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Social Change in the Digital Era: Social Media’s Role in Quetta City of Balochistan

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Abstract

This study investigates the role of social media in bringing about social change in Quetta, a city in the province of Balochistan, Pakistan, within the context of the digital era. With the increasing use of digital communication technologies, social media platforms such as Facebook, Twitter, Instagram, and WhatsApp have emerged as powerful tools for public engagement, awareness building, and social activism. To explore this phenomenon in Quetta, data was collected using the survey method through a structured questionnaire administered to a diverse group of respondents. The participants varied in age, gender, education, and professional backgrounds, providing a broad perspective on the impact of social media. The findings of the study reveal that social media is seen as highly effective in raising awareness about various social issues among the residents of Quetta. Respondents reported being regularly exposed to content related to important topics such as education, women's rights, climate change, healthcare, human rights, and political matters. Many individuals stated that they not only consumed such content but also actively engaged with it by liking, sharing, commenting, and even initiating conversations around these themes on their personal social media profiles. This interaction has helped foster a more informed and socially aware public. Furthermore, the study highlights that social media is contributing to changes in societal norms and individual behaviors. A considerable number of respondents acknowledged that their attitudes, beliefs, and behaviors had evolved due to their interactions and exposure to diverse ideas and opinions shared on social media platforms. For instance, some reported becoming more open-minded, socially responsible, and conscious of issues they had previously overlooked. The accessibility and immediacy of social media allow people to connect beyond traditional boundaries of class, ethnicity, and geography, enabling the creation of new networks and virtual communities dedicated to promoting social change. This digital engagement has empowered individuals, especially the youth, to take part in discussions and campaigns that seek to address pressing social challenges and bring about positive change in society. In conclusion, the study confirms that social media plays a pivotal role in shaping public discourse, influencing societal attitudes, and encouraging civic participation, making it a vital instrument for social transformation in Quetta in the modern digital landscape.

Keywords: Social Media, Social Change, Quetta city, Social Media, Digital Era, Public Awareness

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Introduction

Social media plays a significant role in disseminating information, facilitating education, and fostering social connections. Media is not only source of information but also influences human perceptions, feelings and cultural values (Rehman, 2014). "Social media is an advanced technology in which people share information and thoughts via digital networking" (Farooq, 2021). During the recent COVID-19 pandemic, it proved vital in spreading awareness about vaccinations and SOPs, while also enabling online classes. It also serves as a powerful tool for highlighting social issues that often go unnoticed by mainstream media. Social activists leverage social media to draw attention to urgent matters, as seen in cases like Zainab's murder and the "Me too" movement.

Moreover, social media platforms play a crucial role in driving social movements, fundraising efforts, and public mobilization. Social media is a means through which people communicate with one and other in different networks by sharing creating, communicating and exchanging context (Farooq, 2021). Examples include the Arab Spring movement in 2011 and its role in thwarting the coup attempt against President Erdogan in Turkey. The "Me too" movement gained traction through viral hashtags, leading to impactful social change and increased representation for women in influential positions.

"Social media is one of the most profound phenomenon of this era of socialization" (Rehman, 2014). Social media has also been instrumental in highlighting racial discrimination and inequality, as seen in the Black Lives Matter movement. Additionally, campaigns like the ASL Ice Bucket Challenge effectively raise awareness and gather funds for research purposes.

Beyond social movements, social media serves as a powerful tool for publicity, propaganda, and image building for politicians, celebrities, businesses, governments, NGOs, and multinational corporations worldwide. Even in the realm of governance and management, social media has proven valuable, enabling close contact between officials and the public. The former Chief Minister of Balochistan's administration of over 40 WhatsApp groups exemplifies its significance in governance.

All these instances demonstrate how social media has brought about substantial social changes across different societies. People now heavily rely on social media for receiving and disseminating information, promoting causes, and conducting surveys. As a force transcending boundaries, social media reshapes societies and sparks debates among scholars, activists, and policymakers.

Within this context, this research study focuses on the captivating realm of social media's role in driving social change, particularly in Quetta city. The city's history and cultural diversity make it an essential case study for understanding the transformative power of social media.

The research's primary objective is to investigate social media's profound influence on social change in Quetta. By exploring how social media platforms catalyze societal transformations, the study seeks to shed light on the intricate relationship between digital connectivity and social progress.

To achieve this goal, a survey methodology was adopted, employing a close-ended questionnaire to gather data from a diverse range of participants in Quetta. Through meticulous data analysis, the study aims to uncover social media's transformative potential in empowering individuals, amplifying voices, and mobilizing communities.

The findings of this study hold significant implications for academia, practitioners, policymakers, and activists alike. They offer valuable insights into harnessing social media as a force for positive change while acknowledging the challenges it presents in the digital realm. Understanding the impact of social media on social change in Quetta contributes to the growing knowledge surrounding digital activism and social mobilization.

In conclusion, this research embarks on a captivating exploration of how social media brings about social change in Quetta. By understanding its intricate dynamics and transformative power, the study contributes to the understanding of the profound role played by social media platforms in shaping society.

Statement of the Problem:

In the age of information and communication technology (ICT), social media has emerged as a powerful force that influences various aspects of society, ranging from information dissemination to social movements and governance. The transformative potential of social media in driving social change has sparked widespread interest and debate among scholars, activists, and policymakers. While numerous studies have explored the impact of social media on global societies, there remains a dearth of research focused specifically on its role in driving social change within the context of Quetta city.

Quetta, a city with a rich history and cultural diversity, has not been immune to the pervasive influence of social media. As technology permeates every aspect of modern life, the digital realm has become an integral part of Quetta's social fabric, serving as a platform for social interaction, education, mobilization, and information dissemination. However, amid the transformative dynamics of the digital age, the extent of social media's influence on driving social change in Quetta remains relatively unexplored.

Therefore, this research aims to address this critical gap in the literature by delving into the captivating realm of social media's role in bringing about social change, focusing exclusively on Quetta city. Through a survey-based methodology, this study seeks to unravel the transformative potential of social media in empowering individuals, amplifying voices, and mobilizing communities within the local context.

By examining the interplay between social media and social change in Quetta, this research study aspires to contribute valuable insights that can inform academics, policymakers, and activists on harnessing the positive aspects of social media for driving social progress in the city. It also aims to shed light on the challenges and limitations inherent in the digital realm, providing a holistic understanding of the complexities surrounding the transformative power of virtual platforms in the local context of Quetta city.

Justification / significance of the study

This study seeks to contribute to the academic discourse surrounding the intersection of social media and social change. By conducting an in-depth investigation into the dynamics between social media platforms and social transformation in Quetta city, this research will provide valuable insights and expand the existing body of knowledge on this subject. The findings will enhance our understanding of the mechanisms through which social media influences attitudes, behaviors, and collective action, offering theoretical insights and potentially informing future research endeavors.

Quetta city, like many other urban centers, is grappling with social, political, and cultural challenges. Understanding the role of social media in bringing about social change within this specific context is crucial for addressing these challenges and promoting positive societal transformation.

The findings of this study will provide sufficient information on the role of social media in social change. The findings of the study will also help the policy makers to design policies in accordance with the role and importance of social media. The results of the study will also help the authorities in deciding which channel of communication to be used to produce concrete effects on masses. The study shall also reveal the possible changes social media has brought to the lives of people living in Quetta city.

Objectives

The goal of this study is to know about the changes social media has brought to the people living in Quetta city. The objectives are further specified as below.

Specific objectives

- To know whether or not social media has brought or is bringing social change to the society.
- To know which social changes have been brought about by social media.

Limitation of Study

In terms of the extent and data collection this study is limited to just Quetta city. Another expected limitation is that the respondents might fail to give correct and complete information due to certain reasons, though the researcher shall try his level best to obtain accurate and proper information from the target population. This study is also limited by time and financial resources.

Literature review

“Social change is a general term used to describe change in social process” (Farooq, 2021). The idea of social media as a means of social change first developed in 2009 when students started uprisings in Iran. It is thought to be the first Arab Spring uprisings, also called twitter revolution. Though the use of twitter was limited by then, yet Iranians used it as a tool for social change. The idea further got consolidated in 2011 when uprisings erupted in Egypt. Since then the use of social networking sites has become a medium for social change movements. However, some journalists and researchers do not believe in the power of social media for social change.

Role of social media for social change is overvalued (Gladwell, 2010). He argues that social technology could not create committed relationships and social media activism is based on weak ties. Likewise (Morozov, 2009) says online slacktivism has zero political or social impact. He blames social media for creating groups of slacktivists who only thumb up posts, since he considers such activists as a vehicle for disseminating news.

On the other hand, there are strong and numerous instances which justify the power and potential of social networking sites. Social media provides environment to individuals to express themselves independently and freely, as was the case with Shawn Ahmed, who sent a video on social media of a school destroyed in whirlwind in Bangladesh. It was viewed approximately by 1.5 million viewers and some of them extended financial help to rebuild the school. (Kurtoglu, 2020)

In another instance, a Pakistani girl named Ayesha dancing to the legendary Lata Mangeshkar song Mera Dil Ye Pukare Aaja song went viral on social media resulting in earning her RS 2 crore in three days.

Likewise, collective efforts on social media also ensure result oriented changes. A hashtag called Delhi Gang Rape, brought light to culture of violence and rape in India. This trend resulted in changes to the law and sexual education in India.

In a recent example, a provincial minister as well as tribal leader from Balochistan, named Sardar Abdul Rehman Khetran, was arrested and put behind the bars for his alleged involvement in the murder of a tribal women.

This shows the power and potential of social media in social change.

In the context of role of social media in social change numerous examples can be cited such as ASL ice bucket challenge, Black Lives Matter movement and Arab spring.

Numerous studies have been conducted in the past to determine the role of social media in bringing social change to a society. The findings of some of them are mentioned below.

A study on the role of social media in bringing social change in Balochistan, conducted by Smina Rashid, Dr. Fahim Baloch and Dr Babrak Niaz said that social media played a significant role in empowering youth and enhancing their talent. The said study

also revealed that social media also contributed to the uplift of health system and women empowerment in Balochistan. (Rashid, 2019)

Similarly, another study titled “social media and mobilization of Pashtun community in Pakistan: A case study of Pashtun Tahafuz Movement, conducted by Muhammad Shahid and Bakht Zaman revealed that “social media proved highly effective in the dissemination of Pashtun Tahafuz Movement (PTM) messages and videos. Social media proved deeply instrumental in mobilization of people not only in Khyber Pakhtunkhwa and FATA but also attracted people from other parts of the country”. (Zaman, 2020)

In addition to that, another research study on the role of social media in social change in Burma finds that social media had a significant and positive role in social change in Burma. (Mangi, 2018)

Apart from that, (Muzaffar, 2019) finds in his study Titled, social media and political awareness in Pakistan: A case study of Youth, that social media contributed to increasing the political awareness among the youth in Pakistan. He further says though people gained political awareness by using social media, yet they were less knowledgeable and were not as competent as it was assumed.

So keeping these facts in mind we shall conduct a case study of Quetta city to explore what social changes the social media is bringing to our society.

Research Methodology

As this study is concerned with exploring the role of social media in social change in Quetta city, a quantitative research approach has been adopted, utilizing a survey method to gather data from a diverse sample of participants. The survey questionnaire, containing close-ended questions, served as the primary tool for data collection.

Data Collection

For the collection of primary data, survey method was adopted, as it allowed to collect data directly from a large number of respondents, providing insights into their perspectives and experiences regarding social media and social change. Survey method helped to reach a diverse sample of respondents from different backgrounds, demographics, and social groups in Quetta city. This also helped in achieving a broader understanding of the impact of social media on social change in the city, allowing for greater generalizability of the findings. A close-ended Questionnaire was designed for data collection. The questionnaire comprised structured questions with predefined response options, allowing for efficient data collection and analysis.

Population

The target population of the study consisted of individuals residing in Quetta city, who actively used social media platforms. A random sampling technique was employed to select participants from various age groups, genders, socio-economic backgrounds and cultural affiliations.

Sample

A Sample of 300 students (undergraduate and postgraduate level) was taken from three different public sector universities; University of Balochisatn (UoB), Sardar Bahadur Khan women University (SBK) and Balochistan University of Information Technology Engineering and Management Sciences (BUIITEMS), located in Quetta city.

Research Analysis Tools

The data obtained through the close-ended questionnaire was analyzed using qualitative data analysis techniques. As the study aimed to explore participants' perspectives on the role of social media in bringing social change, the focus was on organizing and summarizing the responses in a descriptive manner.

The analysis was conducted manually, without the use of specialized software, to maintain a close connection with the data. The identified themes were carefully reviewed and validated to ensure they accurately represented the participants' perspectives.

Overall, the data analysis process focused on organizing, categorizing, and summarizing the responses obtained through the close-ended questionnaire, employing a thematic analysis approach to identify and interpret the key themes that emerged from the data.

For data analysis a series of charts and tables have been used depending on the nature and magnitude of the data collected.

Results

I. Participation in or Support for Social Causes Through Social Media.

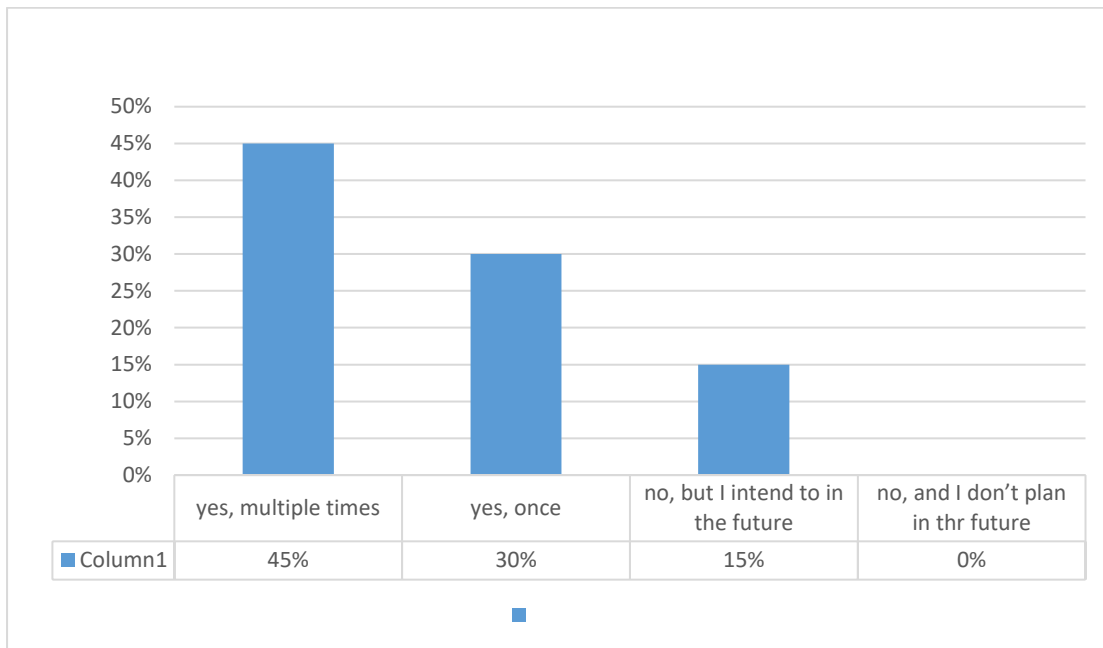
Respondents were asked: "Have you ever participated in or supported a social cause or movement through social media?" The responses are summarized in Table 1.

Table 1

Statement	%	F
Yes, multiple times	45	210
Yes, once	30	60
No, but I intend to in the future	15	30
No, and I don't plan to in the future	0	0
Total	100	300

when asked if they ever participated or supported a social cause or movement through social media, 85pc respondents said yes they have at least once or multiple times done it. Whereas, only 15 pc said they intend to do it in the future. This shoes how social media is supporting social causes among the respondents.

Figure 1 Participation in or Support for Social Causes Through Social Media Among Respondents



2. Witnessing the Role of Social Media in Promoting Social Change.

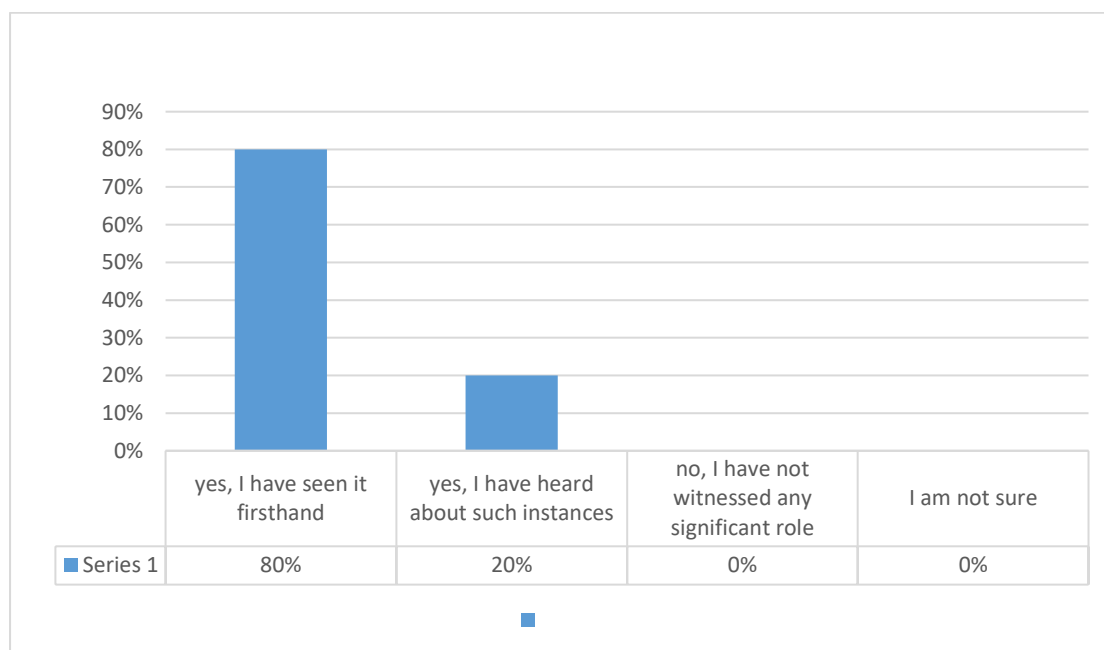
Respondents were asked: “Have you witnessed any instances where social media has played a significant role in promoting social change?” The responses are presented in Table 2.

Table 2

Statement	%	F
Yes, I have seen it firsthand	80	240
Yes, I have heard about such instances	20	60
No, I have not witnessed any significant role	0	0
I am not sure	0	0
Total	100	300

A large majority of respondents (80%) reported that they had personally witnessed social media playing a significant role in promoting social change. Additionally, 20% stated that while they had not seen it first hand, they had heard of such instances. Notably, none of the respondents selected “No” or “I am not sure,” indicating a general consensus on the perceived influence of social media in facilitating social change.

Figure 2 Respondents' Experience of Social Media's Role in Promoting Social Change



3. Personal Engagement in Social Media Discussions on Social Issues

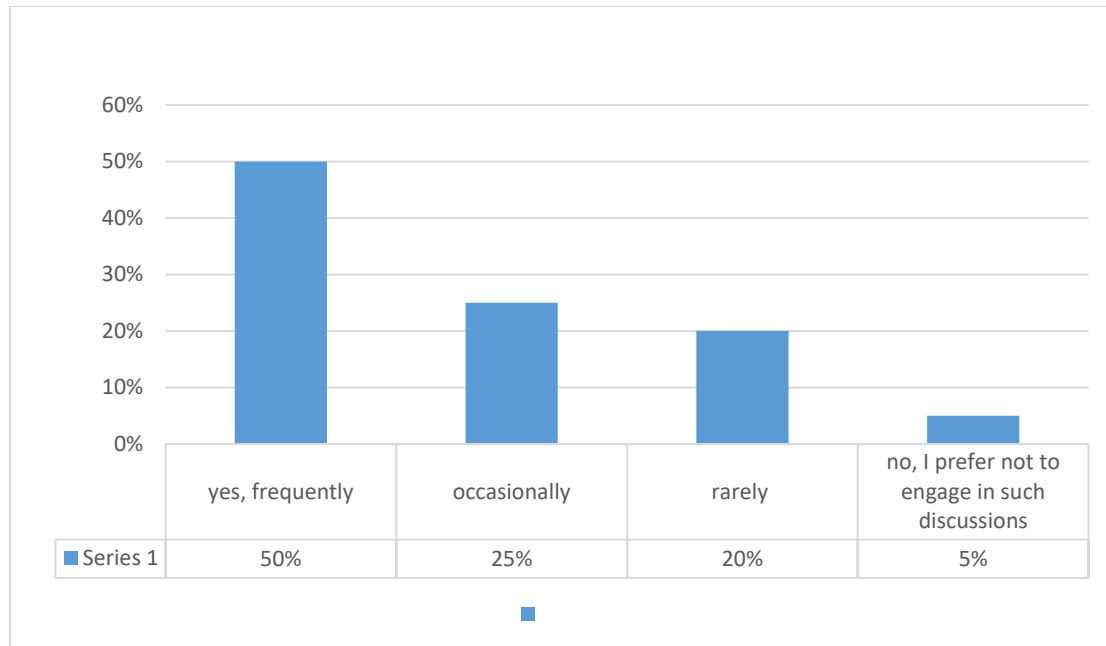
Respondents were asked: “Have you personally engaged in discussions or debates about social issues on social media?” The results are summarized in Table 3.

Table 3

Statement	%	F
Yes, frequently	50	150
Occasionally	25	75
Rarely	20	60
No, I prefer not to engage in such discussions	5	15
Total	100	300

A total of 75% of respondents reported that they had participated in social media discussions about social issues either frequently (50%) or occasionally (25%). An additional 20% indicated that they rarely engaged in such conversations, while only 5% stated that they preferred not to engage at all. These findings suggest a high level of student willingness to use social media platforms for social discourse and debate.

Figure 3 *Level of Personal Engagement in Social Media Discussions on Social Issues Among Respondents*



4. Following Social Change Advocates on Social Media

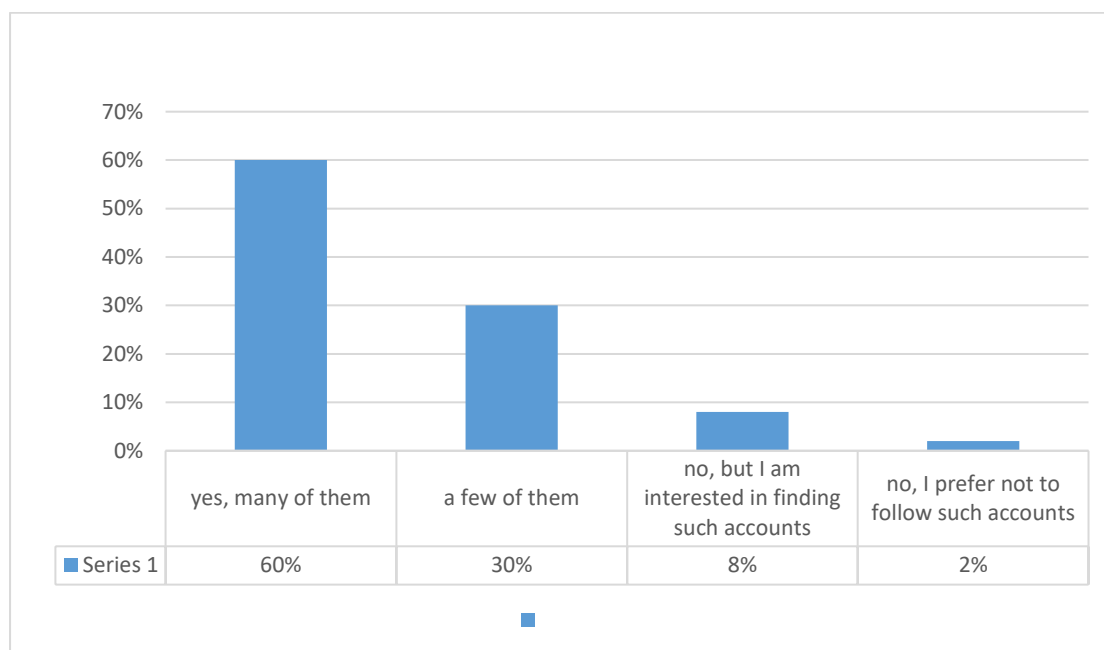
Respondents were asked: “Do you follow organizations or individuals on social media who actively promote social change?” The responses are summarized in Table 4.

Table 4

Statement	%	F
Yes, many of them	60	180
A few of them	30	90
No, but I am interested in finding such accounts	8	24
No, I prefer not to follow such accounts	2	6
Total	100	300

A majority of respondents (90%) reported that they follow either many (60%) or a few (30%) organizations or individuals on social media who actively promote social change. Another 8% indicated that while they do not currently follow such accounts, they are interested in doing so. Only 2% stated that they are not interested in following such accounts. These results highlight a strong inclination among respondents toward engaging with social change content on social media platforms.

Figure 4 Respondents' Engagement with Social Change Advocates on Social Media



5. Participation in Online Petitions or Campaigns for Social Change.

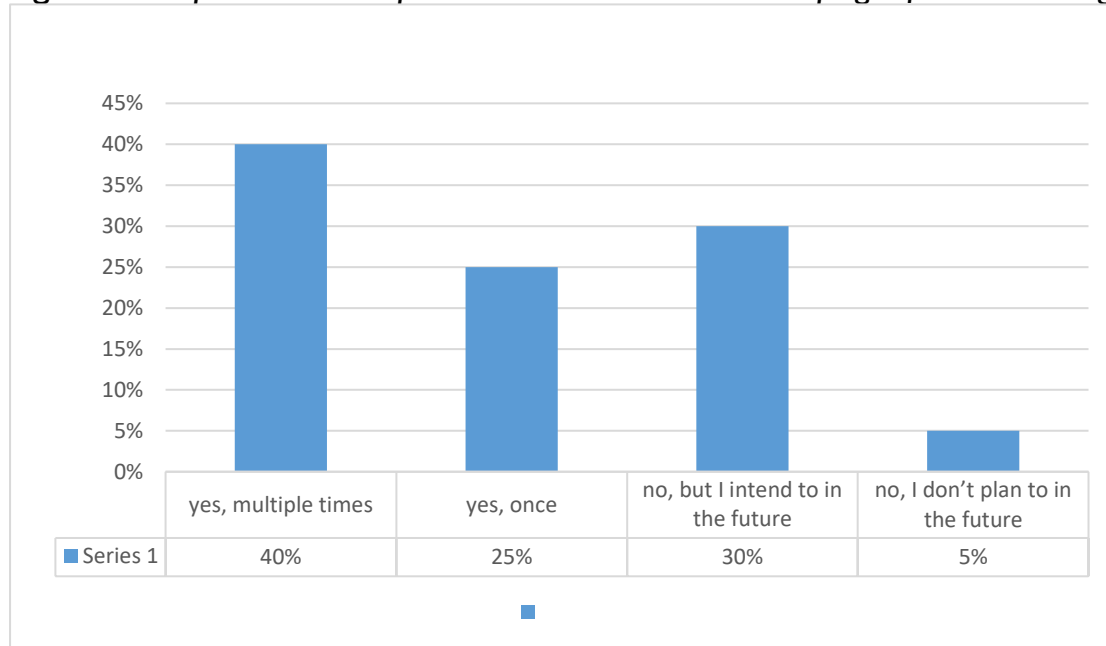
Respondents were asked: “Have you ever signed an online petition or participated in an online campaign related to social change?” The responses are presented in Table 5.

Table 5

Statement	%	F
Yes, multiple times	40	120
Yes, once	25	75
No, but I intend to in the future	30	90
No, and I don’t plan to in the future	5	15
Total	100	300

A total of 65% of respondents indicated that they had signed an online petition or participated in a campaign related to social change at least once, with 40% doing so multiple times and 25% doing so once. Additionally, 30% reported that they had not yet participated but intended to in the future. Only 5% stated that they neither had participated nor intended to do so. These findings reflect a relatively high level of digital civic engagement among the respondents.

Figure 5 Respondents' Participation in Online Petitions or Campaigns for Social Change



6. Perceived Impact of Social Media in Mobilizing People for Social Causes

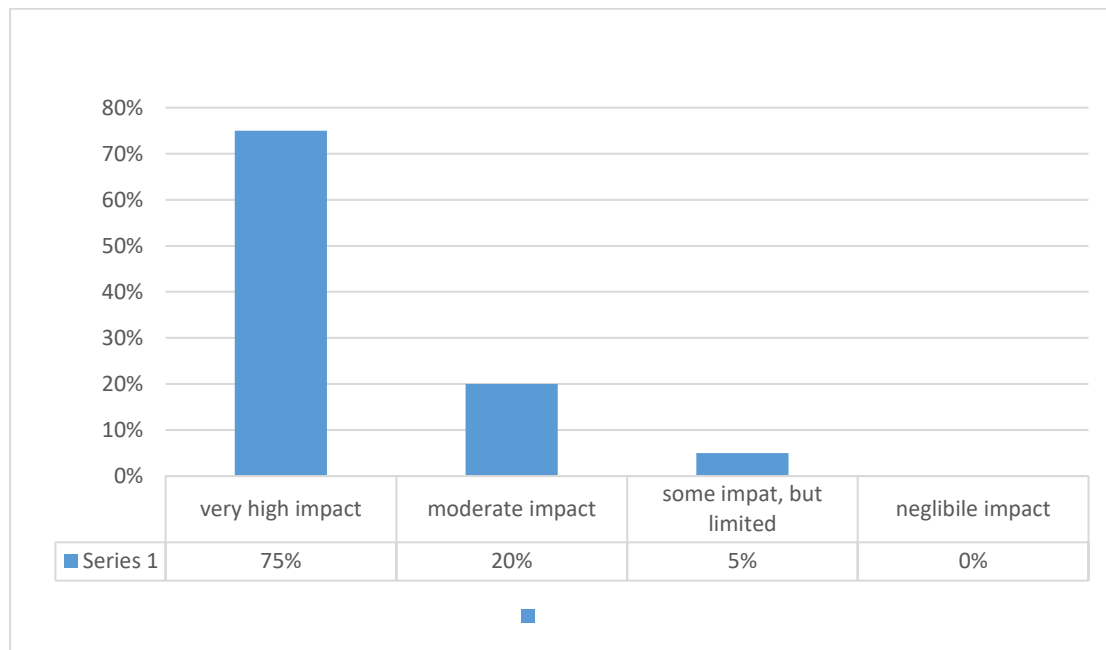
Respondents were asked: "How would you rate the impact of social media in mobilizing people for social causes?" Their responses are presented in Table 6.

Table 6

Statement	%	F
Very high impact	75	225
Moderate impact	20	60
Some impact, but limited	5	15
Negligible impact	0	0
Total	100	300

A vast majority of respondents (95%) perceived social media to have either a very high (75%) or moderate (20%) impact in mobilizing people for social causes. Only 5% felt that its impact was limited, and none reported it as negligible. These responses indicate a strong belief in the power of social media as an effective tool for social mobilization.

Figure 6 Perceived Impact of Social Media in Mobilizing People for Social Causes



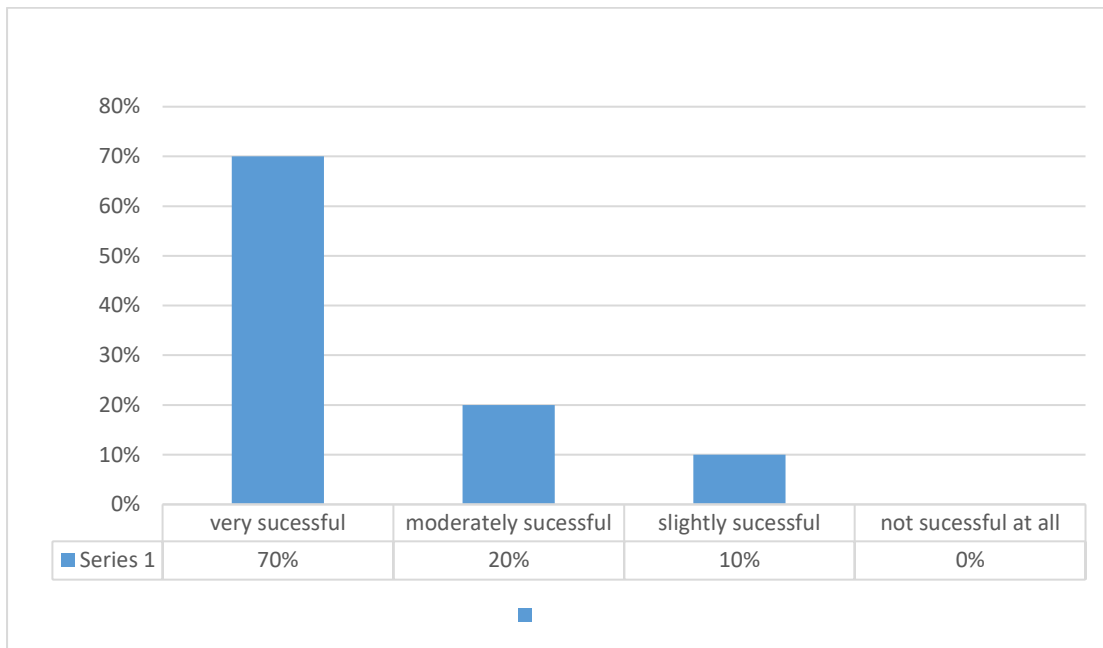
7. Perceived Success of Social Media in Challenging and Changing Societal Norms
 Respondents were asked: “How successful do you think social media platforms are in challenging and changing societal norms?” The responses are summarized in Table 7.

Table 7

Statement	%	F
Very successful	70	210
Moderately successful	20	60
Slightly successful	10	30
Not successful at all	0	0
Total	100	300

a total of 100 pc respondents believed social media platforms were successful in challenging and changing societal norms.

Figure 7 Perceived Success of Social Media in Challenging and Changing Societal Norms



All respondents (100%) believed that social media platforms have at least some level of success in challenging and changing societal norms. The majority (70%) viewed them as very successful, 20% as moderately successful, and 10% as slightly successful. No respondents rated them as completely unsuccessful. These results reflect a strong perception of social media as a transformative force in influencing societal change.

8. Personal Change as a Result of Engaging with Social Change-Related Content on Social Media

Respondents were asked: “Have you ever changed your attitudes, beliefs, or behaviors as a result of engaging with social change-related content on social media?” Their responses are presented in Table 8.

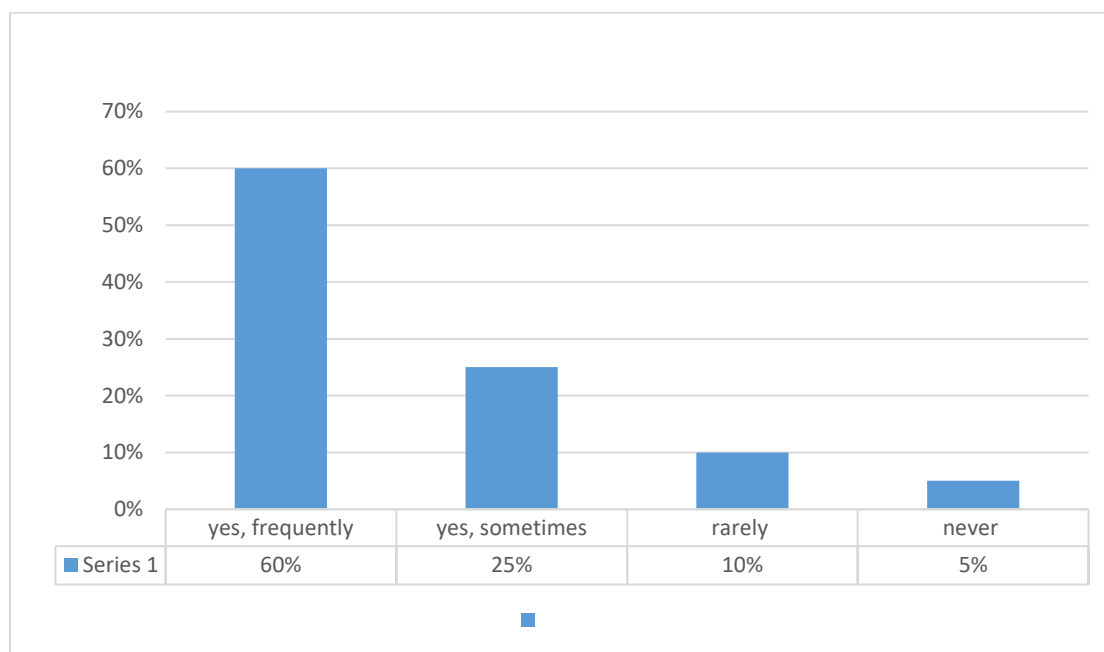
Table 8

Statement	%	F
Yes, frequently	60	180
Yes, sometimes	25	75
Rarely	10	30
Never	5	15
Total	100	300

A total of 85% of respondents reported that they had changed their attitudes, beliefs, or behaviors either frequently (60%) or sometimes (25%) as a result of engaging with social change-related content on social media. Additionally, 10% said they had rarely changed, while only 5% reported that they never experienced such a change. These

findings suggest that social media content has a notable influence on personal perspectives and behavior among the respondents.

Figure 8 *Personal Change in Attitudes, Beliefs, or Behaviors Due to Engagement with Social Change Content on Social Media*



9. Recall of Examples Where Social Media Played a Significant Role in Achieving Tangible Social Outcomes

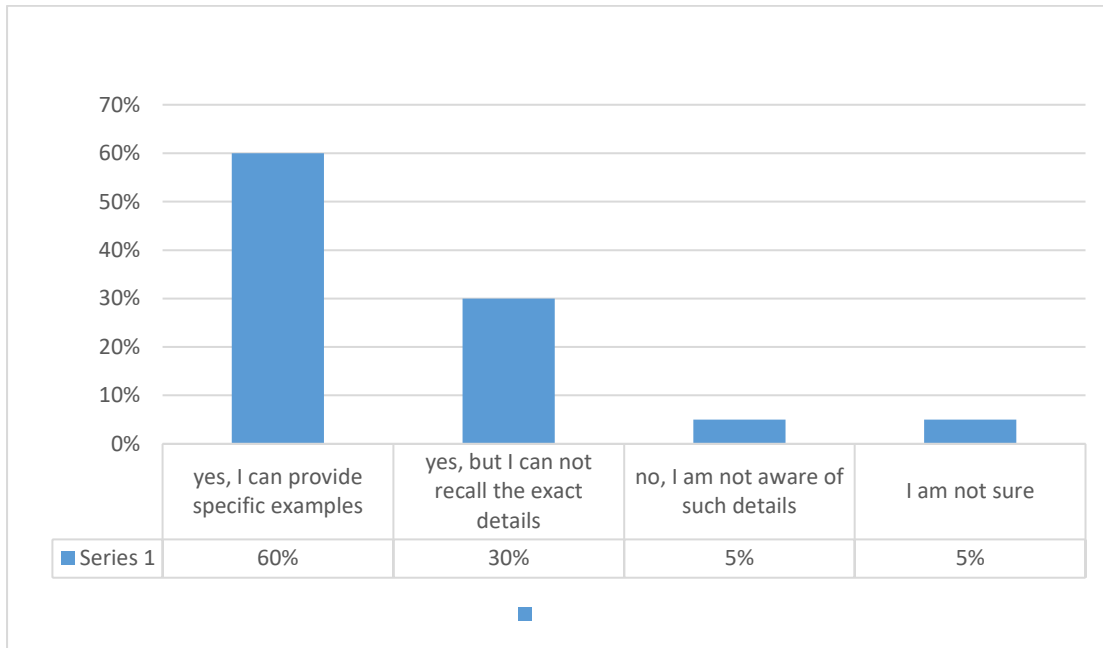
Respondents were asked: “Are there any examples you can recall where social media played a significant role in achieving tangible social outcomes?” The responses are summarized in Table 9.

Table 9

Statement	%	F
Yes, I can provide specific examples	60	180
Yes, but I cannot recall the exact details	30	90
No, I am not aware of such details	5	15
I am not sure	5	15
Total	100	300

A majority of respondents (60%) stated they could recall specific examples where social media played a significant role in achieving tangible social outcomes. Another 30% acknowledged awareness of such examples but could not recall the exact details. Meanwhile, 10% of the respondents either were not aware of or were unsure about any such examples. These responses highlight a general awareness of social media's impact, although memory or information recall varied among participants.

Figure 9 Recall of Social Media’s Role in Achieving Tangible Social Outcomes



10. Offline Actions Taken as a Result of Social Media Engagement

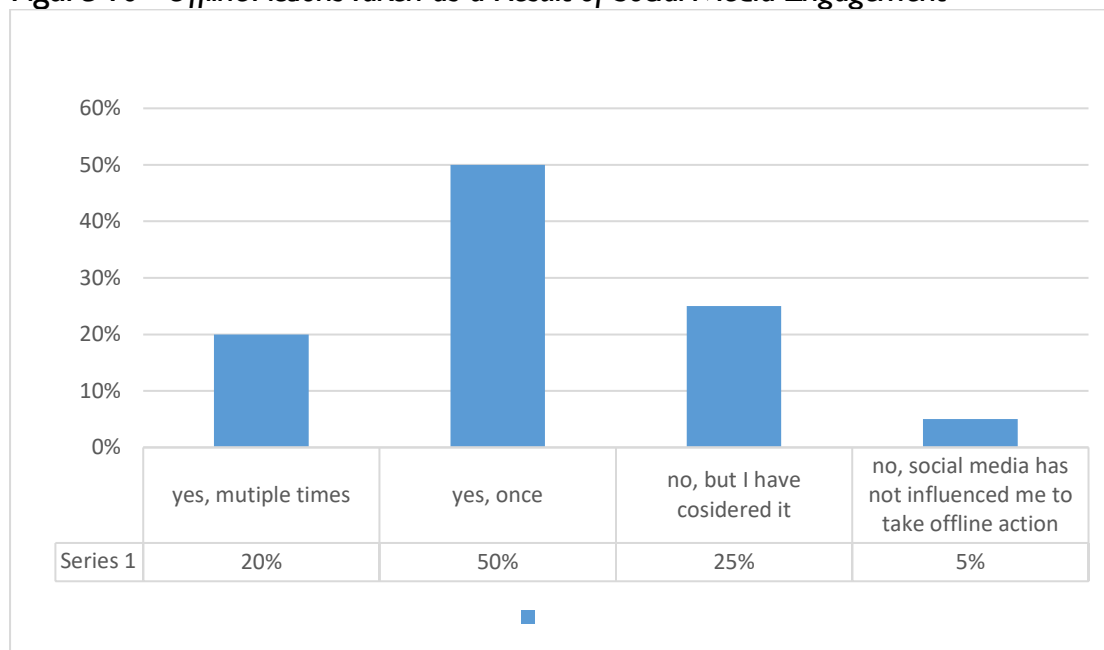
Respondents were asked: “Have you personally taken action offline (e.g., attending protests, volunteering) as a result of social media engagement?” The responses are summarized in Table 10.

Table 10

Statement	%	F
Yes, multiple times	20	60
Yes, once	50	150
No, but I have considered it	25	75
No, social media has not influenced me to take offline action	5	15
Total	100	300

A majority of respondents (70%) indicated that they had taken offline action as a result of social media engagement, either once (50%) or multiple times (20%). Additionally, 25% reported that they had not taken action but had considered doing so. Only 5% stated that social media had not influenced them to engage in offline activities. These findings suggest that social media engagement often translates into real-world actions among respondents.

Figure 10 *Offline Actions Taken as a Result of Social Media Engagement*



Findings.

The study revealed that a majority of the respondents actively participated in or supported social causes and movements through social media. This active engagement resulted in tangible social outcomes, showcasing the transformative potential of social media in driving change.

Moreover, social media was found to bridge gaps between different social, political, and cultural groups. It served as a powerful platform for fostering collaboration and promoting dialogue on social issues. The study's findings suggest that social media can effectively challenge existing societal norms, leading to attitude, belief, and behavioral changes among individuals.

Importantly, the study highlighted the substantial impact of social media in amplifying the voices of marginalized communities. It provided an avenue for these communities to gain visibility, share their experiences, and advocate for their rights. Furthermore, the study revealed that social media platforms facilitated effective discussions and debates on social topics. Respondents actively engaged in sharing their perspectives, exchanging ideas, and learning from others.

The study also found that social media was as impactful as traditional forms of activism. It mobilized individuals, attracting their attention, and motivating them to take action both online and offline. Respondents reported attending protests, signing petitions, and volunteering for social causes as a result of their engagement with social media.

In conclusion, this study presents compelling findings that support the role of social media as a catalyst for social change. It demonstrates the transformative power of social media platforms in raising awareness, mobilizing communities, challenging norms, and amplifying marginalized voices. By embracing the potential of social media and adopting responsible practices, we can harness its power to shape a more equitable and inclusive society.

Conclusion

The findings of the study revealed that social media exerted a significant influence in driving social change in Quetta city. The responses from the target population demonstrated that social media possesses immense power in raising awareness about social issues. A majority of the respondents actively participated in or supported social causes or movements through social media platforms. This active involvement resulted in tangible social outcomes and bridged gaps between different social, political, and cultural groups. The study also indicated that social media's impact was comparable to traditional forms of activism.

Regarding the specific social changes brought about by social media, the study identified several key findings. First, respondents actively participated in or supported social causes or movements on social media platforms. Second, social media played a significant role in promoting social change, as witnessed by the respondents. Additionally, social media platforms facilitated effective discussions on social topics, and respondents personally engaged in discussions and debates on social issues. They also followed organizations or individuals on social media who actively supported social change.

Moreover, respondents signed online petitions or participated in online campaigns related to social change, while considering social media highly impactful in mobilizing people for social causes. Furthermore, social media successfully challenged or changed societal norms, leading to attitude, belief, and behavioral changes among respondents. Social media also provided a platform for marginalized communities to amplify their voices and gain visibility. Lastly, respondents indicated that their engagement with social change-related content on social media prompted them to take action offline, such as attending protests or volunteering.

Overall, this study underscores the effectiveness of social media in bringing about social changes in Quetta city. The findings highlight the transformative power of social media in raising awareness, mobilizing communities, challenging norms, and promoting tangible outcomes. These findings contribute to the growing body of knowledge on the role of social media in driving social change and emphasize the need for continued research and exploration in this dynamic field.

Recommendations

1. Governments should harness the potential of social media platforms for information sharing, opinion building, publicity, mobilization, and education. Recognizing the widespread use of social media, governments can establish official channels and accounts to disseminate accurate and reliable information to the public. This can help in countering misinformation and promoting transparency.
2. It is crucial to establish checks and balances on the use of social media to ensure the responsible and ethical sharing of information. Regulations should be in place to prevent the spread of defamatory and hateful content. Implementing mechanisms such as fact-checking initiatives and moderation guidelines can help maintain the integrity of social media

platforms and protect users from harmful content.

Collaboration between social media platforms, governments, and civil society organizations is essential to develop guidelines and best practices for responsible social media use. This collaboration can lead to the formulation of policies that promote user safety, privacy, and the dissemination of accurate information.

3. Public awareness campaigns and educational programs should be conducted to enhance digital literacy and promote critical thinking skills among social media users. These initiatives can help individuals navigate through the vast amount of information available on social media and develop the ability to discern reliable sources.
4. Encouraging social media platforms to implement algorithms and features that prioritize content with verified sources and credibility can help combat the spread of misinformation. Such measures can contribute to the creation of a more informed and responsible social media environment.
5. Long-term research and monitoring of the impact of social media on society should be conducted to better understand its potential benefits and risks. This ongoing research can inform policymakers and stakeholders about emerging trends, allowing for proactive measures and timely interventions.
6. International cooperation and exchange of best practices are vital in addressing the challenges posed by social media. Collaborative efforts can facilitate the development of global standards and guidelines, ensuring a consistent and responsible approach to social media use across borders.
7. By implementing these suggestions, governments and relevant stakeholders can maximize the positive impact of social media while minimizing the risks associated with its use. These measures aim to create a safer, more informed, and constructive social media landscape that contributes to positive social change.

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