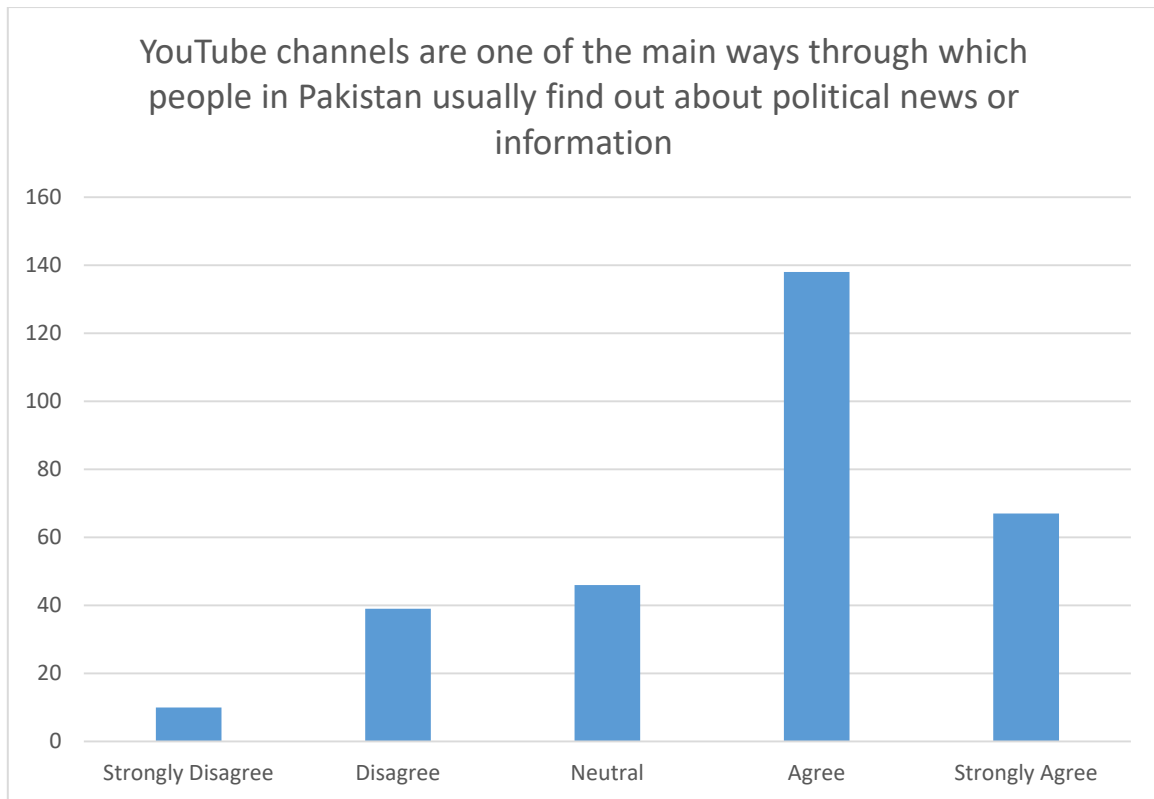
5.1.2.1 Online Mobilization in Pakistan
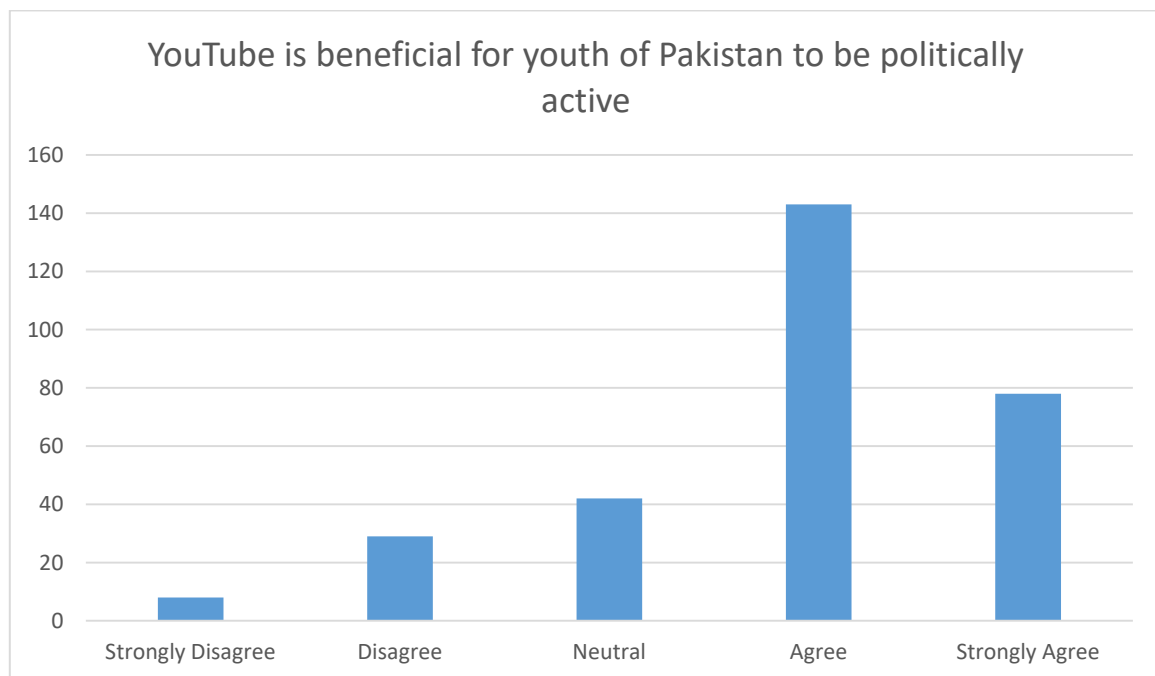
The survey indicates that out of 300, 8 respondents have strongly disagreed, 29 respondents have agreed, 42 respondents have been neutral, 143 respondents have agreed, and 78 respondents have strongly agreed to "YouTube is beneficial for youth of Pakistan to be politically active". It is concluded that out of 300 respondents, 221 respondents have agreed
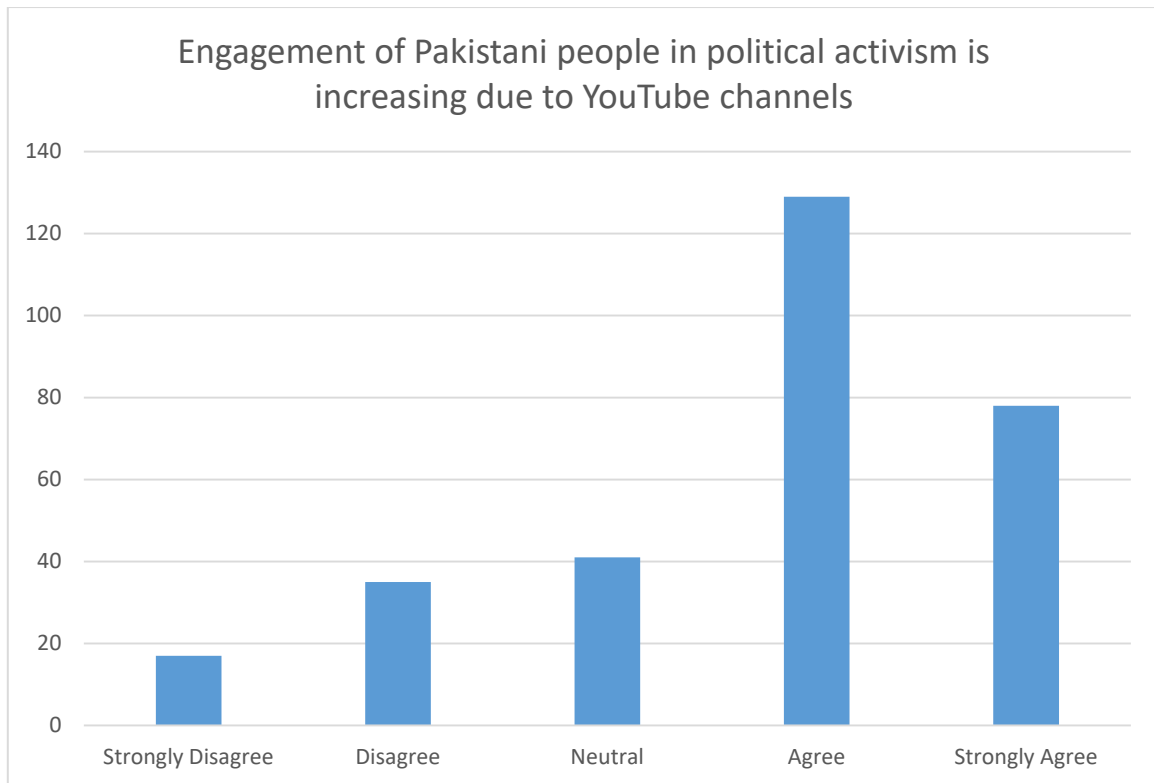
or strongly agreed, whereas 37 respondents have disagreed or strongly disagreed with the fact that YouTube is beneficial for youth of Pakistan to be politically active.
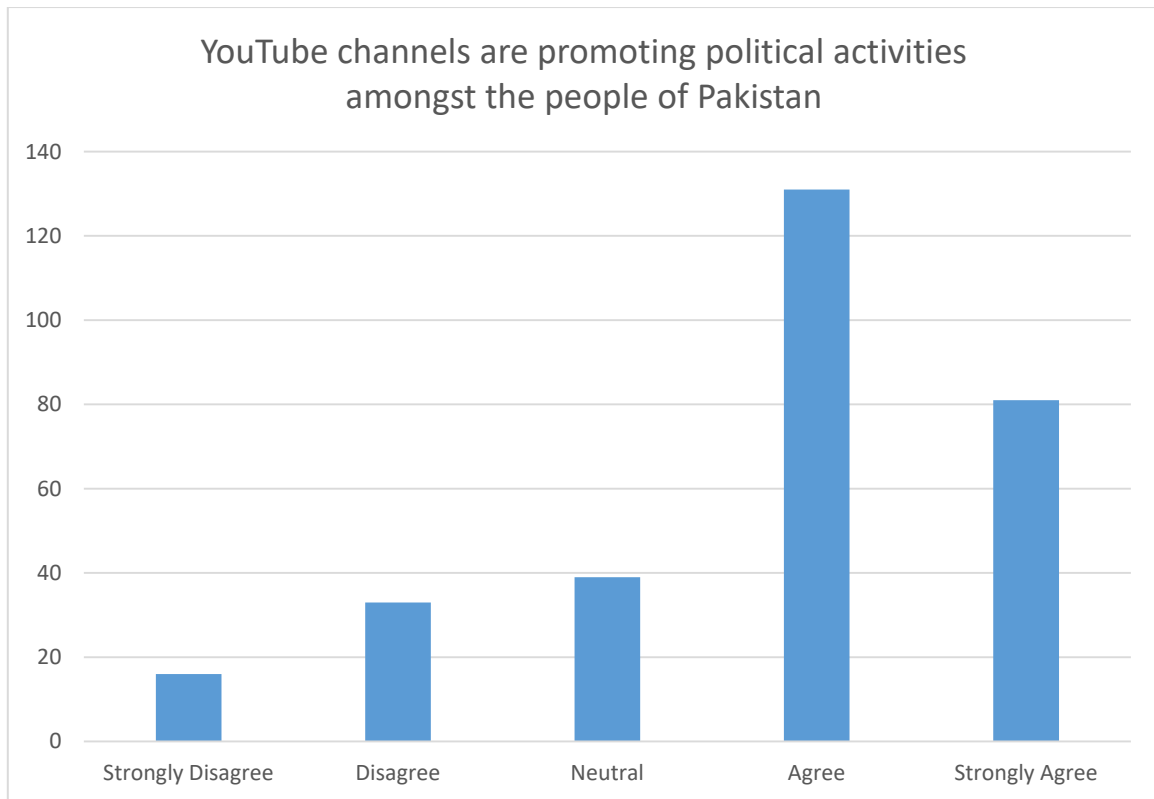

The survey indicates that out of 300, 12 respondents have strongly disagreed, 32 respondents have agreed, 48 respondents have been neutral, 136 respondents have agreed, and 72 respondents have strongly agreed to "Role of YouTube channels in voters turn out and similarity of results in general elections is significant". It is concluded that out of 300 respondents, 208 respondents have agreed or strongly agreed, whereas 44 respondents have disagreed or strongly disagreed with the fact that role of YouTube channels in voters turn out and similarity of results in general elections is significant.

YouTube channels are one of the main ways through which people in Pakistan usually find out about political news or information
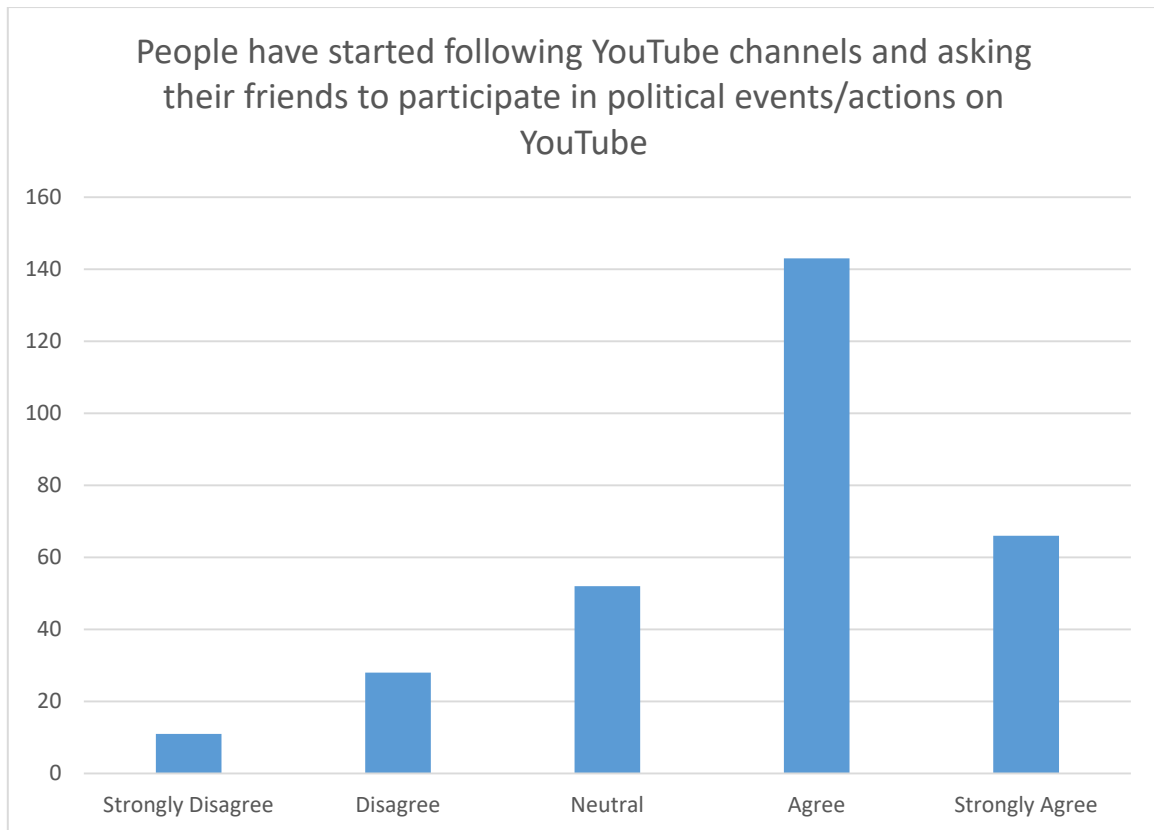

The survey indicates that out of 300, 10 respondents have strongly disagreed, 39 respondents have agreed, 46 respondents have been neutral, 138 respondents have agreed, and 67 respondents have strongly agreed to "YouTube channels are one of the main ways through which people in Pakistan usually find out about political news or information". It is concluded that out of 300 respondents, 205 respondents have agreed or strongly agreed, whereas 49 respondents have disagreed or strongly disagreed with the fact that YouTube channels are one of the main ways through which people in Pakistan usually find out about political news or information.

Engagement of Pakistani people in political activism is increasing due to YouTube channels

The survey indicates that out of 300, 17 respondents have strongly disagreed, 35 respondents have agreed, 41 respondents have been neutral, 129 respondents have agreed, and 78 respondents have strongly agreed to "Engagement of Pakistani people in political activism is increasing due to YouTube channels". It is concluded that out of 300 respondents, 207 respondents have agreed or strongly agreed, whereas 52 respondents have disagreed or strongly disagreed with the fact that engagement of Pakistani people in political activism is increasing due to YouTube channels.

YouTube channels are promoting political activities amongst the people of Pakistan
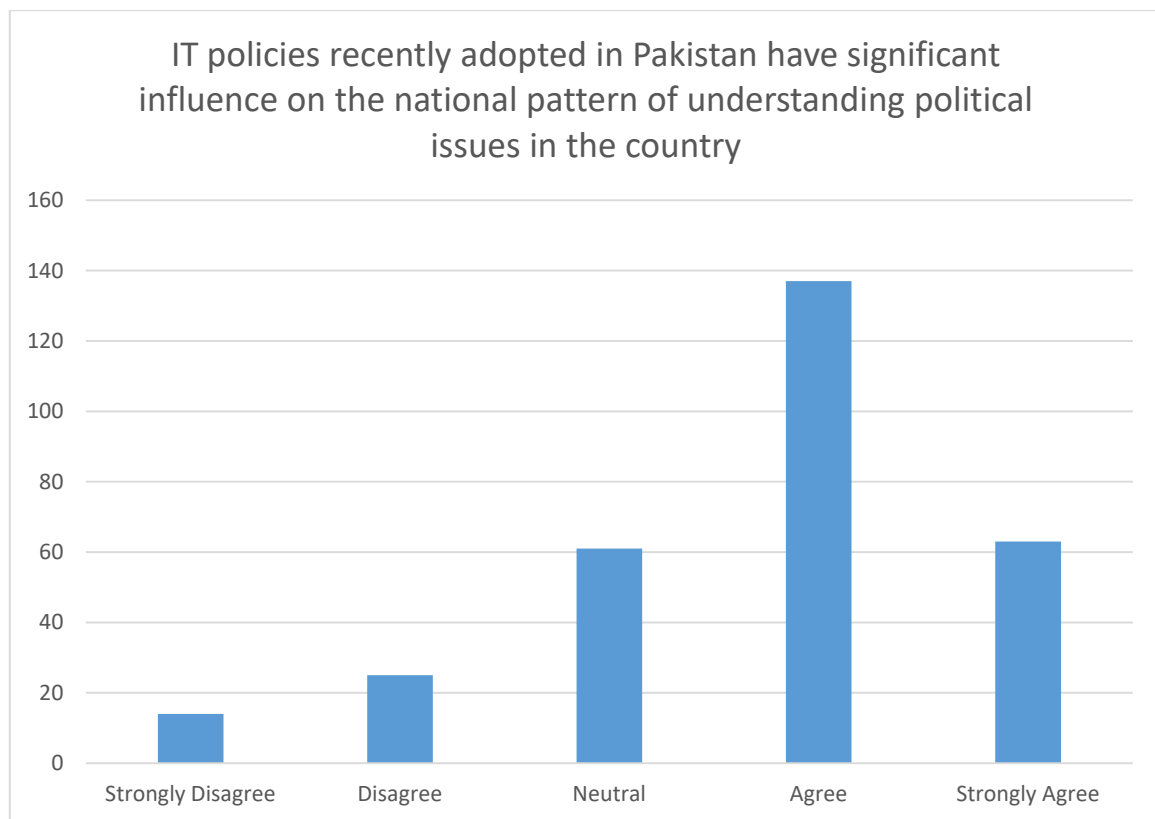

The survey indicates that out of 300, 16 respondents have strongly disagreed, 33 respondents have agreed, 39 respondents have been neutral, 131 respondents have agreed, and 81 respondents have strongly agreed to "YouTube channels are promoting political activities amongst the people of Pakistan". It is concluded that out of 300 respondents, 212 respondents have agreed or strongly agreed, whereas 49 respondents have disagreed or strongly disagreed with the fact that YouTube channels are promoting political activities amongst the people of Pakistan.

People have started following YouTube channels and asking their friends to participate in political events/actions on YouTube
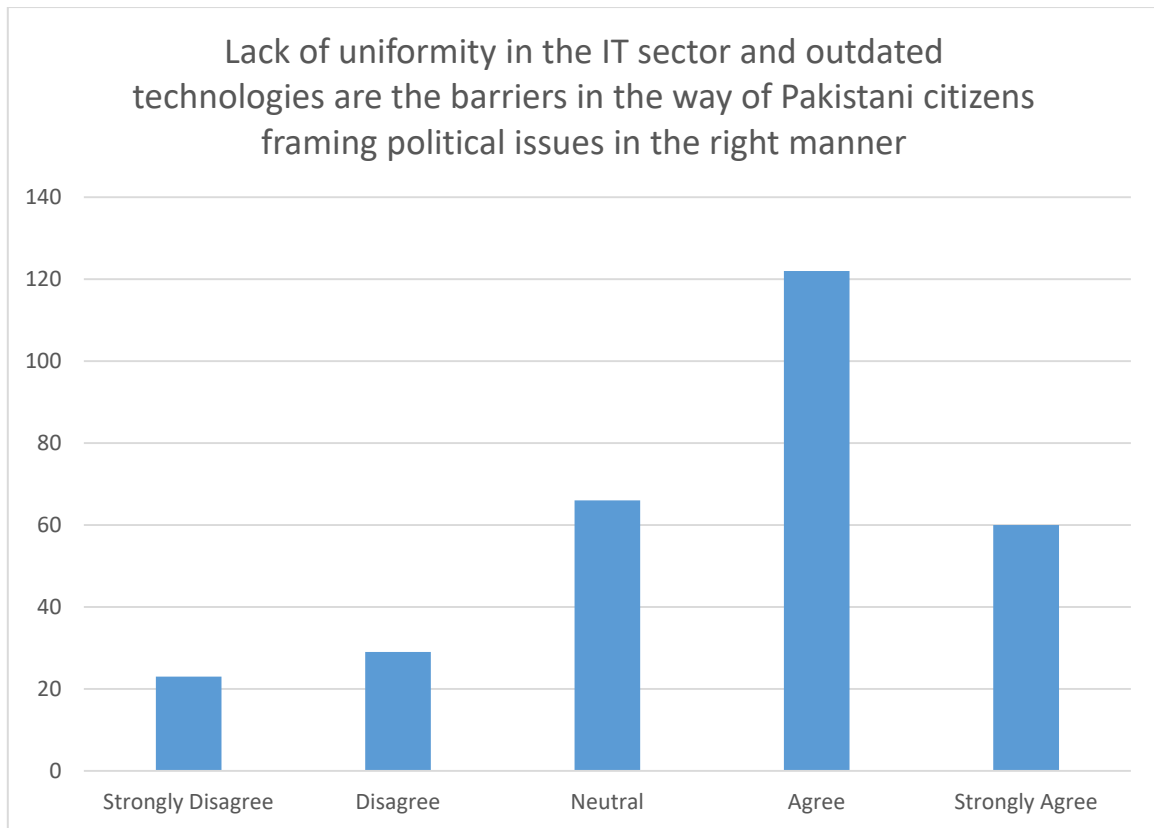
The survey indicates that out of 300, 11 respondents have strongly disagreed, 28 respondents have agreed, 52 respondents have been neutral, 143 respondents have agreed, and 66 respondents have strongly agreed to "People have started following YouTube channels and asking their friends to participate in political events/actions on YouTube". It is concluded that out of 300 respondents, 209 respondents have agreed or strongly agreed, whereas 39 respondents have disagreed or strongly disagreed with the fact that people have started following YouTube channels and asking their friends to participate in political events/actions on YouTube.

5.1.2.2 New Technologies in Pakistan

IT policies recently adopted in Pakistan have significant influence on the national pattern of understanding political issues in the country

The survey indicates that out of 300, 14 respondents have strongly disagreed, 25 respondents have agreed, 61 respondents have been neutral, 137 respondents have agreed, and 63 respondents have strongly agreed to "IT policies recently adopted in Pakistan have significant influence on the national pattern of understanding political issues in the country". It is concluded that out of 300 respondents, 200 respondents have agreed or strongly agreed, whereas 39 respondents have disagreed or strongly disagreed with the fact that IT policies recently adopted in Pakistan have significant influence on the national pattern of understanding political issues in the country.

Lack of uniformity in the IT sector and outdated technologies are the barriers in the way of Pakistani citizens framing political issues in the right manner
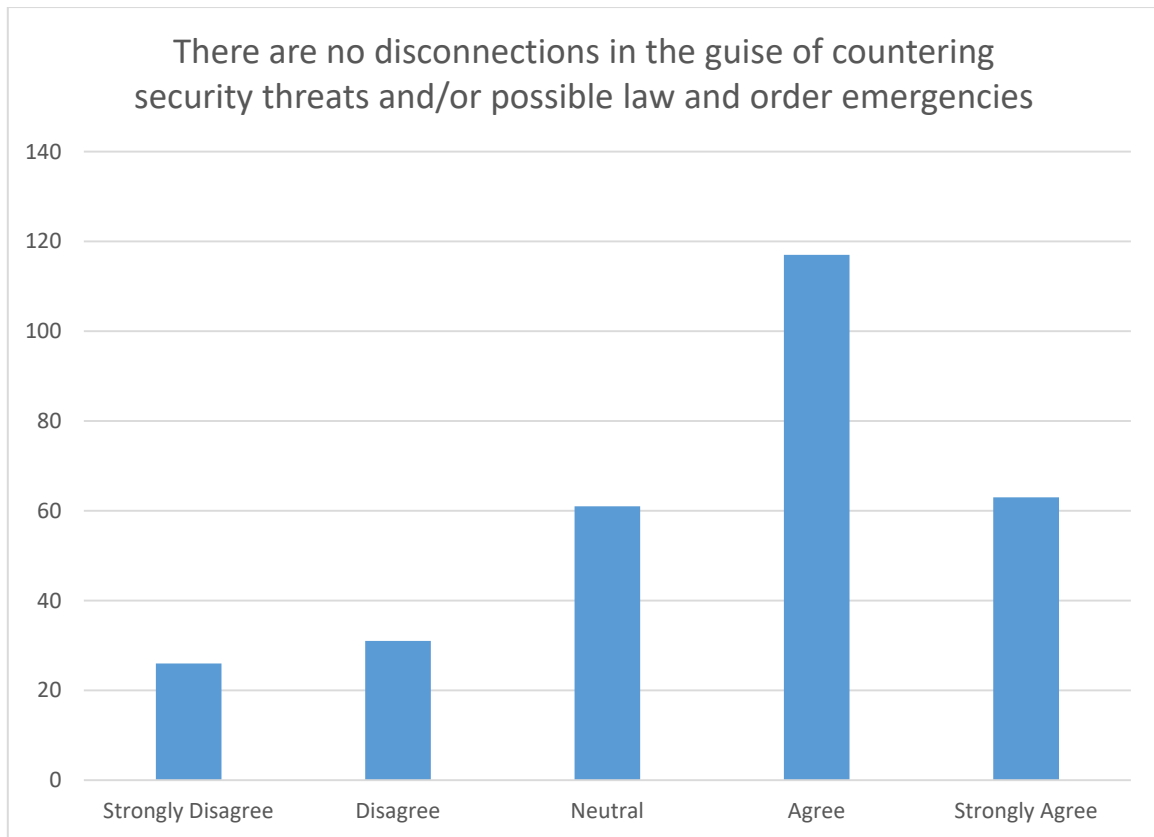
The survey indicates that out of 300, 23 respondents have strongly disagreed, 29 respondents have agreed, 66 respondents have been neutral, 122 respondents have agreed, and 60 respondents have strongly agreed to "Lack of uniformity in the IT sector and outdated technologies are the barriers in the way of Pakistani citizens framing political issues in the right manner". It is concluded that out of 300 respondents, 182 respondents have agreed or strongly agreed, whereas 52 respondents have disagreed or strongly disagreed with the fact that lack of uniformity in the IT sector and outdated technologies are the barriers in the way of Pakistani citizens framing political issues in the right manner.
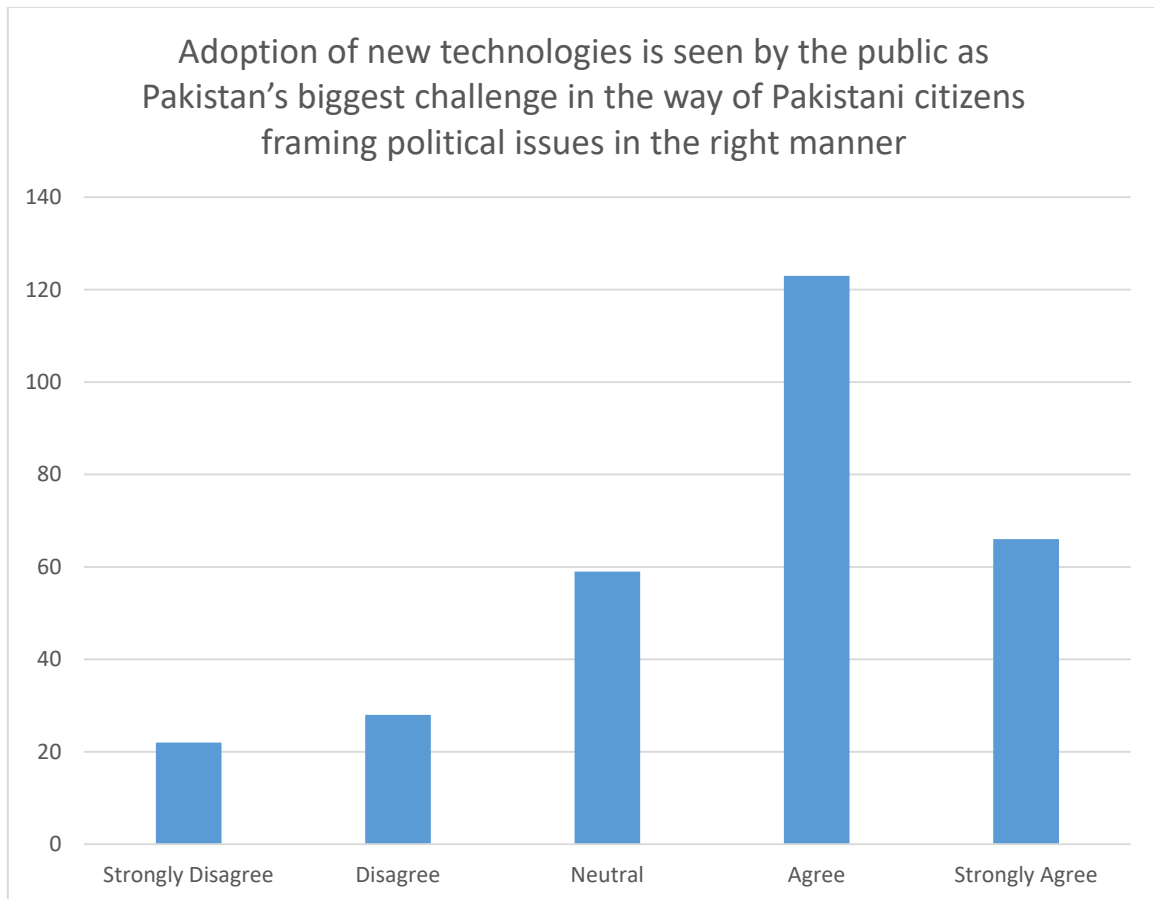
Internet access is maintained at all times, including during political unrest
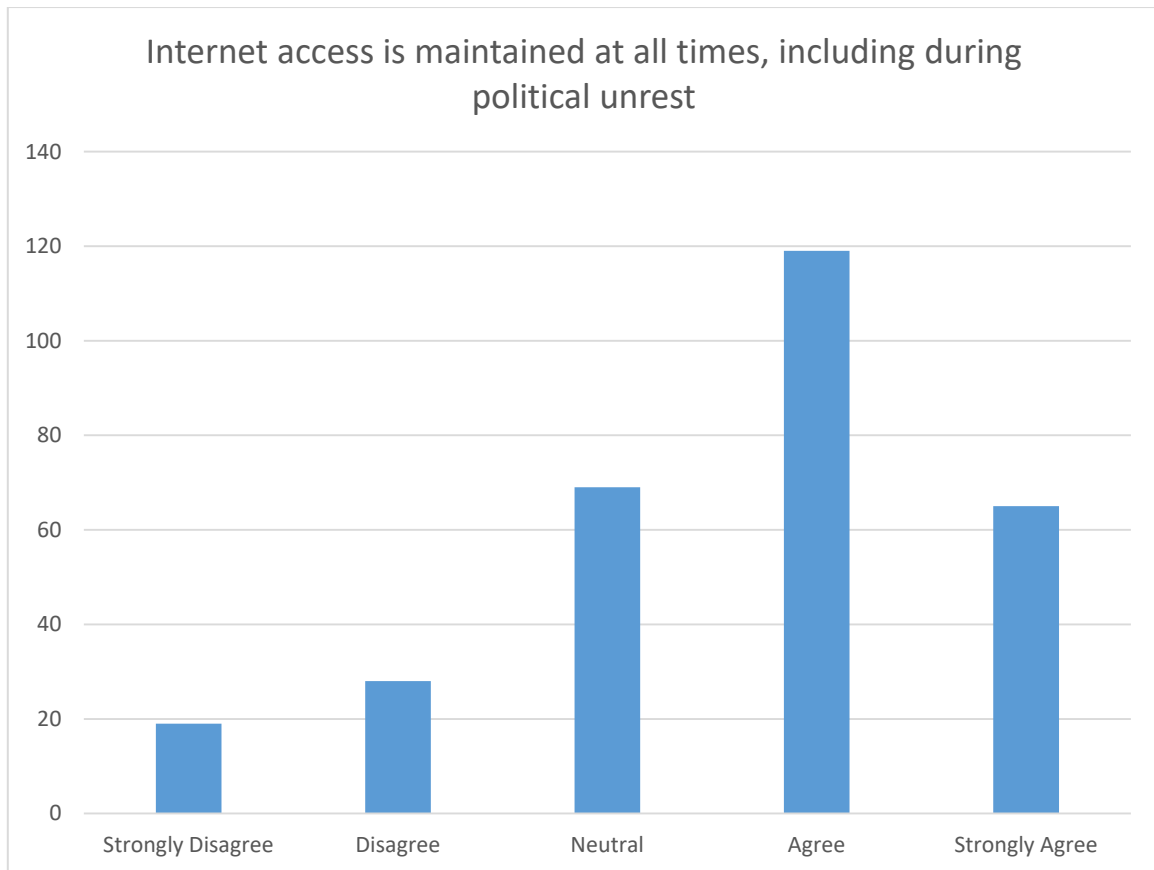
The survey indicates that out of 300, 19 respondents have strongly disagreed, 28 respondents have agreed, 69 respondents have been neutral, 119 respondents have agreed, and 65 respondents have strongly agreed to "Internet access is maintained at all times, including during political unrest". It is concluded that out of 300 respondents, 184 respondents have agreed or strongly agreed, whereas 47 respondents have disagreed or strongly disagreed with the fact that Internet access is maintained at all times, including during political unrest.

There are no disconnections in the guise of countering security threats and/or possible law and order emergencies
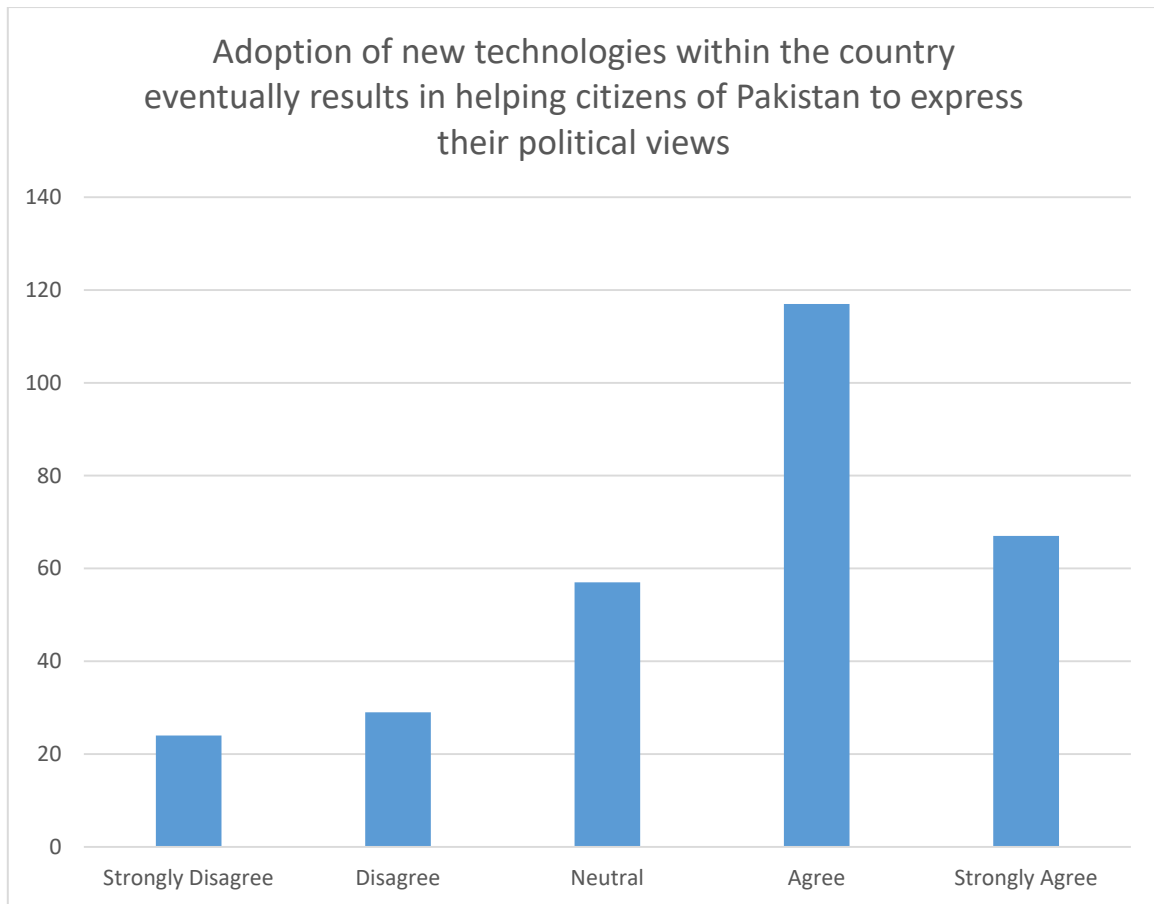
The survey indicates that out of 300, 26 respondents have strongly disagreed, 31 respondents have agreed, 61 respondents have been neutral, 117 respondents have agreed, and 63 respondents have strongly agreed to "There are no disconnections in the guise of countering security threats and/or possible law and order emergencies". It is concluded that out of 300 respondents, 180 respondents have agreed or strongly agreed, whereas 57 respondents have disagreed or strongly disagreed with the fact that there are no disconnections in the guise of countering security threats and/or possible law and order emergencies.

Adoption of new technologies is seen by the public as Pakistan's biggest challenge in the way of Pakistani citizens framing political issues in the right manner
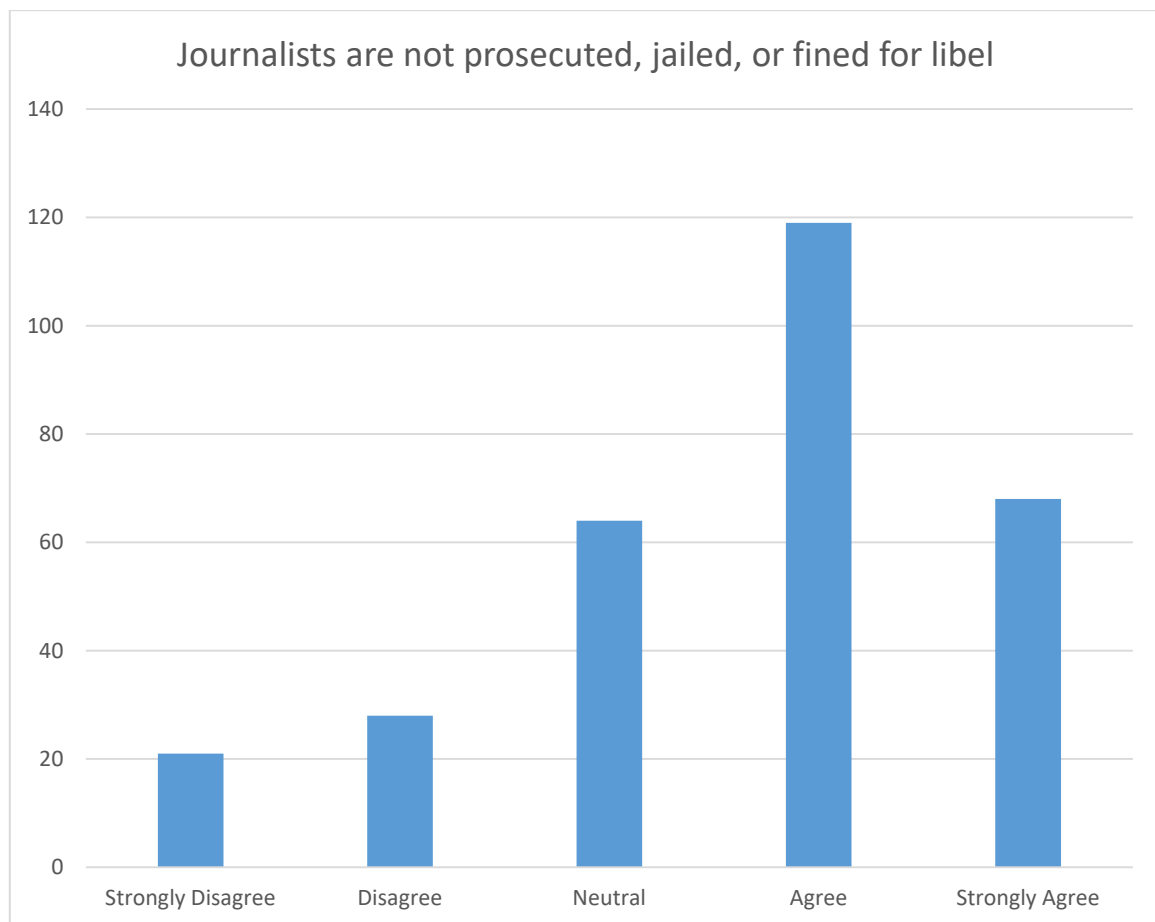
The survey indicates that out of 300, 22 respondents have strongly disagreed, 28 respondents have agreed, 59 respondents have been neutral, 123 respondents have agreed, and 68 respondents have strongly agreed to "Adoption of new technologies is seen by the public as Pakistan's biggest challenge in the way of Pakistani citizens framing political issues in the right manner". It is concluded that out of 300 respondents, 191 respondents have agreed or strongly agreed, whereas 50 respondents have disagreed or strongly disagreed with the fact that adoption of new technologies is seen by the public as Pakistan's biggest challenge in the way of Pakistani citizens framing political issues in the right manner.

Adoption of new technologies within the country eventually results in helping citizens of Pakistan to express their political views

The survey indicates that out of 300, 24 respondents have strongly disagreed, 29 respondents have agreed, 57 respondents have been neutral, 117 respondents have agreed, and 73 respondents have strongly agreed to "Adoption of new technologies within the country eventually results in helping citizens of Pakistan to express their political views". It is concluded that out of 300 respondents, 190 respondents have agreed or strongly agreed, whereas 51 respondents have disagreed or strongly disagreed with the fact that adoption of new technologies within the country eventually results in helping citizens of Pakistan to express their political views.
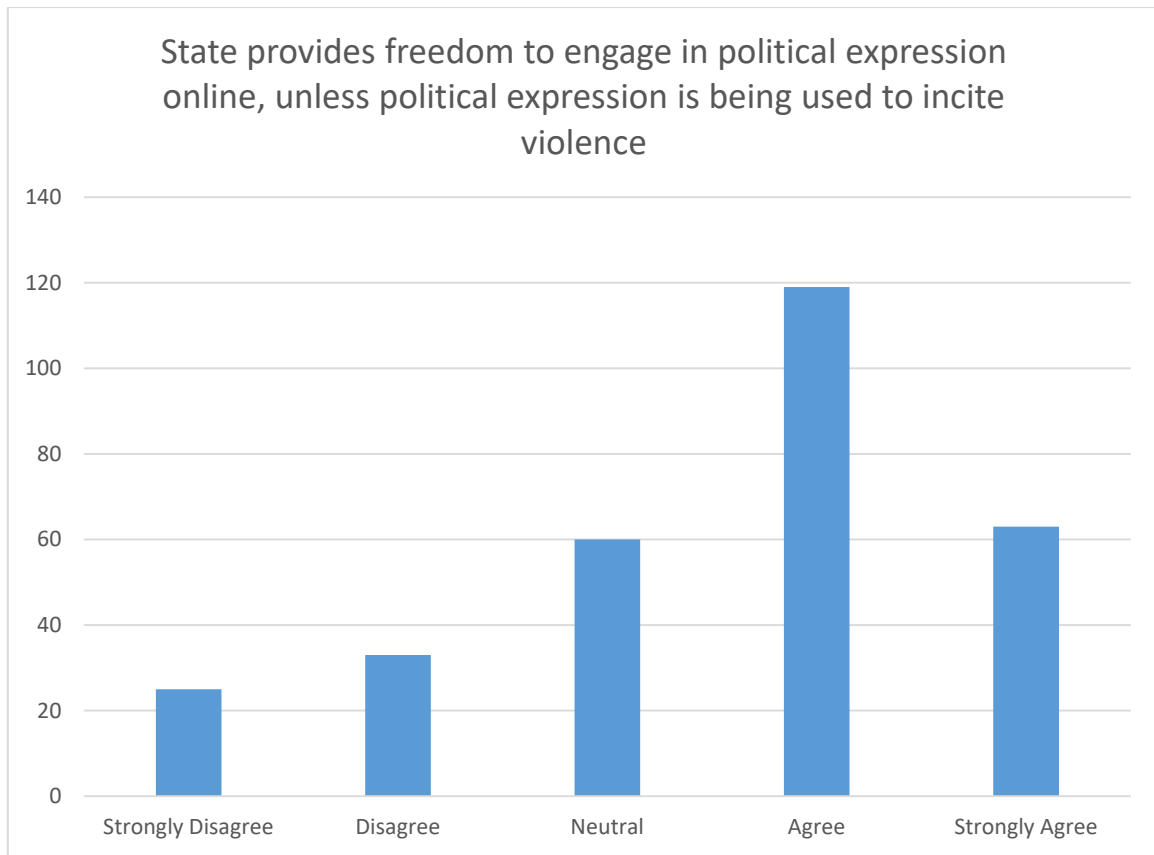
5.1.2.3 Digital Freedom of Expression

The survey indicates that out of 300, 21 respondents have strongly disagreed, 28 respondents have agreed, 64 respondents have been neutral, 119 respondents have agreed, and 68 respondents have strongly agreed to "Journalists are not prosecuted, jailed, or fined for libel". It is concluded that out of 300 respondents, 187 respondents have agreed or strongly agreed, whereas 49 respondents have disagreed or strongly disagreed with the fact that journalists are not prosecuted, jailed, or fined for libel.

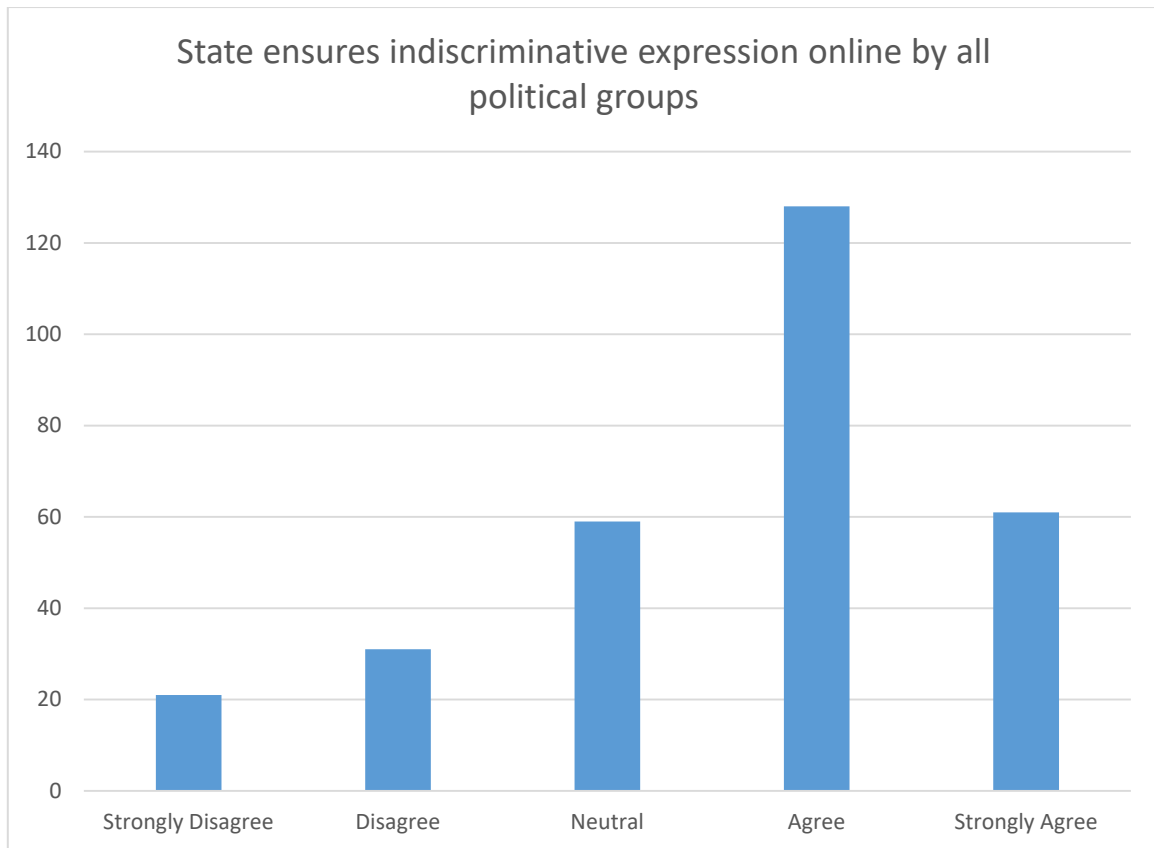## Journalists and internet users do not engage in self-censorship
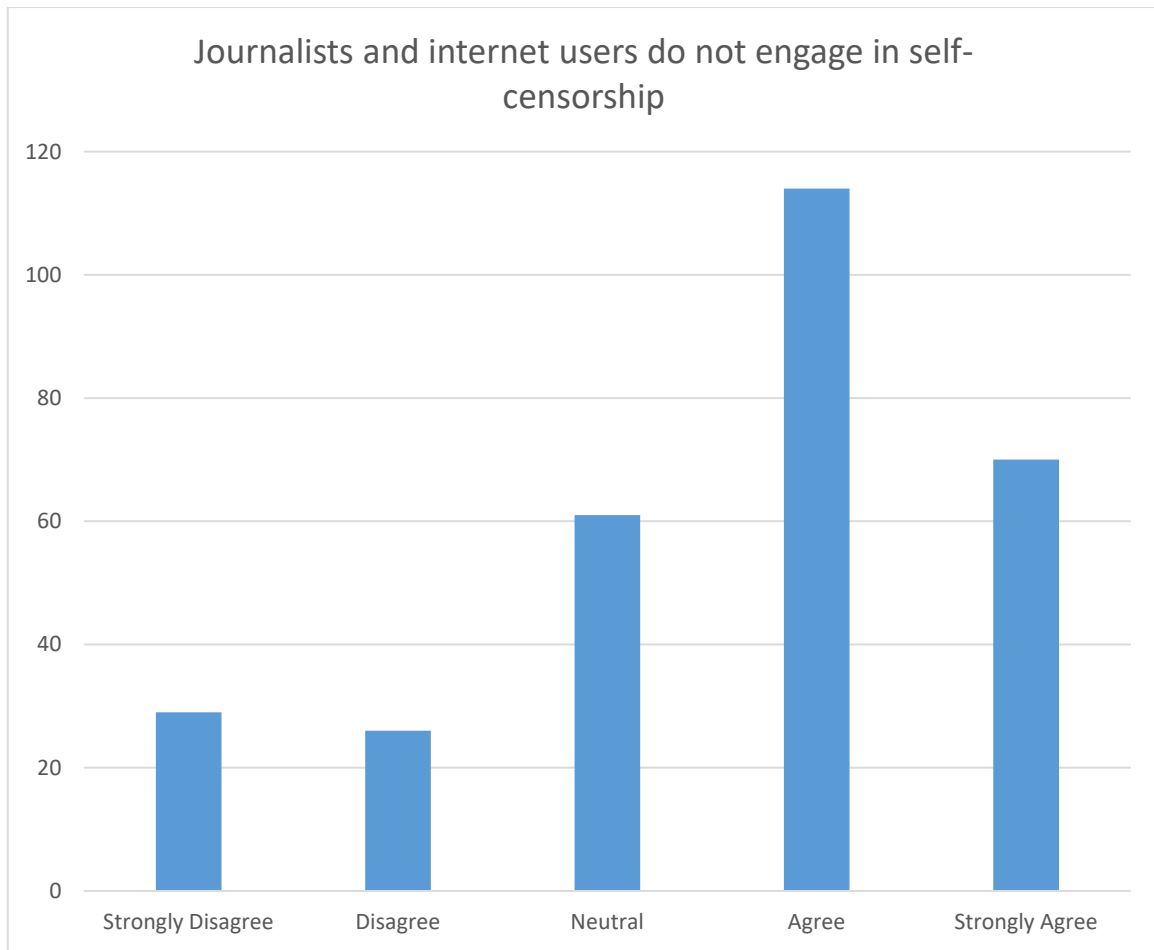
The survey indicates that out of 300, 29 respondents have strongly disagreed, 26 respondents have agreed, 61 respondents have been neutral, 114 respondents have agreed, and 70 respondents have strongly agreed to "Journalists and internet users do not engage in self-censorship". It is concluded that out of 300 respondents, 184 respondents have agreed or strongly agreed, whereas 55 respondents have disagreed or strongly disagreed with the fact that journalists and internet users do not engage in self-censorship.

State provides freedom to engage in political expression online, unless political expression is being used to incite violence
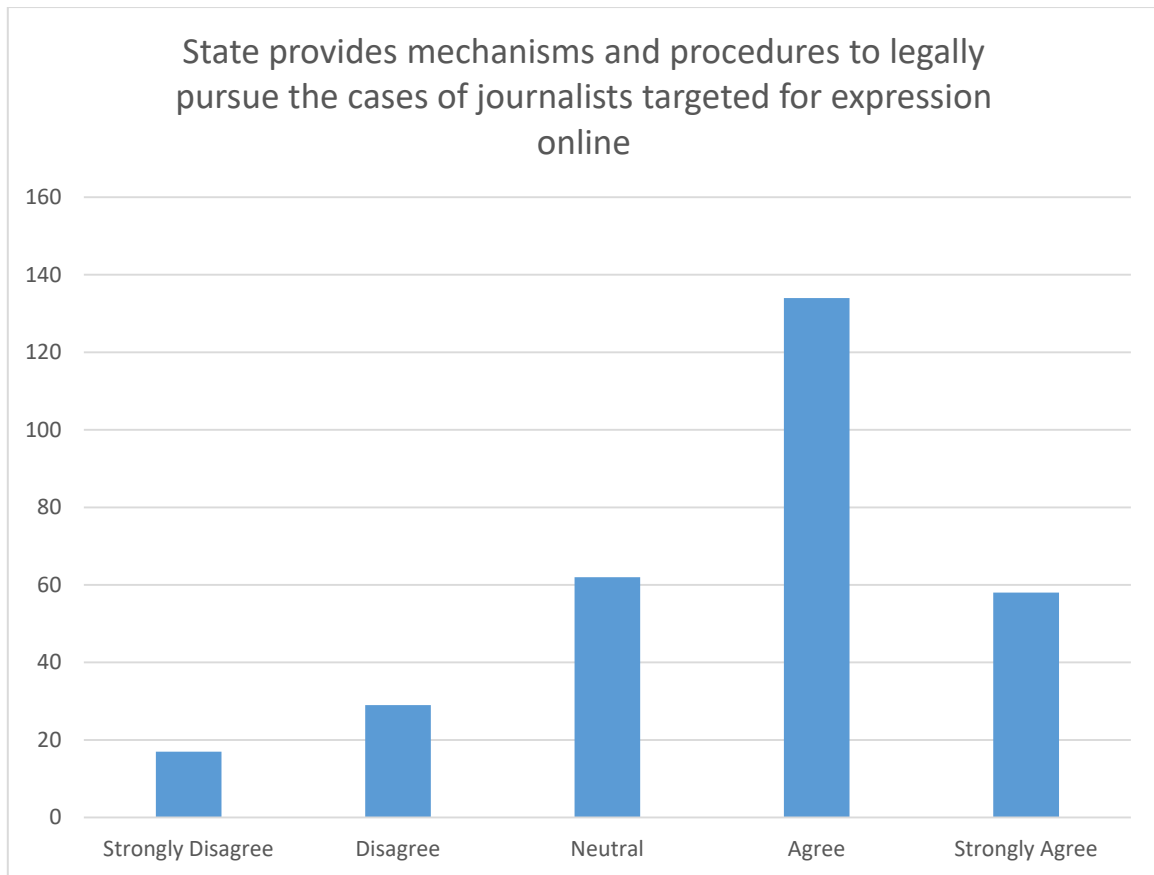
The survey indicates that out of 300, 25 respondents have strongly disagreed, 33 respondents have agreed, 60 respondents have been neutral, 119 respondents have agreed, and 63 respondents have strongly agreed to "State provides freedom to engage in political expression online, unless political expression is being used to incite violence". It is concluded that out of 300 respondents, 182 respondents have agreed or strongly agreed, whereas 58 respondents have disagreed or strongly disagreed with the fact that state provides freedom to engage in political expression online, unless political expression is being used to incite violence.

State ensures indiscriminative expression online by all political groups

The survey indicates that out of 300, 21 respondents have strongly disagreed, 31 respondents have agreed, 59 respondents have been neutral, 128 respondents have agreed, and 61 respondents have strongly agreed to "State ensures indiscriminative expression online by all political groups". It is concluded that out of 300 respondents, 189 respondents have agreed or strongly agreed, whereas 52 respondents have disagreed or strongly disagreed with the fact that state ensures indiscriminative expression online by all political groups.

State provides mechanisms and procedures to legally pursue the cases of journalists targeted for expression online
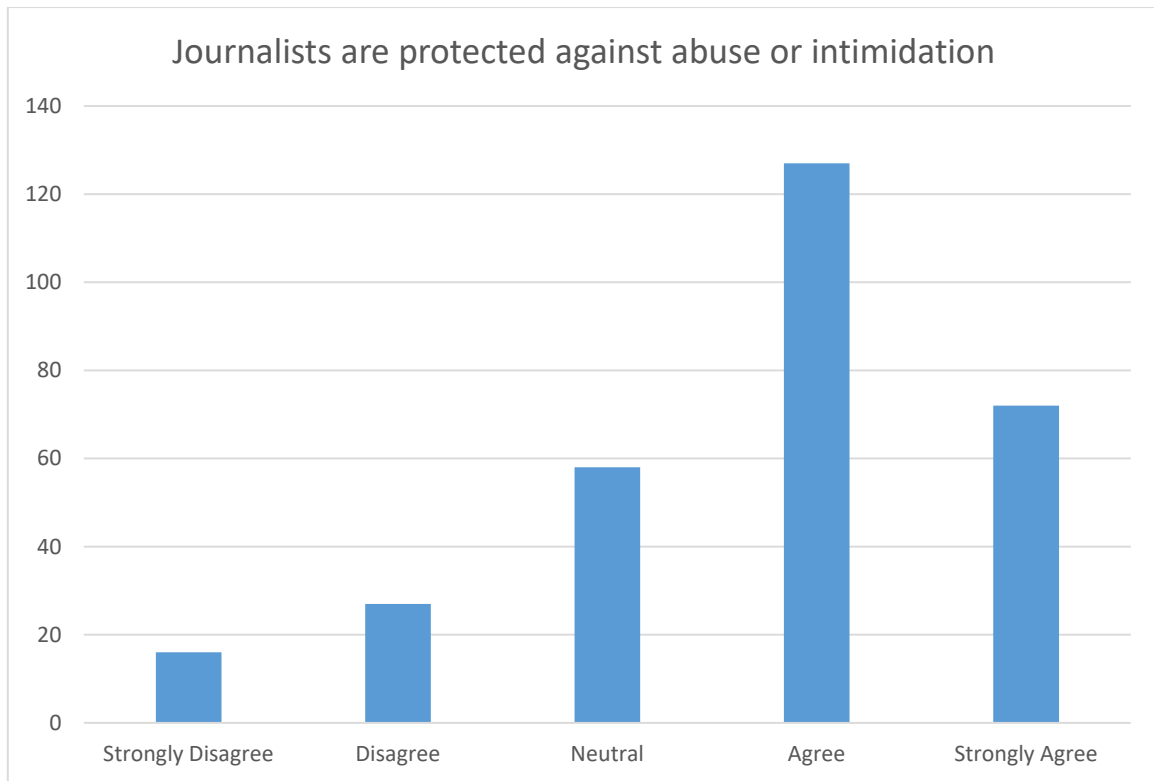
The survey indicates that out of 300, 17 respondents have strongly disagreed, 29 respondents have agreed, 62 respondents have been neutral, 134 respondents have agreed, and 58 respondents have strongly agreed to "State provides mechanisms and procedures to legally pursue the cases of journalists targeted for expression online". It is concluded that out of 300 respondents, 192 respondents have agreed or strongly agreed, whereas 46 respondents have disagreed or strongly disagreed with the fact that state provides mechanisms and procedures to legally pursue the cases of journalists targeted for expression online.

Journalists are protected against abuse or intimidation

The survey indicates that out of 300, 16 respondents have strongly disagreed, 27 respondents have agreed, 58 respondents have been neutral, 127 respondents have agreed, and 72 respondents have strongly agreed to "Journalists are protected against abuse or intimidation". It is concluded that out of 300 respondents, 199 respondents have agreed or strongly agreed, whereas 43 respondents have disagreed or strongly disagreed with the fact that Journalists are protected against abuse or intimidation.

Chapter 6

CONCLUSION AND RECOMMENDATIONS

6.1 Conclusion

Objective of this project is to analyze the role of online mobilization in in showing political space in Pakistan, new technologies helping Pakistani citizens to frame political issues and YouTube political channels promoting digital freedom of expression in Pakistan. An adoptive structured questionnaire based on 5 Likert scale (1 representing strongly disagree and 5 representing strongly agree) is distributed among the users of YouTube in Pakistan for data collection and to explore the impact of each variable in this project. Data is collected from 300 respondents (who are users of YouTube in Pakistan) representing entire population. To testify the relationship, a survey is conducted based on adopted structured questionnaire and relationship amongst online mobilization, new technologies, YouTube political channels and digital freedom of expression is checked. Based on the analysis, it is proved that online mobilization has significant role in showing political space in Pakistan. In addition, graphical representation has also proved that new technologies are positively helping Pakistani citizens to frame political issues and YouTube significantly promotes digital freedom of expression in Pakistan. Conclusively, it is proved that YouTube political channels are proving as an effective tool of promoting digital freedom of expression in Pakistan.

6.2 Recommendations

Majority of the aspects are covered in this project. However, there is always room for improvement. Some improvements could be brought in this project while conducting a research in future. Improvements can be in the form of expanded time frame, different targeted audience, changed variables, additional variables, expanded sample size, etc. In future, time frame could be extended to have a detailed research project. Appropriate time frame must be allotted to the researcher for conducting this vast research, as it will help in gathering of responses from users of YouTube in Pakistan and belonging to different cities across the entire country. In addition, this project is performed over users of YouTube in Pakistan, as it can be conducted on the users of YouTube belonging to country other than Pakistan. Additionally, digital freedom of expression or any other variable of this project could be replaced, or other variables could be added to the project in future to have detailed research. Furthermore, sample size could be increased to conduct this project in a better way.

These recommendations might prove highly significant in assisting any researcher in future towards exploring the emerging trends in YouTube political channels and the use of YouTube political channels as alternative tools in freedom of expression in more significant manner.

6.3 Implications

This prove will prove practical in helping Journalists of Pakistan, users of YouTube in Pakistan, academic students and faculty, research students, etc. This project will assist in developing the awareness of journalists towards the role that YouTube political channels play towards improving digital freedom of expression. In addition, this project will prove highly effective in helping how emerging trends in YouTube political channels have resulted in improving digital freedom of expression. Furthermore, this project will prove highly effective for research students (PhD students) towards understanding the vital contribution that online mobilization and new technologies make towards having positive influence on digital freedom of expression, political space in Pakistan and framing of political issues by Pakistani citizens. Furthermore, research students will be able to consider this research project as a foundation to further explore the emerging trends in YouTube political channels and the use of YouTube political channels as alternative tools in freedom of expression.

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Research Questionnaire

This questionnaire has been designed for the sole purpose of collecting data regarding 'emerging trends in YouTube political channels: Alternative tools in freedom of expression'. The data collected will be treated with very high degree confidentiality and it is meant for academic purpose only. You are kindly asked to fill out this questionnaire by circling appropriate answers.

Section A: General Information

1. What is your gender?

- Male
- Female

2. What is your age?

- Less than 30 years
- 30 – 45 years
- More than 45 years

3. What is your education?

- Intermediate
- Undergraduate/Graduate
- Postgraduate

4. What is your occupation?

- Government Employee
- Private Employee
- Self-Employed
- Unemployed
- Student

5. Are you a user of social media?

- Yes
- No

6. How frequently you use YouTube?

- Very Rare
- Rare
- Occasional
- Frequent

7. How many hours you spent while using YouTube?

- 1 hour a day
- 2 – 3 hours a day
- 4 – 5 hours a day
- More than 5 hours a day

Section B: Online Mobilization in Pakistan

Online Mobilization	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
YouTube is beneficial for youth of Pakistan to be politically active	1	2	3	4	5
Role of YouTube channels in voters turn out and similarity of results in general elections is significant	1	2	3	4	5
YouTube channels are one of the main ways through which people in Pakistan usually find out about political news or information	1	2	3	4	5
Engagement of Pakistani people in political activism is increasing due to YouTube channels	1	2	3	4	5

YouTube channels are promoting political activities amongst the people of Pakistan	1	2	3	4	5
People have started following YouTube channels and asking their friends to participate in political events/actions on YouTube	1	2	3	4	5

Section C: New Technologies in Pakistan

New Technologies	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
IT policies recently adopted in Pakistan have significant influence on the national pattern of understanding political issues in the country	1	2	3	4	5
Lack of uniformity in the IT sector and outdated technologies are the barriers in the way of Pakistani citizens framing political issues in the right manner	1	2	3	4	5
Internet access is maintained at all times, including during political unrest	1	2	3	4	5
There are no disconnections in the guise of countering security threats and/or possible law and order	1	2	3	4	5

emergencies					
Adoption of new technologies is seen by the public as Pakistan's biggest challenge in the way of Pakistani citizens framing political issues in the right manner	1	2	3	4	5
Adoption of new technologies within the country eventually results in helping citizens of Pakistan to express their political views	1	2	3	4	5

Section D: Digital Freedom of Expression

Digital Freedom of Expression	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Journalists are not prosecuted, jailed, or fined for libel	1	2	3	4	5
Journalists and internet users do not engage in self-censorship	1	2	3	4	5
State provides freedom to engage in political expression online, unless political expression is being used to incite violence	1	2	3	4	5
State ensures indiscriminative expression online by all political groups	1	2	3	4	5

State provides mechanisms and procedures to legally pursue the cases of journalists targeted for expression online	1	2	3	4	5
Journalists are protected against abuse or intimidation	1	2	3	4	5

Thank You!