

SOCIAL MEDIA: A TOOL OF CREATING SOCIAL REFORMS
AMONGST YOUTH



By

RIDA RASHID BUTT
01-155142-066

Supervised by
TEHREEM AHMAD

A thesis submitted in partial fulfillment of the requirements for the degree of
BSS Media Studies

Bahria University
Islamabad, Pakistan

ABSTRACT

The literature of this research work having the objective to identifying the social media as tool for creating Social reforms amongst youth where the targeted sample would range from 20-25. The research relays on the methodology of quantitative study as the results are more accurate to the present time. The topic was undertaken to study the relevance and importance of SNS mainly Facebook in today's time and does the youth believe in Facebook being able to provide a platform to voice the unheard and with response bring change.

Keywords; Social Networking Sites, SNSs, Facebook, platform, voice of unheard, social, social reforms, change, youth, creating change.

TABLE OF CONTENTS

CHAPTERS

1. INTRODUCTION	01
1.1. History of Social Networking Site.....	04
1.2. Facebook	04
1.3. Social Reforms.....	05
1.4. Objective of the Study.....	08
1.5. Research Questions.....	08
1.6. Statement of problem.....	08
1.7. Significance.....	09
2. LITERATURE REVIEW.....	10
2.1. Literature Review.....	10
3. THEORETICAL FRAMEWORK.....	15
3.1. Uses and Gratification Theory.....	15
4. METHODOLOGY.....	18
4.1. Research Methodology.....	18
4.1.1 Research design.....	18
4.1.2 Method.....	18
4.1.3 Operationalization of the variable.....	18
4.1.4 Facebook.....	18
4.1.5 Social Reforms.....	19
4.1.6 Youth.....	19
4.1.7 TimeSpan.....	19
4.1.8 Demographics and Sample Population Area.....	19
4.1.9 Sampling Technique.....	19
4.1.10 Techniques of data Analysis.....	19
4.1.11 Research Instrument/Tool.....	20
5. DATA ANALYSIS AND DISCUSSION.....	21

5.1 data analysis.....	21
5.2. Crosstab Analysis.....	34
5.3. Discussion.....	44
6. CONCLUSIONS.....	49
6.1.conclusion.....	49
6.2. Limitation.....	50
BIBLIOGRAPHY.....	50
APPENDIX A.....	57
APPENDIX B.....	66
APPENDIX C (questionnaire).....	70