PalArch's Journal of Archaeology of Egypt / Egyptology

MUSLIMS IN CRISIS: PERCEPTION OF YOUTH ON CREDIBILITY OF FACEBOOK

Sajida Awais[1], Shafaq Manzoor[2], Hannan Khan Tareen[3], Dr. Manan Khan Tareen[4], Ghullam Murtaza[5]

[1]Lecturer, Punjab University Lahore.

[2]Lecturer, Department of Media Studies, Islamia University Bahawalpur, Pakistan.

[3](PhD Scholar) Associate Lecturer, Department of Media Studies, Islamia University Bahawalpur, Pakistan.

[4](PhD) Research Scholar, Department of Communication Studies, Bahauddin Zakariya University, Multan, Pakistan.

[5]Masters in Media Studies, Department of Media Studies, Islamia University Bahawalpur, Pakistan.

Abstract:

The aim of the present study is to determine the young people's perception of the credibility of Facebook's eyes on combating Muslims from Bahauddin Zakaria University Multan. In this study, a survey method technique was employed to provide answers to 500 respondents, 250 male and female students from each division of the Bahauddin Zakaria University. In order to

explore how credible Facebook visual content is to students in connection with war against Muslims, the researcher asks the weather of those respondents to consider such content credible or not. Study findings showed that most students believe that Facebook visual content is trustworthy and accurate. Furthermore, findings of the study also highlights that majority of the students expressed that they consider facebook visual content reliable and credible because they find it accurate.

Introduction:

People nowadays use online technology to communicate with one another in the era of the World Wide Web. Online social relationships are a popular way for people to connect with one another and spread information to a large audience. Over the last ten years, social networking sites have grown in popularity as a means of online sharing of ideas and information. Social media sites such as Twitter, Whatsapp, and Facebook have become the standard (Ellison and Lampe, 2007; Sheldon (Hinsch), 2011; absolutely Subrahmanyam, 2008).

In the province, Facebook is the most popular social media site. According to a survey, there were more than 1.94 billion monthly active users (Facebook MAU) on Facebook as of March 2017, and the number is growing at a rate of 18 percent per year. According to the study, the majority of Facebook users are teenagers and young adults, and their experiences on the social media platform are likely to have an effect on psychological outcomes such as user self-esteem.

In today's fast-paced world, we are confronted with a slew of urgent problems that must be considered and addressed. These major issues necessitate our awareness of current society and problems, such as the war on terror, the influence of digital media, the media's position in improving society, Islamophobia, corruption, anti-Muslim hate speech, and so on. These topics must be freely discussed and addressed with society in order to eradicate social abnormalities and bring about a change in the masses' thought processes. Social media sites, especially "Facebook," are useful for debating these issues. The hot topic of the psychological effect of social networking sites on young people's various attitudes has gone unnoticed and overlooked by social scientists, among many others.

Media Affects Paradigm:

To study the effect of media on consumer behaviour, many researchers will typically observe the environment based on planning, agenda setting, framework, cultivation, integration, inhibition, and middle world syndrome. Cohen, 1963; Lipmann, 1922; Entman, 1993; Gerbner, 1980; Fiske and Taylor, 1991; Cohen, 1963; Lipmann, 1922; Entman, 1993; Gerbner, 1980. Bandura and Ross, 1963; Gerbner, 1978; Wigginson and Fletcher, 1995; Bryant and Thompson, 2002; Bandura and Ross, 1963; Gerbner, 1978; Wigginson and Fletcher, 1995.

The model of social network effects is the foundation of this study. To assess the effect of television on audiences, George Gerbner and colleagues (1976) developed a theory of mass media training. The idea of Middle World Syndrome was coined as a result of changing audience consumption habits. It is said that television has the power to influence how people perceive social reality in their everyday lives (Dominick, 2005, p. 471).

Despite the rapid changes in the media climate, crop researchers continue to question the role of television in influencing consumers' perceptions of social reality (Reizer & Hestsroni, 2014). There are, on the other hand, more effective approaches for dealing with the media's power

model. The audience constructs the interpretation of the information communicated by the media, according to the social behaviour theory (Anderson & Meyer, 1988, p. 48). By way of their interpretations The agenda-setting of McCombs and Shaw, as well as Rok each and DeFluer's dependence on the media, all represent the media effects model.

Some researchers, on the other hand, plan to investigate the effect of cultivating media other than television on viewer behaviour (Beullens throughout 2011). Shrum (2002) also suggested a heuristic processing model in the study of cognitive processes that emphasises the influence of farming. More and more studies show that exposing people to media content increases their acceptance of similar images in their memories. As all research related to the theory of planting effects have received full attention, it has been demonstrated that the role of the media is critical in affecting and shaping consumers' views of the real world.

Social Media:

All Internet services focused on networking and connectivity are referred to as social media. This general term is occasionally used in social bookmarking sites, and it is, of course, still used in social networks like Facebook and Twitter. The popularity of social networks (particularly Facebook) has exploded in the last decade, with an ever-increasing number of users. Also, more information was shared. The word "social media," which was coined ten years ago, is now widely used. People seem to be more social than ever, whether it's sharing bridal gifts online or building Facebook profiles for pets. According to a survey, roughly 70% of adults use some kind of online electronic social networking site.

Facebook, Twitter, LinkedIn, Pinterest, and Instagram are the most popular social networking sites these days. Facebook is the most popular of these social media sites. Not only are there a lot of Facebook users, but they're still very interested and involved. According to a report conducted by Smith in 2013, 63 percent of Facebook users visit the site at least once per day, and 40% visit multiple times a day. This frequent use of social media may be attributed to the growing popularity of social media sites on mobile devices. Many social media users rely on their mobile apps to access their favourite websites, thanks to the popularity of smartphones and tablets. According to a report conducted by DeSilver in 2014, 300 million Facebook users only use their phones.

Nevertheless, young people and adults devote much of their time on this website. A 2013 study by Smith reveals that 84% of adults aged from 18 and 29 use Facebook, more than any other age group. Demographically speaking, the urban population is rising 9 percent more than the rustic population by using social media. Given that social networks are becoming popular among young people, it is very important to be conscious of how this activity could affect them.

Effects of Facebook Use:

Numerous studies have found a connection between Facebook and negative effects including depression, neuroticism, compulsive behaviour, seclusion, narcissism, and reduced amphetamine flow in synapses. The rising popularity of Facebook among young people has sparked widespread concern about the potential negative consequences of using the social media platform. If the use of Facebook has serious consequences, researchers should concentrate their efforts on understanding the causes that contribute to poor mental attitudes and, as a result, serious crimes, and on ways to prevent or at least mitigate these consequences.

With the advent of the Internet came the notion that using the Internet could be detrimental to one's happiness. According to a 2002 report by Kraut et al., the "Home Network Project" offered Internet access to 93 users in 1995. These people have never used the Internet before and have been concerned about their mental health for a long time. The researchers concluded that heavy Internet use is correlated with more seclusion and depression symbols after the first year of use. Researchers have recently focused their attention on social media, attempting to determine if it has negative effects on mental health.

Significance of the study:

Social networking sites, especially Facebook, have become an inextricable part of the lives of young people. The use of the Internet has exploded in the last ten years. The majority of young people use the Internet on a daily basis. Many studies indicate that Facebook has both positive and negative impact on young people, but it continues to overlook concepts or ideas that deserve more attention. This is the level of trustworthiness of Facebook's visual content about the Muslim war. By emphasising young people's understanding of the authenticity of Facebook's visual content relevant to the Muslim war, this study will pave the way for future studies.

Statement of Problem:

Facebook offers a forum for people to talk about topics that have been overlooked by the print and electronic media. The legitimacy of using Facebook and Facebook visual content linked to the Muslim War is a crying problem that "has been sadly overlooked by the mass media." Importantly, since young people spend the majority of their time on social networking sites, like Facebook, it is important to perform a research study to determine the extent to which they believe Facebook's visual content related to the world's war against Muslims is credible.

Objectives of the Study:

To analyse how much youth, consider Facebook's visual content related to war against Muslims credible

Literature Review:

Facebook, according to Awan (2016), is a useful social media site where people can connect and discuss with friends, colleagues, and family members, as well as keep in touch through status updates and news feeds. According to his findings, some Facebook groups and pages target the Muslim community because of their ethnicity, colour, religious beliefs, and history. Their investigation uncovered and investigated 494 separate cases of hate speech, including physical attacks against Muslims. Similarly, after high-profile events, the comment section for individual posts indicates that the area of anti-Muslim posts is expanding.

According to Griffiths (2013), social networking sites are rapidly evolving into a powerful tool for disseminating knowledge, forming opinions, connecting with people all over the world, and involvement, and, most importantly, providing unparalleled Exchange opportunities. He explained the positive rather than negative effect of social networking sites on personal life based on the findings of his study. The majority of those polled believe they will become more active, innovative, and famous. Respondents who spend 30 minutes to an hour on social networking sites have a greater impact on their lives than those who do not.

Golden Gate, Qiao Meng Scott Horvitz (Scot, Horvitz, 2013) conducted research on "predicting depression by social networks," and found that people are increasingly using social media platforms including Twitter, Instagram, and Facebook, and that they share in these. By sharing your life events and thoughts with your contacts and friends on the website, social networks provide a way to capture behavioural characteristics in people. Loneliness, self-hatred, hatred, religious extremism, sadness, helplessness, and worthlessness are all symptoms of severe depression, according to some of the frustrating thoughts and emotions expressed on social media. People with depression and anxiety disorders have less social interactions, more emotional negativity, sensitive behaviours, and a loss of self-confidence, according to the findings. They are inspired to become more involved on social media by a strong sense of personal will, which has resulted in a rise in medical issues and religious thinking.

According to Wilcox and Stephen (2012), online social networks have the potential to manipulate respondents, which is essential for social order. Researchers discovered that people's image status among Facebook friends increases when they share their image with others on social media. When compared to not using social media, this leads to them having less self-control after using social media. Increased use of online social media is linked to a loss of self-control in a variety of ways (such as health, mental health, and consumption). As a result, using social media can lead to a loss of self-control, impacting people's well-being.

"This is not your mother's terrorism: the radicalization of online social networks and political interference practices," according to Huey (2015). Social media is a well-known medium for disseminating information to viewers, and this information spreads rapidly across its vast network. The study details the activities and latest developments of terrorists who spread their militant activity via social media. The study also discusses the topic of political intervention, which is especially appealing to young audiences, with the aim of changing people's attitudes about government policies and practices toward terrorists. He satirized and had a psychological effect on young people by posting images or videotapes on Twitter, Facebook, and other social media platforms, and he created negative emotions in their minds.

"The effect of social networks on teenagers," say Brown and Sara (2009). The study discovered that television, computers, the Internet, music, movies, magazines, the Internet, as well as smartphones and Android phones, have an effect on young people. It identifies the positive and negative aspects of media technology, and adolescents devote a certain amount of time each day to demonstrating it. It also defines how many teens use social media and the Internet to learn about sex and to discuss it. This article also includes several tips for adults working with youth to help them understand how to study their habits, attitudes, and attitudes based on in-depth studies and interviews, and to help them understand how to understand the effects of media in life through the media. Adolescent psychology, condition then there's the power of social media.

Theoretical Framework:

Cultivation Theory of Mass Communication:

This hypothesis is fundamentally a part of the media impact model. At the Annanberg School of Communication, George Gerbner and his colleagues established this theory. It is also regarded as the longest and most comprehensive study of television effects. The word "cultural arm" is associated with television, according to Gerbner. This means that television has the status of a family member, and he always tells us stories. It categorises the audience into two groups: high-

consumption and low-consumption. Bad World Syndrome condemns large audiences who have seen more violence. The Bad Planet Syndrome portrays the world as being in a worse shape than it is. Excessive television viewing, on the other hand, can lead to a homogenised and terrifying populace (Severin and Tankard, 1992, p. 249).

Existing research "Anti-Muslim War: Exploring the Mental State Cultivated through Facebook Visual Content" "According to cultural cultivation theory, social media, especially Facebook, is responsible for shaping or "cultivating" audiences' perceptions of social reality." The idea. Social media has become a significant source of social and knowledge for alien cultures, given the historical barriers to literacy and mobility. The majority of our knowledge must come from Facebook, either directly or indirectly, and we force ourselves to trust it. Typically, our perceptions of things, people, and organisations are shaped by the information we find on Facebook, but Facebook content fosters the illusion of shared reality for a variety of audiences. "Ordinary Facebook users are increasingly aware of the dangers and insecurities associated with Facebook, such as mental illness," according to the ntral that provides the theoretical basis for my study. Facebook and other social media platforms can expose broad audiences to the concept of "Mean World Syndrome." These, according to Gerbner, are the primary and most commonly shared results of crop theory.

Research Question of the Study:

Q: How much students consider Facebook's visual content related to war against Muslims credible?

Hypothesis of the study :

H: It is more likely that students are considering Facebook's visual content regarding war against Muslims credible

Research Methodology:

To investigate the credibility of Facebook's visual content regarding war against Muslim the survey method technique has been employed.

Research Design:

This is a method of researching phenomena that is based on quantitative analysis. This investigative methodology has been shown to be the most powerful tool for testing young people's opinions on the authenticity of visual content on Facebook relevant to the war on Muslims. Closed questions are included in the questionnaire to elicit answers from the subjects. These issues are better explained with the aid of related literature. The questionnaire's argument, in particular, is focused on previous studies. The responses were quantified using a five-point Likert scale ranging from 1 (strongly agree) to 5 (strongly disagree).

Subjects:

The interviewee was a student at Multan's Bahaudin Zakraya University. College students are widely assumed to use social media on a daily basis. As a result, the respondents who use Facebook on a daily basis are from Bahauddin Zakaria University in Multan.

Sample size:

Researchers collect data using simple random sampling in probability sampling. A total of 500 people (both men and women) were chosen, with a proportion of 250 visitors in each group.

Youth:

Young people account for 60% of Pakistan's overall population. Pakistan's young population is made up of university students. They are between the ages of 20 and 30.

Data Collection & Data Presentation and Analysis:

The questionnaire would need to collect information and the required data from the research subject in order to collect data. Closed questions will be used to evaluate the responses of the respondents in the survey. The literature review and preliminary analysis will be used to create the questionnaire. A basic random sampling technique will be used as well. The data collected via the survey method will be sent to the coding table and analyzed using SPSS software.

Hypothesis testing:

Students are more likely to believe that the visual content on Facebook about the wars against Muslim is credible.

The researcher asked the interviewee two questions to determine the source's reliability. The first issue concerns the signal source's dependability. According to the responses to the query, 45.2 percent of respondents agreed that the source of the content obtained from them is accurate, 34.2 percent claimed the source was reliable, and 20.5 percent said they didn't know the source. Continuity. The second issue concerns the signal source's dependability. The researchers discovered that 45.3 percent of respondents thought the source was reliable, 33.8 percent thought the source was reliable, and 20.9 percent of respondents said they didn't know the source of the accessed information was reliable.

As a result, the hypothesis was confirmed: "Students are more likely to assume that Facebook's visual content in the war against Muslims is credible."

Table 5.1.1 (a) One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Q15	443	1.7562	.77528	.03683
Q16	443	1.7517	.77092	.03663

Table 5.1.1 (b)

	Z	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
				Lower	Upper
Q15	47.678	.000	1.75621	1.6838	1.8286
Q16	47.825	.000	1.75169	1.6797	1.8237

In the 5.1.1 table Q15 shows that our result is important since the value of p is less than the value of 0.05. And Q 14 shows that our result is important since the value of p is less than that of 0.05.

Discussion and Conclusion:

The aim of this study is to learn what young people think about Mutan Bahauddin Zakaria University's Facebook visual content about the Muslim war. A survey method technology was used to gather input from 500 respondents for this report, with 250 respondents (male and female) in each sub-field being Bahauddin Zakaria University students. The researchers wanted to see how much students believe Facebook's visual content about the Muslim War is factual, so they asked climate respondents if they thought the content was credible. The majority of students agree that Facebook's visual content is authentic and trustworthy, based on their responses to this question.

References:

1. Anderson, J. A., & Meyer, T. P. (1988). Mediated communication: A social action perspective. Newbury Park, CA: Sage.
2. Awan, I. (2016). Islamophobia on social media: A qualitative analysis of the Facebook's Walls of Hate. International Journal of Cyber Criminology, 10(1), 1.
3. Beullens, K., Roe, K., & Van den Bulck, J. (2011). Excellent gamer; excellent driver? The impact of adolescents' video game playing on driving behavior: A two- wave panel study. Accident Analysis & Prevention, 43(1), 58- 65.
4. Bhutta, Muhammad Makkey, et al. (2020). "Mapping Credibility Scale of Sources of Political News Stories Through Perception Lenses of Pakistani Youth: Analysis of Governmental vs. Non-Governmental and Conflicting Political News Sources." Journal of Peace, Development and Communication, vol. 04, no. 02, 2020, pp. 315–334, https://doi.org/10.36968/JPDC-V04-I02-17.
5. Brown, D., & Sarah, K. (2009). Sex, Sexuality, Sexting, and Sex Ed. Integrated Research Services, 16, 12-17.
6. De Choudhury, M., Gamon, M., Counts, S., & Horvitz, E. (2013). Predicting Depression via Social Media. ICWSM, 13, 1-10.
7. Dominick, J. R. (2005). The Dynamics of Mass Communication: Media in the Digital Age, 8th ed. New York: McGraw- Hill

8. Ellison, N. B., Steinfield, C., & Lampe, C. (2007). The benefits of Facebook "friends:" Social capital and college students' use of online social network sites. Journal of Computer-Mediated Communication, 12(4), 1143-1168.
9. Gerbner, G., Gross, L., Morgan, M., &Signorielli, N. (1986). Living with television: The dynamics of the cultivation process. Perspectives on media effects, 17-40.
10. Griffiths, M. D. (2013). Social networking addiction: Emerging themes and issues. Journal of Addiction Research & Therapy, 4(5). Hannan Khan Tareen, Dr. Samia Manzoor, Dr. Aqsa Iram Shahzadi Khan, Dr. Manan Khan Tareen, Nazmine (2021) Facebook use and youths' psychological states of insecurity, depression, extremism, and desensitization. Elementary Education Online, 20 (2), 1346-1356. doi:10.17051/ilkonline.2021.02.154
11. Huey, L. (2015). This is not your mother's terrorism: Social media, online radicalization and the practice of political jamming. Journal of Terrorism Research, 6(2).
12. Severin, &Tankard . (1992). Communication Theories: Origins, Methods, And Uses in the Mass Media 3rd ed. Longman Publishing USA.
13. Sheldon, K. M., Abad, N., &Hinsch, C. (2011). A two-process view of Facebook use and relatedness need-satisfaction: disconnection drives use, and connection rewards it.
14. Shrum, L.J. (200). Media consumption and perceptions of social reality: Effects and underlying processes. In J. Bryant and D. Zillmann (Eds) Media effects: Advances in theory and research (p. 69-95). Mahwah, NJ: Lawrence Erlbaum Associates.
15. Subrahmanyam, K., Reich, S. M., Waechter, N., & Espinoza, G. (2008). Online and offline social networks: Use of social networking sites by emerging adults. Journal of applied developmental psychology, 29(6), 420-433.
16. Tareen, Manan Khan, et al. (2021). "Measuring the Impact of Audio/Visual Aids on Learning Process: A Case Study of South Punjab" Journal of Peace, Development and Communication, vol. Volume 5, no. Issue 1, 2021, pp. 163-175, https://doi.org/10.36968/JPDC-V05-I01-15
17. Wilcox, K., & Stephen, A. T. (2012). Are close friends the enemy? Online social networks, self-esteem, and self-control. Journal of Consumer research, 40(1), 90-103.