Impact of Social Media on Social Values: A Comparative Analysis of the Users and Non-Users

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ABSTRACT

People across the globe currently use smartphones to access various social media applications. This dependency on social media by its users also causes some harm to society and creates a gap between them and the non-users. The study begins with a question: What kind of harm is triggered by the disproportionate usage of the applications being considered part of social media? It also discusses a potential threat by social media to social values. The study analyzes the level of threat to the cultural and social fabric. The study is based on two theories of mass communication; the knowledge gap hypothesis for investigating the gap between two different age groups as well as users of social media and non-users, and the cultivation theory to look into the effects; that social media puts on our social standards and values. The research has been designed under both the qualitative and quantitative methodologies so that the impact of social media on social values can be measured empirically. The data has been collected through questionnaires filled by 50 respondents in Peshawar, including 25 users and non-users each, of social media. The data reveals that the excessive use of the internet has led to significant changes in the social

values of society. Results affirm that for those who spend more time on social media, their social values are damaged compared to the non-users.

Keywords: Cultivation, Dependency, Knowledge Gap, Non-Users , Social Media, Users, Values

INTRODUCTION

The new social technology and its impacts on society have been a topic of discussion and research in communication studies for a very long in many countries. Dean (2021) identified that the number of users who access social media has increased during the past 10 years. It reached 3.81 billion in 2020, which was 970 million in 2010. The number of users reached 3.96 billion in 2021 throughout the world. By this identification, one can say that the use of social media is constantly increasing. The impact of social media is powerful, and it can easily grab the viewers' attention (Lasswell, 1927). Gerbner (1960) argues that when you use new technology daily for more than four hours, you eventually become a believer in what is happening in the social media world. It shows that excessive social media distracts a person from their social environment. Knight (2015) believes that teenagers' undue internet use in such situations may aggravate a domestic disagreement with the family and a dearth of social interconnection. It indicates that people go far away from each other psychologically, even physically, close to each other. Several studies have been conducted to analyze various aspects of social media usage and its effects, but measuring how social media is particularly affecting social values is the main objective of this study.

Background of the study:

Wig More (2020) revealed that web-based entertainment is an aggregate term for sites and applications that spotlights correspondence, local area-based input, connection, content-sharing and coordinated effort.

Forums, like miniature writing for a blog, person-to-person communication, social bookmarking, social curation, and wikis are among the various foundation of virtual entertainment. Numerous people utilize web-based entertainment to keep in contact and cooperate with loved ones, while others use it to speak with various networks. Numerous organizations utilize virtual entertainment to showcase and advance their items. By this definition of social media, one can say that online entertainment is an electronic stage that assists us with sharing thoughts, contemplations and data among the networks. It gives a fast electronic correspondence of content like articles, news, pictures and recordings. This is why the current study aims to find out what types of content are being produced on social media focusing on its impact on society, especially regarding social values, traditions and beliefs.

Idoko (2018) assumes that social values or standards of social behavior are derived from social interactions and accepted as constituent facts of social structure. These are socially characterized objectives and include "opinions and importance." These comprise "desire reference." Values are supposed to be followed for judging and assessing social cooperation, objectives, implies, thoughts, sentiments and the normal direction. Values mean to incorporate an anticipated individual way of behaving and social activity. Social qualities shape a significant piece of the way of life of the general public. They give the common rules to social direction, which incorporate principal privileges, positive energy, regard for human poise, reasonableness, penance, distinction, correspondence, and a vote-based system, usually known as democracy. The definition of social values can be operationalized as; these are the pillars of any society where every individual has a responsibility to take care of. This can be further classified into the following categories regarding Pakistani society.

Culture:

Culture is considered the backbone of society, as through culture, we can identify the specific community, how they behave, their lifestyle, and their code of conduct. Belief, moral values, arts, and skills we carry on from generation to generation are also called culture. Thus the culture includes many social aspects such as language, norms, ethics, customs and rules. Every society has its cultural characteristics.

Respect for elders:

Respecting elders is one of the most important social values of our culture and religion. Being polite to elders, talking to them with a sense of respect, having a soft tone, not interrupting them when they speak, do not call them by their first names are something we call respect for elders.

Rituals:

Rituals are part of our life. It is important to be celebrated and observed, especially the holy events like *Eid-ul-Fitr, Eid-ul-azha, Moharram,* and death anniversaries. It brings happiness and satisfaction to our lives; we can not avoid these rituals. During all these festivities and gatherings, people meet with each other and share their joys and love.

Respect for women:

Respect for women shows a positive picture of society, as women play an important role as a mother, sister, daughter, wife, teacher, nurse, doctor and colleague in our society has great respect.

Physical activities:

Physical activities are a must in our lives. Those who have physical activities have more stamina and strength than those who do not. Every individual has to work out or do some exercises to stay fit and healthy; once considered one of the social values to be physically involved in different tasks at home like cleanliness, farming, and gardening.

Education:

Education plays a very important role in our daily life. Society can not develop itself unless the people educate themselves in a proper way that includes both formal and informal education. Education is the key to success in every aspect.

Statement of the problem:

The careless usage of social media has affected our social and cultural values. It wastes our precious time, and due to its excessive use, we are giving less time to family members, friends, children, spouse and community. Though they are called social media platforms but in reality, they are making us less social because we prefer spending time at home scrolling through Facebook, YouTube, and Instagram rather than going out to attend a social gathering.

Research question:

Does social media affect our social values? Is social media a threat to our social system?

Objectives of research:

- To find out how social media affects our social life.
- To investigate which social values have been challenged?
- To know which new values have been added to our social system.

Significance of the study:

This study is conducted to reveal the harmful effects of social media on its users. The study observed that the use of social media is rapidly increasing, and people are using it excessively. In this modern world, different types of technologies have been invented, like mobile, tabs, laptops, and iPad and youth are very interested in these technologies. The new generation is much involved in social media, distracting them from social values. This is why it is important to identify the influences that social

media leaves on social life and social values in the people of Peshawar, the provincial capital of Khyber Pakhtunkhwa.

The rationale of the study:

Peshawarites are considered inhabitants of a traditional society, with a set of assumptions and traditions related to the family and social life. It has been observed that the thoughts and perceptions of youngsters are changing regarding traditions and social values. They forget about the rest, especially spending time with each other, children cannot eat food without watching cartoons, in gatherings, they do not give importance to elders, and physical activities are also affected. The research started while working on "Impact of social media on social values: A Comparative analysis of users and non-users." This research targeted people from five different areas of district Peshawar and conducted a survey through questionnaires and interviews with experts to get an idea of how people use social media and how it impacts social values.

Literature Review

Creswell (2005) argues that the social values of any society are challenged in many ways with every passing day. Referring to the technological advancement in the field of communication that has converted the world into a global village, his findings suggest that a time will come when dependency on technology will not only affect family intimacy but will confine users to gadgets.

Burns and Grove (2005) believe that people's social life will be challenged severely with the invention of communication gadgets that may harm any given society's social fabric. The work cited above clearly connects the current research with the fears the scholars had in their minds years before. Their assumption proved true regarding the latest studies on social media regarding its impact on social life.

A number of scholars and researchers have worked and written about the impact of social media on our daily lives. However, they argued that the emergence of new technology, if it brought innovations, on the one hand, has affected our social life on the other.

Akram Kumar (2017) states that social media plays an important role in every domain, whether it is education, health, society, business, and people. Nowadays, there are a lot of social media platforms that anyone can access at any time. A huge amount of information is being shared in the form of text, images, videos, and different documents. There are two sides to everything, so in the case of social media, it has a lot of advantages and disadvantages. However, it all depends on the user at the end. The study at hand is also based on the disadvantages of social media.

Shao, Ni (2021) Investigated the numerous impacts of virtual entertainment utilization and its control system between cozy family climate and confidence in teenagers. Altogether, 1,040 guys and 1,201 females under age 25 have partaken in this review. The abuse of virtual entertainment decreased family fellowship and closeness, which brought about a low impression of family attachment. This article discusses the same issue differently, as many social values in China are different from Pakistan's.

Nabela, Rianto (2020) accepts that the presence of new media innovation influences the correspondence closeness among kids and guardians. This investigation discovers that the new media has impacted the closeness of family in the parts of correspondence, trust and estrangement. The utilization of PDAs can enlarge the correspondence distance between guardians and kids. This study was collected through interviews and observations in Smartphone user families in Java, Indonesia. It argues that

social media is not just affecting family intimacy but also affects the trust and alienation of family members. Now the question is, are Peshawar users facing the same problem?

Web access in Australia is expanding with the most famous internet-based movement. These discoveries show that virtual entertainment is useful for a few close connections and hurtful for other people, in view of individual use and their cooperation with partners through the web-based stage (Whiteside, Aleli & Pallant, 2018). The study also finds that social media use is harmful, especially for individuals interacting with their partners; it clearly shows that social media has badly affected personal life.

Golzard, Miguel (2016) investigates that in Iran, web-based entertainment stages have become useful assets for political and relational correspondence. They open new ways for their clients, especially ladies, to arrange personal connections with their family, (potential) accomplices or companions. Closeness online is typically accomplished through corresponding visual and literary self-exposure, which may prompt eye-to-eye experiences. Having quoted this, if we look at the social media usage in our part of the world, it is mainly taken as networking forums, where people interact with distant ones but get disconnected from their surroundings. This study shows that social media not only impact family cohesion but also impacts tradition as well. It is noticed that in Saudi Arabia, they forget their religious or cultural norms due to the excessive use of social media.

Importance of social values:

Social qualities are a significant part of the way of life of the general public. The qualities feature the dependability of the social request. The social qualities give overall rules to social direction. Social qualities are the conviction of the general public about the allure of manners depicted or the point of a specific activity. It shows that the levels of something are viewed

as great versus awful. Values like principal privileges, enthusiasm, regard for human pride, levelheadedness, penance, distinction, fairness and a majority rule government are used to direct our conduct in unambiguous circumstances.

Social Media:

Virtual entertainment is characterized as "a gathering of Internet-put together applications that form with respect to the philosophical and innovative underpinnings of Web 2.0, and that permit the creation and trade of client-produced content" (Kaplan and Haenlein 2010).

According to this study, social media is a way which connects people all around the world. There are advantages and disadvantages linked to everything in everyone's life, including our social networking habits. Here we talk about the cons of social media.

Disadvantages of social media:

Drahosova (2017) identified that the absence of safety, web fixation, data over-burden, and loss of social contacts are a portion of the detriments of online entertainment. The greatest drawback by 72.2% of respondents from EU's web habits. It is trailed by the absence of safety, data over-burden and loss of social contacts. One more drawback of utilizing online entertainment is the following. For instance, a significant disadvantage is the expanded level of time spent via web-based entertainment. The greatest disadvantage, as per all respondents, is Internet compulsion. In these cases,
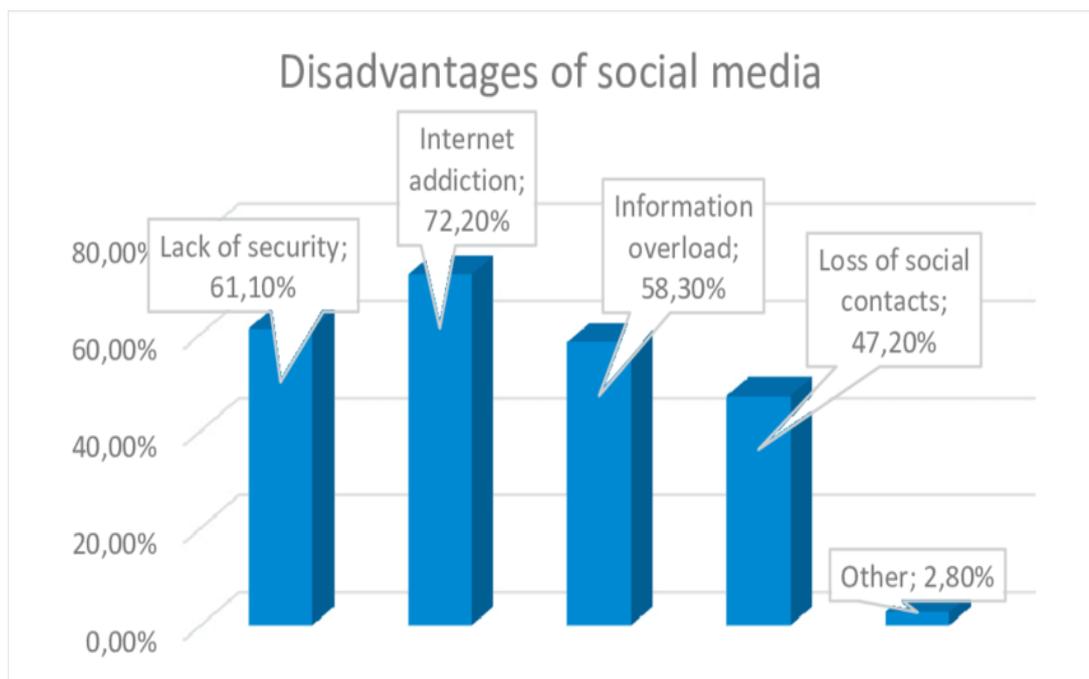
72.2% of respondents are from the EU nations. It is trailed by the absence of safety (61.1%), data over-burden (58.3%) and loss of social contacts (47.2%).

METHODOLOGY

The researchers have used qualitative and quantitative methodologies to answer the research question in line with the objectives of the study. The data has been collected through a structured questionnaire and semi-structured interview with an expert, dealing with media on both academic and practical sides. The responses were collected from fifty respondents in five different localities of Peshawar, the provincial capital of Khyber Pakhtunkhwa. The areas include Hayatabad, University Campus, University Town, Tehkal and Gul Bahar. Out of them, 25 were users of social media, while the other were those who do not use social media applications but believe that the excessive usage of social media has challenged many traditions and values of the society. The sample was collected from five different areas of the city, which according to different cellular companies are reasonably congested and have maximum number of subscribers, who use internet packages. The non-users were also selected from the same localities in order to have a co-relation between users and otherwise.

After collecting the data, the information was decoded, enlisted in a coding sheet and analyzed by using the tools of values, traditions, norms and culture. The data has been treated in both quantitative and qualitative ways to come up with findings that can empirically contribute to the knowledge related to social media.

Theoretical Framework:

The theoretical framework provides a base for any systematic or scientific research. The present study analyzes the impact of social media

on social values and categorizes the values of users and non-users of social media in Peshawar, Khyber Pakhtunkhwa - Pakistan. The study is based on two theories of mass communication; the "knowledge gap hypothesis" and "cultivation theory." In knowledge gap theory, society is divided into two groups' higher socio-economic status groups and lower socio-economic status groups, while this study deals with two groups made based on their exposure to social media or otherwise. The cultivation theory of mass communication has been used to address the effects of social media on its users.

The Knowledge gap hypothesis:

The knowledge gap hypothesis by Philip J Michener (1970) makes sense of that information and is often differentially disseminated through a social framework. That is what, in particular, the speculation predicts "as the implantation of broad communications data into a social framework builds, fragments of the populace with higher financial status will generally obtain this data at a quicker rate than the lower status sections, so the hole in information between these portions will in general increment as opposed to diminishing. The knowledge gap hypothesis by Philip J Michener (1970) argues that society is divided into two groups, one is higher socio-economic status, and the other one is lower socio-economic status.

HSES	*LSES*
Those who use technology they become more active and informative	*Those people who do not use technology are less passive and informative*
They have multiple choices to gain knowledge. A person with more education has more social integration	*They have limited choices in gaining knowledge*

They are more talented and confident	They are non-confident as talented as those who use technologies
Their communication skills are strong	They feel frustrated with communication

Her research is highly relevant to understanding that there are two types of people living in a society: those who are non-user of new technology and those other one is excessive use of technologies. The researcher revealed that the imbuement of broad communications data into social framework increments higher financial status portions will generally get this data quicker than low financial status populace fragments so that hole in information between the two will generally increment as opposed to diminishing.

Cultivation theory

The Cultivation Theory by Gerbner 1960s states that high recurrence watchers of TV are more vulnerable to media messages and the conviction that they are genuine and legitimate. Weighty watchers are presented with more brutality, and this way, are impacted by the Mean World Syndrome, the conviction that the world is a far more regrettable and risky spot than it really is.

Analysis

The responses were collected from 50 respondents through Questionnaires and semi-structured interviews. The participants include 25% users and non-users. Their area of residence was Hayatabad, University Campus, University Town, Tehkal and Gul Bahar. Their ages range from 16-25 years to 55-70. Their education qualification was Matriculation to master; some were students, some teachers and some housewives. Of the 50 respondents, 29 were females, and 21 were males. (The respondents were selected randomly).

Table no.1

S No	Areas	Users		Non-users		Total
		Female	Male	female	Male	
1	Hayatabad	3	2	4	1	10
2	University Campus	4	3	2	2	10
3	University Town	2	1	4	2	10
4	Tehkal	1	3	5	1	10
5	Gul Bahar	4	2	2	2	10
						50

Number of Females: 29 participants

Number of Males: 21 participants

Non-Users of Social Media

The data was collected from 25 non-users of social media; they were between (55 -76) age; among them (17) were females and (8) were males. All of them were married. 15 of the females were housewives, three males were employees in different fields like gardener, watchman, mason, and two

were grandfathers, two were professors at the University of Peshawar, and one was a doctor at Lady Reading Hospital Peshawar.

Table no.2

S no	Areas	Non-users		Total
		Female	Male	
1	Hayatabad	4	1	5
2	University Campus	2	2	4
3	University Town	4	2	6
4	Tehkal	5	1	6
5	Gul Bahar	2	2	4
				25

Users of Social Media

The data is collected from 25 users of social media. Among them, 14 were female, and 11 were male, ranging between (18 to 29) all of them were single. Of 25 students, 21 were undergraduate, and 6 were at a secondary school.

Table no.3

S no	Areas	Users		Total
		Female	Male	
1	Hayatabad	3	2	5
2	University Campus	4	3	7
3	University Town	2	1	3
4	Tehkal	1	3	4
5	Gul Bahar	4	2	6
				25

All this information was gathered from the personal information sheet issued as part of the overall questionnaire.

The respondents were asked different questions. Here researcher analyzes the responses of "users" regarding questions such as:

Q1**. How often do you use social media per day?**
Table no.4

Options	Responses
1 hour	0
1:30 hour	0
2:30 hours	2
3:00 hours	4
4:00 hours	19

In this question, the given options in hours like one to four hrs. So, the average time spent on mobile was 4hrs, responded by 19 people out of 25.

Q2. **Do you think that social media affects our social life? YES, OR NO and HOW**
Table no.5

Participants	Response	Reason
1	No	Social media is a part of our daily life
3	Somehow	Depending on a person using it
21	Yes	Effecting our social interactions

When they were asked, does social media affect social life? The maximum number of respondents (21) said yes because of social media, our interactions with friends and spouses, especially with family, are compromised. It affects our minds in a negative way through which our social life is disturbed.

Options		Responses	Answers
Information	Education	4	Entertainment
Entertainment	Business	6	All of them
Shopping	Fashion	15	Information, education, entertainment

participants	Responses
7	People use it for the promotion of business, movies and self
18	Heavy dependence on new technology

Q3. **Which social values/habits have been cultivated in our lives by social media**
Table no. 6

According to the majority of respondents, they said that people nowadays totally depend on social media. Social media challenge social gatherings and social interactions.

Q4. **Which social values have been compromised/ challenged by social media?**
Table no.7

Response	Answers
5	Far away from religions
8	Family time

12	Rituals

Twelve people responded that social media mostly challenge our rituals. We are giving an invitation to each other through smartphones instead of going to each other's houses. Our celebrations have receded because people are more interested in social media than in real-life interaction.

Q5. Which need do you get gratified by using social media?

People are using social media for a different purposes. Out of 25, 15 get gratified by social media for information, education and entertainment.

Q6. What do you suggest to make social media use more effective for social cohesion?

Table no.8

No responses	Responses	Answers
6	2	Positivity and acceptability
	17	PEMRA check and balance

The majority answered that to make social media effective for social life; social media should have special boundaries for every age; for kids, there should be only those things that can be helpful and not destroy their minds. Ban those websites and applications which are not beneficial for society.

Q7. Do you think the excessive use of social media has changed the thoughts and perceptions of the youth?

Table no.9

No answer	Responses	Answers
5	7	Yes! Social media changed the thoughts and behavior of youth.
	13	Yes! Negative effects on a person's mental health

Thirteen (13) participants said that people upload anything on social media, whether good or bad, false or true. This affects people's mental health, and they attempt suicide.

Q8. Do you think social media has taken our generation far away from

religion and traditions? YES OR NO HOW

Table no.10

No answer	Responses	Answers
3	6	Yes! Because youngsters use too many Smartphone
	16	Yes! The majority answered the same as the written question.

In this question, a maximum of people (22) agreed and answered that social media had taken the new generation far from religion and traditions because they are strongly addicted to social media.

Responses from the Non-Users
(The non-users filled the same questionnaire)
Q1.
The non-users of social media chose to skip this question because they did not use it.
Q2.
Table no.11

Participants	Answers
7	Yes! Youngsters become an addicted to social media
18	Yes! Children thinking and behavior, their attitude towards elders become worst, and their thinking is independent regarding culture, and social values, e.g., respect for women and dressing sense.

The majority of the participants said yes. 18 of them answered that social media affects children's behavior and thinking. Most of the kids want to stay at home instead of going outside because they play online games, watch cartoons, and make snaps.

Q3
Table no.12

Participants	Answers
3	Kids watching cartoons on mobile
5	Wasting of time

17	No participation in practical tasks, they become inactive and lazy, and they do not participate in the practical activities

Out of 25, seventeen people responded that the habit/values cultivated by social media are due to the lack of interest in practical life; our youth do not participate in practical tasks like games, shopping, marriages, death ceremonies and interaction.

Q4
Table no.13

Participants	Answers
9	Traditions
16	Education

16 people agreed that social media affects education, whether it is primary, secondary or higher. They are no more interested in learning from a book, from social media instead of schools, books, and mosques. They are dependent on social media.

Q5
Question number five is also skipped by participants because they are not social media users; then, how do they get gratified by social media?

Q6
Table no.14

Participants	Answers
7	Proper regularity on social media platforms
18	Should portray good and positive things and focus on positivity.

In this question, the (18) participants suggested that to make social media effective for social cohesion, its use in education, information, and coaching and training should be increased and focused on the positive side of Social Media.

Q7
Table no.15

Participants	Answers
7	Yes!
18	Yes! Youth have less patience,

All the respondents said "Yes" because social media has changed the thoughts and perceptions of youth regarding Tolerance, Cooperation, and Patience seem to have transpired from our new generation.

Q8

Table no.16

Participants	Answer
25	Yes! They do not take religious beliefs seriously

In this question, all the participants said "yes" up to a greater extent. Our new generations don't take religious beliefs and traditions as seriously as it was in the near past. The graph of their participation in religious beliefs has gone up quantitatively but dropped in qualitative terms.

Non Users of Social Media

In response to question 1, which asked from the non-users of social media, the majority responded that since they are not user of social media, so they skipped this question while terming it irrelevant. In response to question 2, maximum respondents said that social media affects the users' thinking and behavior. In response to question 3, the majority of respondents said that youth does not participate in practical tasks because of the excessive use of social media as one of the main apparatus of their life routine. In response to question 4, the majority of respondents agreed that social media compromises education. Question 5 is also skipped by all the respondents because when they are not using social media, how do they get gratified from it. In response to question 6, the majority of the respondents suggested that social media should portray good and positive things that can

be helpful in dealing with the challenges of the time. In response to question 7, a maximum number of respondents (18/25) said 'YES' social media had changed the thought of youth; they have become less patient. In response to the last question, the majority answered that youth do not take religious beliefs seriously.

As defined by Michener (1970) in the knowledge gap hypothesis theory, those who have access to more technology are active and informative people compared to those who lack technology and are passive and less informative. Researchers have taken this research and applied it to the current study and found the gap that society is divided into two groups: those who are users of social media and non-users of social media. So the result revealed that those who are the users become an addict to it and follow the media instructions and also believe in new technologies, and the non-users only believe in their own cultures, values, and norms; they do not follow the technology. As defined by "George Gerbner," people who spend more time watching television are more likely to perceive the real world as most commonly depicted in television messages, compared to those who watch less television but are otherwise comparable in major demographic features. Using a mixed-method by testing the hypothesis of the researcher that excessive use of social media affects social value, data shows that excessive use of social media affects the social values of the young generation in Peshawar, the capital of Khyber Pakhtunkhwa.

Users of Social Media

In response to question 1, which asked the users of social media about how many hours they use social media per day, the majority of respondents answered that they use it more than four hours. In response to question 2, When they were asked whether social media affects social life, the maximum number of respondents (21) said Yes because of social media,

our interaction with friends, spouse, and especially with family is compromised. In response to question 3, the maximum people agreed that the new values or habit which is cultivated by social media; that is youth become heavy dependence on social media, which in result youth became far away from their social circle. In response to question 4, twelve participants said that the value which is compromised by social media that is rituals. In response to question5, most respondents answered that they use social media for information, entertainment, and education. In response to question 6, the majority people suggested that make social media more effective for social cohesion. The PEMRA should keep check and balance on social media stuff. In response to question 7, the majority respondents said yes social media has changed the thoughts and perceptions of youth, it affects our mental health. In response to question 8, the maximum answered the same as written by question. Yes, social media has taken our generation far away from religions and traditions.

Discussion

Most of the users of social media are heavy viewers; the researcher also believes that the majority of the youth population use smartphones for a different purpose, and they are addicted to social media. Our young generation is getting far away from their social values and social interaction through excessive use of social media. Looking at the survey report result, it is suggested that social media affects social life and the social values of the youth. Social media has both its pros and cons. As findings revealed, careless usage of social media has affected our social and cultural values. It wastes our precious time, and due to its excessive use, we are giving less time to our family members, friends, children, spouse, social activities and values. Though they are called social media platforms, they make us less social because we prefer spending time at home scrolling through Facebook,

Twitter, and Instagram rather than attending social gatherings. It has kind of made us handicapped. With less physical activity and screen time exposure, children and adults are becoming moody, aggressive, lazy and distant. We have made these platforms a priority in our lives to the point that we sometimes neglect social interactions and study time or delay them on purpose.

Conclusion and Recommendations

The researchers have drawn some conclusions based on the complete data analysis regarding the use of social media and its effects on social values; the conclusion has been drawn based on a survey questionnaire and interviews, which the researcher constructed. After analyzing the data, the researcher can conclude that most youngsters aged under 18-25 used social media for more than four hours. It suggests that people who are regularly exposed to media for more than four hour of time are more likely to perceive the world's social realities as they are presented by the media they consume, which in turn affects their attitudes and behavior (Gerbner 1960).

A significant numbers of people in Peshawar have used social media for the purpose of information, entertainment and education. Constantly on social media different platforms has effect the social interaction of the people. Through which the new values or habit which is cultivated by social media that is youth become heavy dependence on social media. Additionally, book perusing and composing patterns are disappearing. Since individuals invest a lot of energy via web-based entertainment, they don't get sufficient opportunity to understand books and gain the information from them. Subsequently, their psychological capacities are limited with openness to completely different material, containing the valid and misleading data, which breeds scholarly ineptitude. According to the data

the excessive use of social media has changed the thoughts and perceptions of youth regarding Tolerance, patience. By browsing through a few popular opinions on social media and posting a fancy status, everyone considers himself a brilliant reader and writer. Sometimes, it becomes difficult to resolve a genuine issue despite it being frequently highlighted on social media. This is because excitement without any physical activity produces laziness. Thus young generation don't take religious beliefs and traditions as seriously as it was in the past. Social media should have special boundaries to every age like for kids there should only those things which can be helpful not to destroy their mind.

The findings revealed that Social media should portrayed good and positive things, virtual entertainment is no question an educational gathering and the simplest method for correspondence, yet its continuous use and regular association with a few not at all like leaning individuals produces state of mind swings and weariness that outcomes in dormancy. In this manner, we should know the upsides and downsides of online entertainment to empower our general public to fill in a positive heading.

Recommendations

Social media has become part of our life, if anything becomes part of our lives, so it has definitely impact on our daily life like any new technology always challenges the existing norms and values of in society. By challenging it doesn't mean it has negative impact only because norm and values, it changes with time and change with space, they liable to change. So, social media it does change values and norms but it has different impact in different societies, e.g. in western society (America, Europe), technology and social growth they go parallel with each other, while in countries like Pakistan and other developing countries, the society is at one

level while advanced technology comes from west so initially there is always a mismatch between these two, i.e. society and technology.

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