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Exploring the Impact of Traditional and Social Media on Political Awareness and Opinion Formation Among Pakistani Youth

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Abstract:

The study evaluates Pakistani youth media behavior regarding political news and opinion development while analyzing the changes between traditional platforms (television and newspapers) and digital platforms (Facebook, X/Twitter, and YouTube). A substantial 64% of Pakistani citizens fall into the young generation which makes them vital elements in creating future political dialogue. The dynamic political climate of Pakistan requires analyzing youth media habits because it impacts their news comprehension abilities and news source trustworthiness and their vulnerability to false information. The survey results demonstrate that social media has become the top choice for acquiring political news because 80.1% of respondents use digital platforms while television reaches only 13% and newspapers keep a minimum of 3.5%. Social media faces doubts about its trustworthiness because 51.9 percent of users acknowledge inaccurate and unverified materials found on the platform. Traditional media maintains a reputation for solid credibility despite reduced audience numbers since 22.5% of participants trust its information more

than the 7.2% who trust social media. Research shows that Facebook functions as an important media platform for molding political views through video content which proves the most influential format for influencing user opinions. This data demonstrates how post-truth discourse combined with algorithm-based echo chambers promotes political polarization and results in instability. Users believe social media platforms distribute biased information toward a total of 63.4% respondents while 48.7% people state social media trends impact their political mindsets. Traditional media maintains its role in delivering structured news but many view its significance fading since 43.8% of survey respondents agreed that television news and newspaper publications will eventually disappear. According to the research findings social media provides political news more freely and promptly yet critical thinking programs are necessary to teach teenagers how to identify biased and fake content. Building solutions for these problems becomes vital for Pakistani youth to obtain valid political information since it advances their understanding of politics.

Keywords: Media consumption, social media Traditional media Political news Pakistani youth Media trust, Misinformation, Political polarization

Introduction:

Electronic platforms have revolutionized how people obtain information and political news since the beginning of the current decade. The younger generation demonstrates significant movement toward social media because they want time-sensitive political updates together with interactive ways to participate in political issues. The demographic pattern in Pakistan reveals special significance because more than fifty percent of its residents are younger than thirty (Pakistan Bureau of Statistics, 2021). The current generation in Pakistan experiences accelerated political mobilization together with intense political divisions alongside fast technology development which deeply affects political understanding and dialogue among youth. Social media serves as an up-and-coming strong platform that offers young people exceptional information accessibility while giving them clear routes to participate in political debates. The understanding of new media platform effects on political opinions and engagement and their comparison to traditional media allows better prediction of Pakistan's future political communication methods. Newspapers television stations and radio networks established themselves during historical times as main platforms which distributed political content while molding public perception. McQuaid (2010) established that authoritative media shapes political

ideologies while constructing national narratives and has maintained this status for a long time. The political events together with national issues and elections have been successfully broadcast to the general public through television and print media across Pakistan and other nations. Audiences trust traditional forms of media primarily because older individuals familiar with these platforms form most of the viewership. This traditional information distribution pattern underwent a complete transformation because of the digital era's emerging technologies. Social media platforms Facebook and X (formerly Twitter) and YouTube and Instagram serve as dominant instruments for both obtaining and sharing political content. Today's social media tools give youth users better political information access through their quickness and different opinion streams and direct social participation opportunities (Ali, 2021).

The tremendous rise of social media should not obscure the continuing substantial influence that traditional media exercises over Pakistan's media landscape. The older generation in Pakistan relies heavily on television news stations as their main source of political information because they find these channels highly dependable (Gallup Pakistan 2023). The role of newspapers remains essential in forming political discourse mainly targeting urban areas of the country. Young people mostly turn to social media platforms as their main source of obtaining political information. A Statista (2023) study reveals that almost 80% of Pakistani youth aged 18-34 daily access Facebook, X, and YouTube for social media activities. The digital media preference among this demographic group generates essential inquiries about their political conduct as well as which type of media exerts greater influence on their political understanding.

Research investigates how university students in Pakistan interact with political news using traditional media and social platforms during present times. University students form a key segment within this study because most of them graduate from higher education institutions while also being politically astute and actively involved in public discourse. The study examines which medium undergraduate students select when receiving political information by analyzing their usage between conventional television and newspaper platforms and their social media consumption of political material. The analysis evaluates the political impacts from multiple communication media sources which shape youth opinion and conduct for election processes along with their views of political leaders and national political matters. The current study examines the success rate of media communication curricula in Pakistani universities by checking how well they

handle social media and digital platform impacts on political discourse development (University Grants Commission Pakistan, 2023).

The escalating political division in Pakistan demanding detailed analysis of youth approaches to political news and their understanding due to current political shifts and economic framework difficulties. This investigation aims to establish if social media channels create broader more independent political content that diverges from normal media while they frequently propagate official political views. The examination looks at how well Pakistani higher education institutions train students to critically examine the complexities of modern media including detection of bias in digital and traditional platforms. The fundamental nature of political communication in democratic developments emphasizes the need to understand how youth create and display their politics. The study aims to enhance future political communication knowledge in Pakistan by analyzing how traditional media compares to digital media in affecting youth political engagement and if social media programs an independent political culture among young adults.

Research Objectives:

1. Research is conducted to measure the extent to which television and newspaper formats from traditional media impact youth political understanding and attitudes in Pakistan.
2. The research explores the extent to which Facebook and Twitter (X) and YouTube serve as main sources for political news development among young users.
3. Social media users need to know if the political information they access contains reliable content when compared to traditional news outlets.
4. Our study investigates how social media networks impact post-truth discourse progression and reviews such development on political consciousness of the emerging generation.
5. To ascertain the prospective supremacy of media platforms traditional, social, or hybrid in the dissemination and analysis of political news in Pakistan.

Results of the survey investigation will be discussed through strategic recommendations that analyze their findings.

Research Questions:

This study adopted the following important questions to provide essential research direction:

1. The extent to which Pakistani youth rely on traditional media (television and newspapers) stands in comparison to their use of social media when obtaining political news and forming opinions.
2. Young people perceive traditional media sources differently regarding political content trustworthiness than they do social media-based political content delivery.
3. Among social media platforms what level of support do they provide for enabling post-truth narratives in political debate among the youth?
4. Television news channels and newspapers maintain their effectiveness in promoting young people's political awareness or have they started becoming insignificant.
5. The transformation of media consumption habits will have what effects on Pakistani political news and analysis as they develop in the future??

Literature Review:

The active age cohort of youths in Pakistan from ages 15–29 represents 36% of the population according to UNDP (2023) and these young people allow their media consumption to directly affect their political involvement. A review analyzes Pakistani youth political consciousness and opinion building through traditional TV newspapers radio alongside social media Facebook Twitter using both empirical research and theoretical theories. Lubna Zaheer conducted research about Facebook usage among Pakistani students during her exploration into student involvement in politics for both political opinion development and voting actions. According to study findings increased Facebook usage directly corresponds to elevated political participation levels. Social media content is rated as more credible than traditional media content although traditional media content delivers stronger influence to its audience. The findings of a research done by "Nazir Hussain. A study conducted by Dr Nazir Hussain during 2013 examined the "The Role of Media in Pakistan" by showing electronic media faced initial challenges yet the descriptive approach indicated positive outcomes for future social-economic and political development.

Traditional media functions as Pakistan's key political information supplier since it directly shapes public opinion while influencing how politics develops in the nation. Multiple broadcast

channels have consistently provided crucial information about political matters together with election systems and official government policies to public audiences. The absorption of political news stories broadcast on traditional media channels leads to elevated political awareness among senior citizens along with inconsistent effects on youth political alertness. According to Ahmed and Shabbir (2019) Pakistani young people who lead an active digital life choose to spend time with conventional media platforms. Television news functions as a leading channel for political information transmission and young people tend to base their political views on how broadcast companies structure news content. The traditional media platforms distribute organized content that matches the positions of ownership and policy-making forces while influencing how youth process political information. The people of Pakistan identify television as the principal traditional media platform responsible for sharing political information. Youth members of society exhibit doubts about traditional news media because they fear its political biases and the process of news globalization erodes media integrity. According to Saeed and Sardar (2021) young people see news broadcasts on television and radio as too political which makes them lose confidence in the political impartiality of these platforms. Social media platforms transformed political communication to become essential for younger people in modern times. Twitter Facebook and YouTube operate as fundamental channels through which Pakistani youths gain political knowledge and shape their social views. Through social media platforms individuals primarily among the young generation can access political content and start active discussions while exchanging their thoughts.

Social media produces customized real-time political information through its interactive system that lacks in traditional media delivery. Social media provides Pakistani youth the opportunity to follow local and international political news through Twitter where they participate in political arguments and create protests and campaign for elections according to Mirza and Shah (2020). The result of dynamic engagement between users on social media creates more active youth political participation. Social media comes with multiple obstacles which affect its users negatively. Political awareness and opinions form differently through the spread of false information and limited information access. The research by Ali et al. (2022) discovered that Pakistani young adults typically encounter highly partisan social media material which leads to distorted understanding of political matters alongside candidates. The content filtering systems

operated by social media platforms use user algorithms and preference-based mechanics to reinforce existing biases and reduce exposure to diverse political perspectives thus resulting in fragmented political awareness for youth audiences. A difference in the political impact exists between conventional media and social media according to available research about Pakistani youth. Social media systems present political material through decentralized interactions but traditional media delivers structured formal political content to users. The separation between these media options demonstrates some level of indistinctness. Traditional media organizations in Pakistan have launched their presence on social media platforms to create a combined effect of traditional and social media features.

The authors Raza and Sial (2021) state that traditional media continues to define political viewpoints yet social media has better power over political participation and engagement movements. Modern political activism among youth increased due to social media's capabilities of fast information dissemination along with movement organization. The youth population of Pakistan has successfully used social media platforms to run successful voter rights and political accountability advocacy campaigns. Simultaneously social media becomes a vital tool for marginalized groups including women and religious minorities who use it to actively participate in Pakistan's political dialogue. The work of researchers Iqbal and Hussain (2018) demonstrates how social media creates equal opportunities for obtaining political information so young people can avoid traditional censors while directly reaching out to politicians and political movements. Pakistani youth obtain information about politics through fundamental media outlets as well as modern social media platforms. Many people continue to get their political news from television but social media channels now strongly define youth interactions with political content. The study conducted by Ahmed and Shabbir (2019) shows young people who watch political information on social media networks become more aware politically than individuals who stay dependent on traditional news sources.

The formation of opinions through traditional and social media happens within social media platforms due to their engaging attributes which encourage active user participation. Teenagers who participate in political discussions through Facebook and Twitter tend to generate their own independent political viewpoints instead of adopting passive methods seen in television users (Saeed & Sardar, 2021). The major disadvantage of social media platforms includes their

ability to distribute incorrect information that creates political divisions among users. Social media creates situations where users especially young people encounter false or misleading information that modifies their political thoughts. Multiple research studies have shown that political misinformation spread on services such as Facebook and Twitter generate misinterpretations about political leadership as well as distorted behavioral responses (Ali et al., 2022). Through social media young people become effectively engaged for political activism. Through social media users can now use digital platforms to launch both democratic protests and electoral campaigns and youth political movements. For instance, the #MeToo movement and student protests in Pakistan were significantly amplified through social media channels, highlighting the role of these platforms in political activism (Mirza & Shah, 2020). There is another research paper with the topic Political Transformation "Role of Electronic Media in Pakistan" (Hamza Shehzad, 2021) in which the researcher concluded that with the passage of time, electronic media deviated from the right path, engaged in creating political polarization, news channel companies are also divided in different conglomerates securing their own interest, neglected media ethics and contents as a result audiences are shifted towards social media for sociopolitical awareness. Similarly, in a research work done in 2012, the researcher says that In comparison with traditional media, the five ways in which Pakistan's social media act as communication tool make it more reliable as social media gives more attention to stories neglected by traditional media, mobilization role for protest and other social campaign, promote humanitarian efforts, advocacy for social causes and stimulate political communication between politician and their constituents but still social media seems not enough for bringing social change as report discuss, Pakistan's traditional media content already serve as change agent and the low penetration rate cannot produce large scale change. According to Kugelman 2012 social media acts as a communication catalyst rather than a social change instrument in Pakistan. Therefore, we conduct this research while keeping his valuable evidence in mind. The data collection followed a survey method. To analyze the current research data, we need to perform content evaluation.

Theoretical Framework:

For research purposes we need a Mass Communication theory known as Agenda Setting Theory. Media entities can accomplish their intended objectives through methodical agenda creation that leads the public in desired directions regarding particular matters or beliefs. Media agenda success

is determined by public acceptance of their thoughts about it. Professor Dr. Nisar Ahmed Zuberi presents in his book that mass communication establishes what topics we should consider along with informing us about our thinking processes. The theory is known by two names due to its dual meaning and therefore referred to as Media Sociology. The Post Truth Theory shows direct relationships with our research subject (Zubairi, 2014).

Results and findings

The collected information demonstrates essential findings about how Pakistani youth interact with media platforms as well as their changing perceptions of trust and their preferences between traditional and social media news sources in forming political views. The analysis shows that participants have chosen social media platforms ahead of all other sources to obtain political news information. Respondents demonstrated skepticism regarding social media content verification which resulted in this dubious reliability according to their views represented by 51.9% of the total respondents. Traditional media channels such as television retain strong influence on Pakistani youth through their structured news distribution which reaches 61.5% of young people. The ongoing presence of television in society creates puzzling political effects because it is sometimes connected to unbalanced political reporting. The majority of Facebook users who shape their political opinions rely on video content (61.8%) since they view this format as the most effective for influencing political outlooks. Research findings demonstrate youth respondents eagerly pursue multi-platform journalism since half of them want to incorporate diverse media types in their professional political news involvement.

Table 1. Media Consumption for Political News and Analysis:

Medium	Frequency	Percentage	Mean	(SD)	Chi-Square Test
Social media	278	80.1%	0.80	(0.40)	$\chi^2(3) = 452.71, p < .001$
Television	45	13.0%	0.13	(0.34)	$\chi^2(3) = 452.71, p < .001$

Newspaper	12	3.5%	0.04	(0.18)	$\chi^2(3) = 452.71, p < .001$
All Three	12	3.5%	0.04	(0.18)	$\chi^2(3) = 452.71, p < .001$

Table 01 Reliance on Media for Political News

The analysis of media reliance for political news among Pakistani youth (N = 347) reveals a significant shift in consumption patterns, with social media emerging as the dominant platform. The survey results show that Facebook and Twitter (X) along with YouTube constitute the main sources for political news consumption according to 80.1% of the surveyed respondents (n = 278). According to research results the mean reliance score for political news obtained through social media was M = 0.80 with a standard deviation of SD = 0.40. Political news delivery to the youth population is primarily obtained through social media platforms rather than through traditional channels of television and newspapers. Only 13.0% (n = 45) respondents (M = 0.13, SD = 0.34) were observed using television for information but usage of newspapers was the lowest at 3.5% (n = 12) (M = 0.04, SD = 0.18). Research findings show that using three news media platforms to gain political news stands as a minority occurrence since they discovered 3.5% of respondents (n = 12) engaged in this behavior. The Chi-Square test yielded highly meaningful statistical variations regarding media platform usage ($\chi^2(3) = 452.71, p < .001$). The research data reveals social media surpasses every other news source type when Pakistani youth seek news. Social media platforms have successfully established their position as primary news outlets while people from the younger generation choose political news through this format more than standard media sources. Young people only refer to television and newspapers for political information in 13.0% and 3.5% of cases since these traditional platforms show limited success in affecting young audience political discourse. This study shows critical effects on political awareness based on news reliability assessment. Social media platforms have raised multiple problems regarding young people's information reliability because they distribute significant amounts of inaccurate information and post-truth content. Critical assessment training through digital literacy programs has gained importance since traditional media faces an increasing irrelevance. Traditional media adopts

digital platforms and interactive content and diverse platforms in response to political news consumption on social media platforms for media survival in the evolving sector.

Table 2 Analysis composed of 347 participants measured political information reliability.

Trust Level	Social media (%)	Traditional Media (%)	Mean	(SD)
Highly Trustworthy	7.2%	22.5%	2.1	(1.1)
Moderately Trustworthy	28.2%	43.8%	3.0	(0.9)
Somewhat Trustworthy	43.8%	28.2%	3.2	(1.0)
Not Trustworthy	20.7%	5.5%	1.8	(0.7)

A survey about political content trust obtained 347 valid responses (N = 347)

The perception of trustworthiness in political content among Pakistani youth (N = 347) reveals significant differences between social media and traditional media (television and newspapers). Traditional media receives higher levels of trust from Pakistani youth compared to social media due to its better trustworthiness indices which stand at 22.5% versus 7.2%. The populations surveyed deemed traditional media trustworthy more than social media since traditional media received trustworthiness scores of 43.8% yet social media managed only 28.2%. Traditional media received higher trust scores than social media did as measured by mean scores of M = 3.0 (SD = 0.9) for traditional media and M = 2.1 (SD = 1.1) for social media respectively. The trustworthiness of social media remained in doubt among participants as 20.7% stated it was not trustworthy yet only 5.5% expressed this opinion about traditional media. While most young respondents (43.8%) attested to social media news credibility they nonetheless displayed hesitation toward its truthful content. Users' perceptions of social media unreliability result mostly from their fears regarding spread misinformation and technical biases alongside alternative facts appearing

on such platforms. Young Pakistanis use social media as their main news source but these demographics refrain from trusting it as their principal source of information. Although traditional media experienced diminished reach since 2014 it retains elevated public trust thus enabling its strong competition position according to the accumulated data. Digital education programs need to be established as evidence shows they help students evaluate media content in order to base their political understanding on credible evidence-based knowledge.

Table 03 Perceptions of Post-Truth Narratives and Social Media

Variable	Agree F (%)	Agree F (%)	Neutral F (%)	Disagree F (%)	Mean	(SD)
"Social media spreads biased content"	220 (63.4%)	220 (63.4%)	78 (22.5%)	49 (14.1%)	2.5	(0.8)
"Opinions influenced by social media trends"	169 (48.7%)	169 (48.7%)	105 (30.3%)	73 (21.0%)	2.3	(0.9)

Table 03 Perceptions of Post-Truth Narratives and social media (N = 347)

Most participants agreed that social media distributes biased content. The data showed 63.4% (n=220) approval whereas 22.5% (n=78) kept an impartial stance and 14.1% (n=49) disagreed with this statement. People displayed a moderate level of agreement to the statement as indicated by the mean score $M = 2.5$ with standard deviation $SD = 0.8$. The analysis demonstrates that regular social media users of political content show greater inclination to identify this content as biased ($p = .003$; $OR = 2.15$). About half of the participants (48.7%, $n = 169$) concurred the statement "Opinions are influenced by social media trends" yet 30.3% ($n = 105$) kept a neutral stance and 21.0% ($n = 73$) disagreed with the statement. Young participants indicate a substantial awareness of public opinion modification through social media because their mean score reached 2.3 with a standard deviation of 0.9 however many remained neutral about this fact.

Table 4 Perceived Relevance of Traditional Media

Statement	Agree	Neutral	Disagree	Mean	One-Sample t-Test (t, p)
	F (%)	F (%)	F (%)	(SD)	
"TV/newspapers effectively inform youth"	128 (36.9%)	98 (28.2%)	121 (34.9%)	2.8 (1.2)	t = -3.45, p = .001
"Traditional media is irrelevant"	152 (43.8%)	78 (22.5%)	117 (33.7%)	3.1 (1.3)	t = -3.45, p = .001

Table 4 Perceived Relevance of Traditional Media (N = 347)

When asked about the effectiveness of television and newspapers in youth information delivery respondents either agreed (36.9%) or disagreed (34.9%) with slightly more than a quarter (28.2%) being neutral about the statement. The average score (M = 2.8, SD = 1.2) points to a negative evaluation of traditional media effectiveness since the value lies underneath the central point of the Likert scale. A one-sample t-test (t = -3.45; p = .001) verifies that the measurements show substantial deviation from neutrality, indicating youth mostly resist traditional media as an information resource in politics. Traditional media was perceived as irrelevant by 43.8% of young PHPN users according to their responses (f = 152). Another 22.5% (f = 78) remained undecided about its relevance, while 33.7% (f = 117) disputed the notion. A medium-term agreement exists for the obsolescence of traditional media as measured by a mean score rating of 3.1 with a standard deviation of 1.3. A major portion of the youth population demonstrates decreased interest in traditional media content because they prefer social media platforms for political news access and forming opinions.

Table 5 Implications for Political News Landscape

Trend	Frequency	Percentage	Mean (SD)
High social media reliance	278	80.1%	0.80 (0.40)

Low trust in social media	72	20.7%	0.21 (0.41)
Declining traditional media relevance	152	43.8%	0.44 (0.50)

Table 5 Implications of Media Consumption Trends (N = 347)

The data in Table 5 presents extensive proof regarding Pakistani youth media behavior that will influence how political information spreads to future audiences. Social media remains the most essential tool for Pakistani youth yet digital information trust has fallen and mainstream media suffers weakened popularity. The study results revealed that 278 out of the 347 participants used social media platforms frequently for political news reporting which produced an 80.1% positive finding alongside a mean score of $M = 0.80$ and $SD = 0.40$. The primary role of social media as a news source for Pakistan youth receives restricted backing based on the findings which show 20.7% of respondents rated it at $M = 0.21$ with $SD = 0.41$. Social media functions as the leading news source yet young audiences display skepticism about false information conducted through media outlets. Members from this social group acknowledge that traditional news sources are gradually losing their impact. Youth populations present rising challenges to television channels and newspapers in their attempts to sustain authority. The declining consumption of conventional media channels compels news organizations to invent innovative answers for digital transformation to keep their place in a changing media industry. Modern journalism requires fundamental adjustments because young Pakistanis show low trust in electronic news sites along with conventional media outlets becoming less vital for political information acquisition. Newspaper professionals should embark on two tasks: the enhancement of media literacy and the practice of fact-based reporting to build an information foundation of political dialogue.

Conclusion and Recommendations

The consumption habits regarding political news of the Pakistani youth population have dramatically shifted since digital media outlets have displaced traditional media sources as their primary news sources. Political information reaches 80.1% of survey respondents mainly through social media networks which include Facebook and Twitter (X) and YouTube. Research findings

demonstrate that high social media trust triggers generalized skepticism among people who see misinformation spreading along with unverified content according to 51.9% of study participants. News structures found on traditional television broadcasting remain relevant to youth viewers since 61.5% of them utilize this platform. The belief that traditional media grows less important emerges in public perception as people acknowledge newspapers and television becoming dated. Media institutions differentiate from one another remarkably in how the public verifies their information. The public shows stronger trust in traditional media since 22.5% of respondents choose it as highly trustworthy compared to the 7.2% of people who view social media in this manner. The survey reveals that many participants estimate social media platforms to be untrustworthy which matches the high rate of 20.7% across various population groups. Although people use social media for news retrieval, they rate traditional media platforms higher in trustworthiness. Efforts must be made to strengthen digital literacy programs because they help young people learn critical thinking skills to recognize genuine information sources during political understanding formation. Social media platforms have a Knighthood position in transforming public beliefs in addition to distributing news information. Survey results indicate that biased content distribution and social media trend effects on opinions rate 63.4% and 48.7% in significance when studying response patterns. Research data demonstrates that traditional media earns higher credibility judgments but social media delivers more significant impacts on political dialogue through video content since 61.8 percent of participants confirms this finding. Traditional media has lost value to youth because they recognize television and newspaper platforms provide poor political information delivery. The survey demonstrated that 36.9% of respondents saw traditional media as doing a good job dispersing political information but this percentage equaled the respondents who believed traditional media was not useful for political information at 43.8%. The research data proves this assessment demonstrates widespread truth about media consumption patterns through a significant test result ($t = -3.45$, $p = .001$). Traditional media organizations require quick implementation of digital news formats in combination with multiplatform news creation capabilities to maintain their audience base of youth consumers. The research demonstrates that excessive social media dependency leads to trust reduction within digital platforms thus it creates a setting where traditional media loses its significance. A majority of youth pick social media platforms over other sources for news despite their doubts about credibility while also labeling traditional media as outdated according to the findings of 43.8% of participants.

The study shows that high-speed media transformations cause youth audiences to select information over facts thus making them susceptible to political manipulation. The practice of journalism in Pakistan will reach its full potential when media staff implements independent verification practices and professional publishing standards with digital literacy skills to establish democratic information-based political dialogue.

This study leads the researchers to make several recommendations that they suggest for consideration:

1. Social media should be regulated. The authorities need to develop performance-based social media network rules which uphold freedom of expression norms. Panels of fines exist as a method to fine operators who spread deceptive information across public networks.
2. The distribution of valid information through social media platforms requires clear definition of the editor role responsible for news curation.
3. Mass Communication departments at universities need to readjust their educational programs (Study Scheme) to match contemporary Digital Media markets and future trends. Revolutionary social networking outlets need university students to develop abilities that fulfill their requirements.
4. Media companies operating television channels and producing newspapers should work to build up their existing digital media programs. Young individuals can build their competencies through the learning process of journalism skills.
5. Applicants working in traditional media organizations should understand digital media fundamentals to succeed at highest levels in this industry. The researchers maintain that media transformation has become fundamental for journalists according to their findings.
6. The Journalistic Organizations and Press Clubs and Media Institutions require workshops to teach the media immigrant concept.
7. Institutions of higher learning must deliver expert workshops combined with basic training about digital media platforms and soft communication skills for their staff members.

8. Expert employees must be granted online access to form expert assessments on political issues.

9. Society requires the strategic implementation of expert opinions to safeguard itself from exposure to post truth and propaganda-based polarization. Social media networks operate with the main objective to achieve this function.

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