ETHICS OF POLITICS AND VALUES OF SOCIAL MEDIA: AN IDEAL USE.

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Abstract

Social media got unpredictable fast growth and now social media is used in all aspect of life. Social media has influenced all areas of life and politics. Government organization using social media to be in touch with their workers and communication of office work where as political parties are using social media for sharing party activities and manifesto among the volunteers and people. It is not only that even social media is very important tool to attract new workers towards party manifesto even social media is used as a propaganda tool across the world. In Modern democracy the politicians are using social media in very short period of time to engage their voters and citizens are into discussion and direct dialogue. Values of media are not appropriate followed by people. Political representative is engaged in creating social media a platform to be in connection with workers but people consider it as a platform to ventilate themselves and in struggle of to expose political representative. In this study, it is measured that Social Media and Media Ethics are associated to each other. For this Pearson correlation was used Demographic Statistic, And Regression Analysis were Applied to understand the reality eventhickness of data was tested through Cronbach's alpha. This study concluded ethics of politics and values of media are associated but not properly understood by people.

**Keywords:** Media, Social, Politics, Democracy, Government and Media Ethics

Introduction:

In last few years' social media got unpredictable fast growth and now social media is going to be used all aspect of life. In this decade Social media has influenced all areas of life and politics. Even politics and political leaders, parties and political worker using social media more than other users of social media belongs to various field of life. Government organization are also using social media to connect their workers and communication of office work where as political parties are using social media for

sharing party activities and manifesto among the volunteers and not only that even social media is very important tool to attract new workers to party manifesto. One thing is highly observed that the nowadays social media is used as a propaganda tool across the world. Social media used as a strategy plan, not only from the political parties even Government as well as from militants. In Egypt 25th January 2011 a revolutionary protest launched by Egyptian nation against injustice, poverty and lack of freedom and mobilized people through it.Social media is used as a tool (El-Khalili, 2013). In Turkey 15th July 2016 Turkish failed military cop and this credit also goes to Social media because the video message of PresidentTayyipErdoğan spread in groups. (Yanardagoglu, 2017)Said in his research that he received news regarding military cop on Whatsapp group, and when traditional Media had given contradictory view I received information through social media chat. The aim of references is to understand the importance of social media and establish that Social media is used for mobilizing people. But it is observed that some political parties used social media as a propaganda strategy against their opposition and competitor. (PEARCE, 2014) Mentioned in his research that social media provides another source to harass opposition and also provide a new way to citizen demonstrate protest. This decade is lookingalmost war of social media however, during war many political parties, parties' worker and volunteers of social media wings avoided to use the ethics and moral values. As (PEARCE, 2014) established that In the presence of social media,opposition and political parties do not influence all affordances of it, however oppositionists not affiliated with traditional parties are leveraging social media to build audiences and engage in action. While the regime is currently "winning" the social media battle through the use of its resources, the new and creative ways that oppositionists are using social media for connective action could prove to be a successful means of dissent.

Research Objectives

- To find out the association between Ethics of politics and values of social media
- To forecast the use of social media
- To determine the contribution of ethics of politics on social media

Independent variable   Dependent variable

Social Media ⟶ **Ethics of politics**
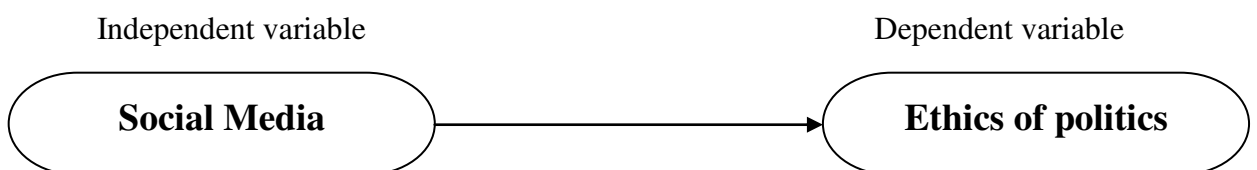
Hypotheses

H1.   There is positive and significant association between Ethics of politics and values of social media

H2.   There is positive and significant impact of social media on ethics of politics.

Literature Review

(Anstead, 2015) Investigate in study that social media equated through political journalist to public opinion. In this research consequences are examined and analysis the effectiveness of social media campaign in contest of traditional media. There is no doubt that social media has created a revolution in the political communication and shifting foundation of the political process from traditional media to social media (Gainous, 2013) and (Allcott, 2017). In today's modern democracy and politician adopted social media as a powerful tool of communication to spread their political messages especially during the election campaign.(Dang-Xuan, 2013)During the 2008 US presidential election Facebook a social media platform proved that how a social media can effectively use for dialogue and persuade incite action(Woolley, 2010)whereas it was observed In Pakistan effective used of social media is highly observed during the election campaign of 2017 general election. In which political parties set their social media wings and set a formal election campaign on Social Media. Not only in Pakistan, and USA even though in European countries use of social network sites increased in political campaign republic of Croatia a country of southeast Europe the Study of (Guerini, 2015) examined the opinion and message programmed in political Facebook during the general elections republic of Croatia. Study explore basic two objectives 1st to examine how political parties design election campaign and how these campaign and effect voters or Electoral franchise and 2nd objective was to discover the party/ and voters activities. Simply this reference of research base investigation showed that use of social media in political communication increased word wide. Whereas some other studies put torch on various political campaign approaches such as study of (Owen, 2014) whereas (Brady, 2006) describe that how social media is used as a political tool and reflect as tool of election campaign strategies. This study mentioned two approaches as looking election campaign institutional conditions, and intensity approach. So many studies investigates, proved and showed that SNS practices have excellent belongings (Magin, 2016). In the 1990s first campaign website was launched (Woolley J. L., 2010). They were the communication channels for controlled campaign and to engage the public(Kent, 2003). Then in 2004 for engaged the public in election campaign and controlling the public opinion use of blogs were observed and we thought it was it the fundamentally an starting version of Facebook groups in positions ofinteractivity and personalization(Perlmutter, 2008).Election Campaignsmet Facebook in starting as first time in 2006(Karzen, 2015).

SOCIAL MEDIA & POLITICAL COMMUNICATION

In recent rapid growth of social media especially twitter and Facebook is greatly used by political organization, individual and political workers. Social media is used by the political leaders especially during the political camping (Stefan Stieglitz, 25 August 2012). Social Media provide a vital role in political communication not only to convey the political message also it can be used for the understanding people's ideas and opinion about policies and peoples support and opinion for public office holder (Zeng D, 2010). It is also strongly observed that in modern democracy the politicians used social media in very short period of time to engage their voters and citizens into discussion and direct

dialogues (Hong S, 2011). It is also reality that social media is vital platform for political participation it have potential to ensure political discussion among voters and party workers. Social media like especially twitter and secondly Facebook is a perfect platform for political Parties and political activist for spreading politics, political party and political information, and no only information even it is providing opportunity to formulate political opinion(Stefan Stieglitz, 25 August 2012).

Now a days Electoral campaign taken advantages of new technologies such as use of social networking sites before the revelation of SNS political parties and electoral candidates use traditional media such as Newspapers and electronic media advertisement, Pamphlets, and publicity leafs but instead of all these tools now one & only social media is enough to share message of candidate and manifesto of political party. (Towner, 2012)Said in his research with his co-author Dulio that through the airwaves radio & TV help to electoral campaign to spread message in large. In few last year social networking sites mostly use for spreading political messages because distinguishing features of social networking sites provide assist to the spreading political, & Electoral information to the electoral franchise and sharing of information is very easy. Consequently the use of online social network is rapidly grow in recent time. (Justinussen, 2015). Recently all political parties set their social media wings for sharing information to their voters and other members of society.

ETHICAL ISSUES IN POLITICAL USE OF SNS

This fast growth of social media in political communication raise some ethical problems. Such as recently in Pakistan many news which spread on social networking sites regarding various political leaders, parties and performance of government declared false or fake after investigation. Many time it was observed the annoying post make issues. Pakistan Electronic Media Regulatory Authority (PEMRA) always observed the content and reliability of news appearing on electronic Media but there is no any governmental regulatory body or institute is formed for checking content appearing on social Media. This scenario make a big question mark on accuracy of political news appearing on social media. Because use of social media is easy one and everywhere easy access of social networking sites make ethical problems especially in Political communication. Some users of SNS share personal information and pictures of political leaders without their permission.

Research Methods

Study was carried out in shah Abdul Latif University Khairpur and sample of 500 hundred students were used in collecting data, (Krejcie and Morgan, 1970) table was used to set sample size, entire study was quantitative in nature where demographics of respondent was statistically defined and consistency of data was checked through Cronbach's alpha further Pearson correlation and regression analysis were done. Data was collected through structured questionnaire comprised of 28 questions , among them 6 were demographic questions and 22 were related with social media and ethics of politics. Each related question following 5 point Likert scale in questionnaire.

Results

Demographic information

	Option	Frequency	Percent	Total
	18-22	53	13.1	
	23-27	131	32.3	
Age	28-32	116	28.6	100
	32-40	106	26.1	
	Male	314	77.3	
Gender	Female	92	22.7	100
	Matriculation	32	7.9	
	Intermediate	82	20.2	
Qualification	Graduate	149	36.7	100
	Masters	107	26.4	
	M.Phil.	36	8.9	
	Less Than Rs. 10,000	138	34.0	
	Rs. 10,001- 20,000	121	29.8	
Income	Rs. 20,001- 30,000	59	14.5	100
	More Than 30,001	88	21.7	
	Whatsapp	60	14.8	
	YouTube	19	4.7	
Networks	Facebook	158	38.9	
	twitter	10	2.5	100
	Other	10	2.5	
	All	149	36.7	

Table # 01.

It is the table of demographic questions. In our academic survey total 406 respondent response the questioner. The respondents belong to different age groups. Above table of age consisted of age group number of respondents from various age group their valid response percentage and cumulative percentage.

Total 406 respondents participated whereas 314 male and 92 female participated. Because of low literacy rate in female just 92 female participated whereas some females avoided participating in survey.

Our respondents belonged to various qualification levels between the Matriculations to M.Phil. Mostly respondents having graduate and Masters level qualification whereas 36 M.Phil, 32 matriculation and 82 intermediate qualified respondent response the questioner

Income shows the living standard of respondents. However, it was between 10, 000 to 30,001 per month.

It was also asked to respondents that which network they used frequently. Whatsapp. Facebook, YouTube and twitter is frequently used so these all networks directly include

and asked by respondents. Whereas, (others) was also an option included in demographic questions. Because many Pakistani especially youth using many other network that are not famous. So, option of "other" was included and 10 respondents responded it. 149 respondents were using all networks at the time surprisingly.

As the rule of Cronbach's Alpha result below .6 is consider poor although result of all variables included in this survey is above .7 which is acceptable. The technique of Cronbach's Alpha is used for the check the reliability of data. Our questioner was consisted of 22 items.

<div align="center">Reliability statistic</div>

Reliability Statistics	
Cronbach's Alpha	N of Items
.740	13

Table # 02.

It is reliability Statistics of 1st variable which is regarding "Ethics" In this Reliability statistics the result of Cronbach's Alpha is .740. And as per common rule of Cronbach's Alpha result is above .7 is considerable and in this variable 13 questions were added in questioner and result is .740 which is moderate and considerable result.

Reliability Statistics	
Cronbach's Alpha	N of Items
.752	9

Table # 03.

09 Questions related to 2nd variable "Social Media" and this is table of reliability Statistics of 2nd variable which is regarding "Social Media" In this Reliability statistics the result of Cronbach's Alpha is .752 and this is also significant result.

Reliability Statistics	
Cronbach's Alpha	N of Items
.819	22

Table # 04.

The technique of Cronbach's Alpha is used for the check reliability of data which is used in questioner. It is common technique to measure the questioner reliability. The rule is if result found below .6 so its shows poor reliability and 7 and above result is week but considerable and from .8 to strong result is started. In this survey questioner consisted of 22 items and the Cronbach's Alpha result is .819 and as per common rule already describe its strong one.

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	social media	.	Enter

a. Dependent Variable: Ethics of politics
b. All requested variables entered.

Table # 05.

Table No.05 representing those variables was entered in SPSS through entered methods as shown above.

Pearson Correlation

Correlations

		Ethics of politics	social media
Ethics of politics	Pearson Correlation	1	
social media	Pearson Correlation	.512[**]	1

**. Correlation is significant at the 0.01 level (2-tailed).

Table # 06.

For correlation analysis, association between independent variable and dependent variable was seen. For this, Pearson correlation technique was used. it shows social media and ethics of politics are associated each other and it shows moderate relationship by having value of .512 namely it is said social media users are somehow following the ethics in political discourse but they are not care of it at maximum level. Here H1 is accepted because there is significant association between social media and ethics of politics.

Regression Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.512[a]	.262	.260	.86027927

a. Predictors: (Constant), social media

Table # 07.

Model summary representing model fitness on the bases of given data, in this connection model fithess is 26% and remaining percentage is research gap in using of social media and following the ethics of politics in carrying out different activities on social media.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	106.008	1	106.008	143.238	.000[b]
	Residual	298.992	404	.740		
	Total	405.000	405			

a. Dependent Variable: Ethics of politics
b. Predictors: (Constant), social media

Table # 07.
Above table # 7 showing either there is variance between social media and ethics of politics or not. No doubt ANOVA is treated as analysis of variance so here there is significant variance in social media and ethics of politics by having sig. value is.000.

Coefficients^a						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.021E-16	.043		.000	1.000
	social media	.512	.043	.512	11.968	.000
a. Dependent Variable: Ethics of politics						

Table # 08.

Above table reflecting that how much contribution of social media is in prediction of ethics of politics, in this regard it is said social media impacts 51.20% percentage on ethics of politics, namely there is need to improve the values of social media and there is need to enhances the sense of ethics in political communication, this table also shows H1. is supported , however, social media has positive and significant impact on ethics of politics.

Conclusion
This study concluded that social media is not only platform to engage people in odd activities and but it reflects positive aspect of life too. As for political activities carried on by politician and people on social media are making mind of people so see how the life is! But there is need either by carrying these activities norms of social media and ethics of politics are followed or not. This question made the research clear that there is contribution of social media in enhancing the sense of politics in society. In this regard it is said that there is ideal use to carryon political campaign on social media. However, this study pointed out that social media has positive and significant impact on ethics of politics and both have significant of association. For this quantitative techniques were used. For instance reliability analysis was done to check consistency of respondents' responses. Further regression analysis techniques such as, model summary that represented that the data given by respondents do not contributes at maximum level and it is just 26% fit whereas, the contribution of social media in relating with ethics of politics 51.20. So still there is need to enhance the awareness of proper use of social media as well as generate the sense of ethics of politics among students, people and political representative. It is one the best platform for all to explain and aware people about their political agenda and show the future road map for national development.

Recommendations
- Social media and ethics of politics are the phenomena that can transform society if their use properly handled

- Social media is the best provision to express the ideology of people so state should use its for generating collective behavior and civic sense in society
- All people are the frequent users of social media in this regard there is responsibility of state to clear people how it negatively impacts on the mind of people as to understand political and destructive consequences of the world in Pakistan.
- There is also need to clear politician how it damages the image of state if it is not properly managed and used.

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