

Impact of Facebook Crime Content on the Youth of Urban Areas of Sindh.

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Abstract:

Social media has emerged as a new medium for information, entertainment, and education around the world, particularly among youth and teenagers. The vast range of social media platforms, from Facebook to Instagram and Twitter, attract a significant population. Despite their numerous benefits, these sites also come with drawbacks. Social media has become a fast source of information and communication, but it has also become a medium for spreading crime in society. This study aims to investigate the various impacts of social media on society, particularly the effects of crime content on Facebook on urban Sindh's youth and the role of social media in facilitating faster communication. A quantitative research method using a closed-ended questionnaire was employed to collect data from a sample of 300 people from Karachi and Hyderabad, representing Sindh's urban population. Respondents were chosen randomly from different social classes, educational levels, and mental capabilities. The study was conducted under the "Agenda Setting Theory," and the data were analyzed using IBM SPSS software. The research concludes that Facebook is a primary source of information and crime news in today's technological era, but it also supports the theory that crime content on Facebook promotes aggression among urban Sindh's youth. Furthermore, the study reveals that many young people are addicted to using social media daily, and they use it to their advantage while balancing their studies, jobs, and businesses.

Keywords: *Crime content, Facebook, Media, Sindh, Social Media, Youth.*

INTRODUCTION:

Social media is a modern digital tool that enables users to create and share various content types with a single click. The social media domain comprises a variety of apps and websites which is useful for sharing concise messages and links. Meanwhile, Facebook, TikTok, and Instagram have been created for sharing personal videos, photos, and other entertaining and information content publicly. Social media's most prominent feature is its openness and lack of censorship (Hinman, 2018). Users can use and explore social media as they desire. Although some social media companies establish moral boundaries and enforce restrictions on posting violent or nude images, users have relatively fewer restrictions on sharing their interests (Soomro, et al. 2019). Any internet user can easily sign up for a social media account and use or abuse its privileges. With this freedom at social media, the most viral content on social media includes crime-related content along with information and entertainment. The purpose of this research is to study the effects of crime content on social media, especially Facebook, on the youth of urban areas of Sindh. The research will also look at how content on Facebook, including crime content, helps young people access information quickly.

Statement of the Problem

Social media forums have become an integral part of everyone's lives, actively shaping social, moral, cultural, academic, and commercial norms. The modern lifestyle is unimaginable without the involvement of social media. Research shows that more than half of the world's population is keenly using or benefiting from social media, and various social media forums attract subscribers of all ages across the globe. However, the biggest challenge is the mounting increase in the volume, accuracy, and variety of information on social media. Everyone, regardless of age, gender, education, or mental maturity, has access to all kinds of content, which raises numerous concerns (Alter, 2017), as well as, social media has become fastest source of information for their users. One major concern is the endangerment of personal safety and privacy due to unsupervised use of social media which is causing negative effects among the users of social media. This study firstly, examine the perception that the presence of social media has accelerated the process

of flow of information and secondly, tested how much change in behaviour in youth of urban Sindh is observed in the result of regular use of social media.

Objectives of the Study

The popularity of social media has increased significantly in the country due to the invention of smart phones, tablets, laptops, and the advancement of the wireless broadband market. This study aims to investigate the behaviour and motives of young social media users, as well as the impact of their activities on their lives and on society. Specifically, the research focuses on the following:

- Examining the profound impact of criminal content available on Facebook on youth of Sindh living in urban areas.
- Ascertaining how often criminal content on social media endorses delinquency in society.
- Investigating how much youth in urban Sindh are updated about crime through social media.

LITERATURE REVIEW

The primary aim of conducting a "Literature Review" is to provide a concise summary of past research and studies related to the topic of discussion. Additionally, it assists in selecting appropriate objectives and methodologies for further enhancing the research topic. In this particular study, relevant literature has been examined to gain a more profound understanding of the subject matter. As Aiken (2017) suggests, social media has become an indispensable part of modern life, serving not only as a means of entertainment but also as a fast source of information, education, and knowledge.

Crime and Society

The link between society and crime has long been established. West (2018) found in his research that crime and society have always been intertwined. Unfortunately, in current times, it is disheartening to see that the digital technology, which was supposed to assist modern man, is actually having the opposite effect. According to a study by Wang et al. (2019), social media, which is a prevalent and easily accessible

contemporary technology, is being openly misused. Negative uses of social media outweigh the constructive ones. The most popular social media platforms worldwide include Facebook, Google+, Twitter, TikTok, Pinterest, Instagram, and Tumblr, through which users share their personal information with friends, family, and the public (Khurana, 2015).

Social Media as Active Device

Social media has become an increasingly popular device in recent years, with young people particularly drawn to its services. Boyd (2015) notes that social media has become a primary source of communication and conversation for young people. However, Brenner (2015) warns that the younger generation's reliance on social media for staying in touch with others has increased in recent years. Cohen's (2013) research also highlights how access to criminal content on social media is damaging the ethical, social, academic, and behavioural values of young people. Cohen identifies several points of concern:

- The concept of a "stranger" has become ambiguous on social media, with individuals appearing friendly and amiable, leading to potential malevolent activity.
- Sharing personal details on social media can make it easier to commit crimes such as murder, rape, kidnapping, abduction, or burglary.
- Deceitful adults may target innocent juveniles through social media with malicious intent.
- Youngsters waste precious time chatting on social media, negatively impacting their education, health, and family life, and potentially leading to serious misconduct.
- Participating in inoperable blogs on social media can lead to aggressive and intolerable behaviour among young people, with the potential for incongruous actions.

Social Media & Youth Crimes

Halakerimath and colleagues (2017) have noted that social media has facilitated the participation of young people in criminal activities in modern times. The involvement of youth in criminal activities has been fueled by various factors such as political, social and communal limitations. The 24/7 availability of mobile technology, coupled with the absence of responsible guardians such as parents and teachers, has made

the younger generation heavily reliant on social media. However, according to Melde and colleagues (2020), social media is not being used by the youth but is instead exploiting them. The reasons that contribute to the participation in any delinquency are complex. Social media has been used to shape young people's attitudes towards racial discrimination, religious differences, gender inequality, and political bias. These factors promote a culture of criminal behavior, and encourage youth to engage in unlawful activities.

Socio-Political Awareness

The constructive utilization of social media can enhance the awareness of social and political issues, foster language skills, and broaden the intellectual horizons of young people. Additionally, the interconnectivity factor provides opportunities for youth of urban Sindh to establish cross-cultural connections in the vast cyber community worldwide. However, Munir and co-authors (2018) have cautioned that the unchecked exploitation of social media has resulted in a social and moral crisis in society, posing a threat to the future of its youth. To counter this, Shabir and colleagues (2014) suggest that social media must be used with great care, responsibility, and vigilance and that young people should be educated about their cultural norms and social values.

Social Media as Tool of Information

Modern technologies have become a crucial element in achieving a competitive edge and ensuring the success and survival of our society. In the past decade, there has been a significant shift in the way we share and receive information, and the invention of social media has transformed the field of Information Technology. According to Hennessy (2018), the growth of information technologies has led to the emergence of innovative sources of information, such as social media, which are integral to the modern world. Social media has become a providential source for modern information technology due to its unique characteristics.

Access to Social Media through Mobile Phone

According to Magette (2014), these are some of the primary reasons why mobile phones have increased in significance. Modern mobile phones are technologically advanced and not only enable users to make and receive calls but also allow them to store data, take pictures, and access social

media. Pahuja (2018) has noted that the latest mobile phones come equipped with music playing features that allow users to enjoy their favorite songs and record audio. With the latest apps and internet tools, the functionality of these devices has expanded beyond communication and recreation, making them invaluable assets.

Crime Reporting at Social Media

According to Steinberg (2017), civic crime reporting through various social media platforms has gained significant scholarly and media attention, as it is a widely accepted response to criminal activities. Previously, it was believed that individuals formed their opinions about wrongdoing based on what they saw on electronic or print media. In essence, traditional media was considered a means of shaping the perspectives of the general public.

Theoretical Framework

Walter Lippmann, an American journalist, introduced the concept of the "Agenda Setting Theory" in 1922, which suggested that mass media could shape public opinion regarding a particular social or political issue. Lippmann argued that mass media could disseminate a specific agenda among the public, leading them to form opinions and make decisions accordingly. Although Lippmann did not use the term "Agenda Setting Theory" in his book, he laid the foundation for the theory. In the following years, the term became well-known among literary and political circles. Scholars like McCombs and colleagues (1997) were instrumental in advancing this theory. They observed the influential role of mass media during the 1968 presidential election campaign in shaping the voters' mindset.

According to Tayouri (2015), a significant proportion of the population relies on information disseminated by mass media, shaping their opinions and interpretations. As noted by Feezell (2017) in the field of social sciences, the significance of the "Agenda Setting Theory" cannot be overstated. Schematic models of this theory suggest that mainstream media directly or indirectly control and guide the audience's attention towards various social and political issues. Chen et al. (2019) have highlighted that the emergence and popularity of digital media, particularly social media, has reinforced the efficacy of the traditional "Agenda Setting Theory". Carter (1996) also concluded that the power of

modern digital media is comparable to that of traditional mass media in its impact.

Weimann and colleagues (2017) highlight the complementary nature of the research topic and the fundamentals of the "Agenda Setting Theory". The theory establishes the power of media as an influential factor in shaping public opinion about social, regional, or even national issues, while the role of social media in influencing the behavior and mindset of young people is also significant.

Hypothesis

The researcher believes that the integration of social media in the field of communication has led to faster information flow, and faster communication has also impacted the rate of crime. In the light of literature review and theoretical framework two hypotheses are generated in the study.

- H1: Social networking website, Facebook has making impact on providing fast and first-hand source of information.
- H2: Crime content on Facebook has significant impact on promoting aggression among youth of urban areas.

RESEARCH METHODOLOGY

To conclude this study, the method of utilizing available online resources has been utilized, and only those sources have been reviewed, analyzed, and cited which are directly pertinent to the topic of discussion.

Targeted Population

The authors of this study have carefully analyzed and synthesized relevant data and information, exploring the problem of criminal content availability on social media, specifically among youth in urban areas of Sindh. The study focused on two major cities in Sindh, Karachi and Hyderabad. The researcher examined various theoretical perspectives in order to gain a comprehensive understanding of the issue at hand.

Sample Size

To ensure a practical approach and solid academic support for this research, the researchers interacted with a total of 300 young individuals,

including students and working-class youths, to gain insight into their perspectives. This approach was implemented to explore the opinions of the youth across various social statuses, genders, races, and academic backgrounds. The sample size was divided according to the population of the two selected cities, with 200 respondents from Karachi and 100 from Hyderabad.

Sampling Technique

Convenience sampling technique was employed under the non-probability method due to its practicality and ease of access to potential participants. This technique allowed the researchers to gather data efficiently and promptly from individuals who were readily available and willing to participate in the survey. By utilizing convenience sampling, the research study aimed to explore the perceptions, experiences and attitudes of the selected participants regarding Facebook crime content.

Tools of Data Collection

The researcher utilized a close-ended questionnaire as the primary tool for data collection in this study. The questionnaire was designed in a detailed manner, with questions categorized to obtain a comprehensive and compact opinion from the respondents. The categories included demographics, sociability, and personal suggestions regarding crime content in the news feed of Facebook. The survey questionnaire consisted of 34 questions that were relevant to the topic, to-the-point, and necessary.

DATA ANALYSIS AND DISCUSSION

The analysis of data and its interpretation is a crucial aspect of this research report, as it provides direction and meaning to the gathered information.

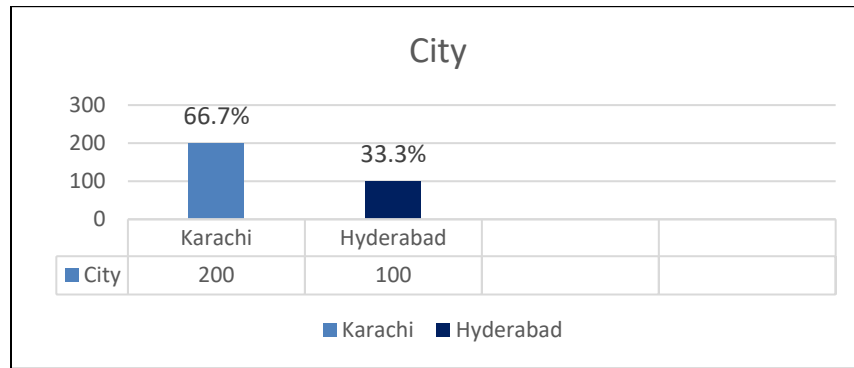


Figure 1 – Participants by City

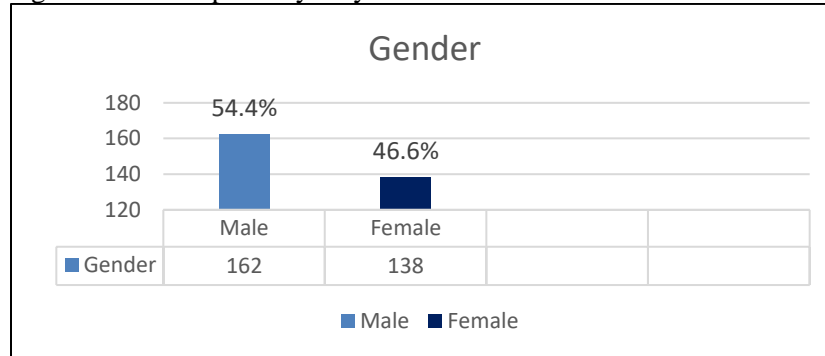


Figure 2 – Participants by Gender

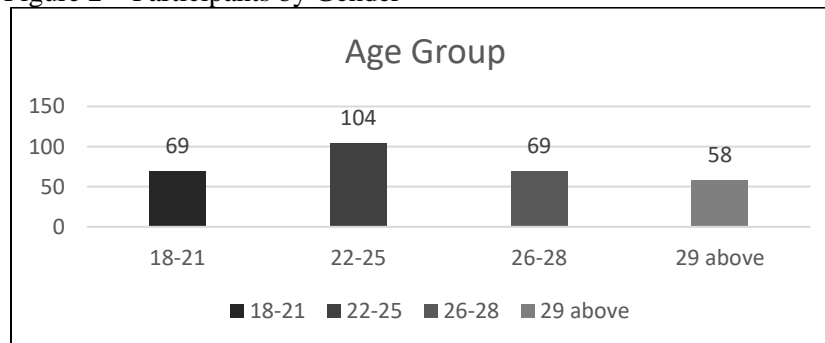


Figure 3 – Participants by Age

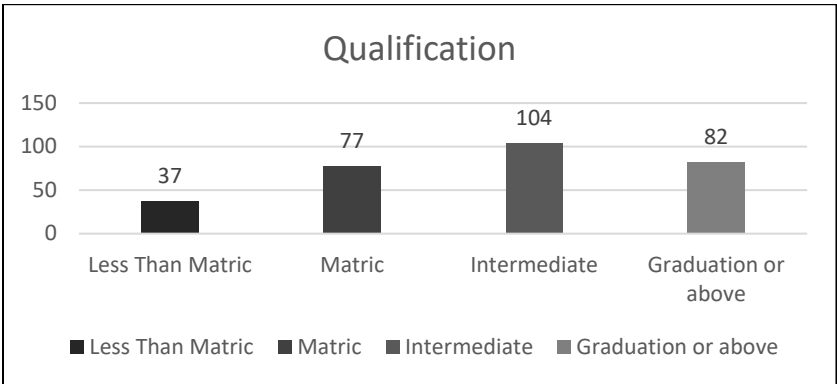


Figure 4 – Participants by Qualification

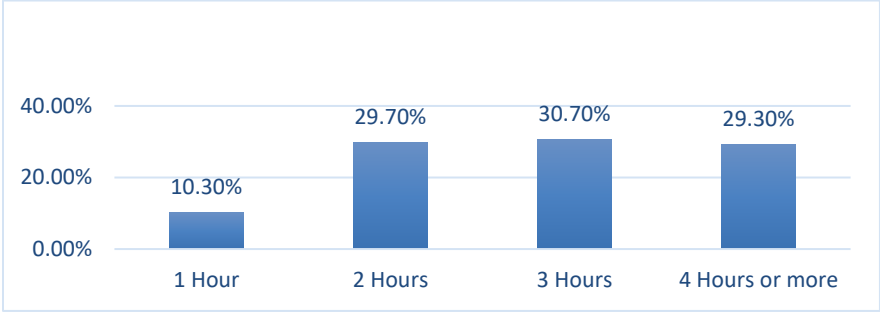


Figure5–Amount of time daily you spend on Facebook.

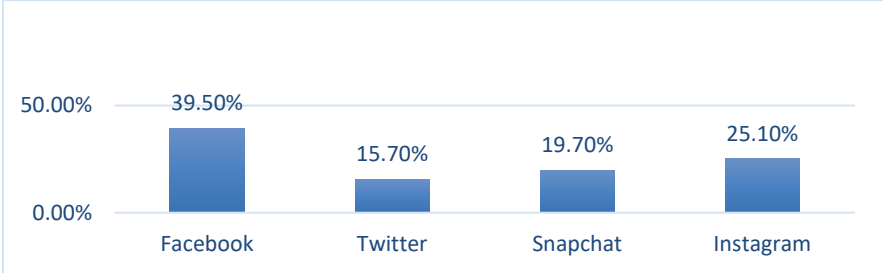


Figure 6 - Social networking site mostly use.

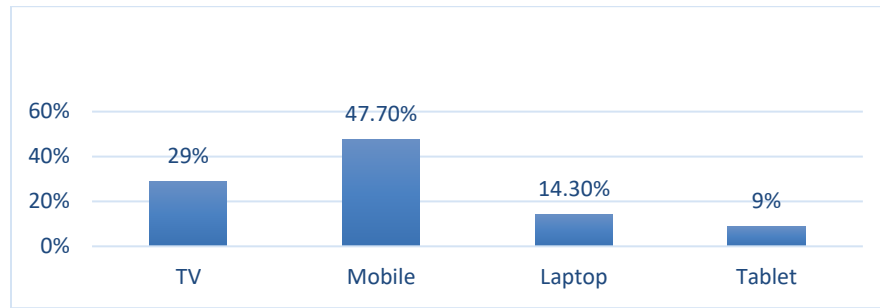


Figure 7 - From which device you get news and information.

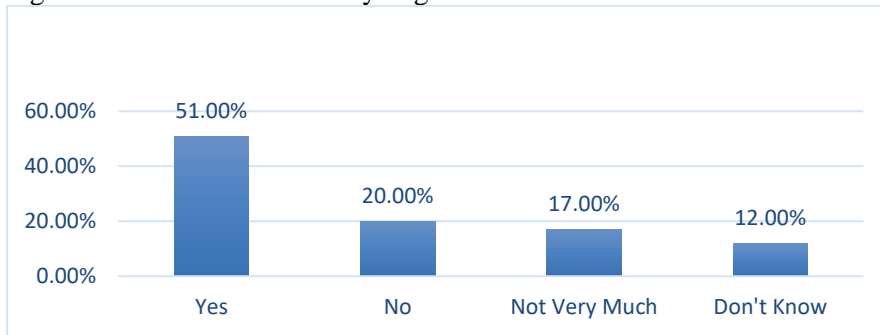


Figure 8 - Facebook informing about crime.

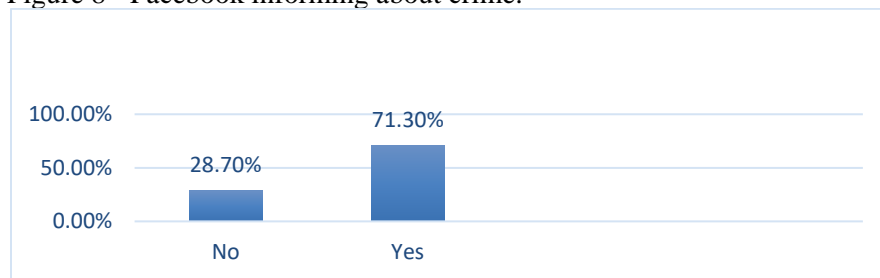


Figure 9 - Crime content on Facebook promotes aggression in Youth.

Hypotheses Testing

One-Sample Test

Test Value = 0				
T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference

					Lower	Upper
Do you think content of social media informing you about crime?	30.637	299	.000	1.90000	1.7780	2.0220

Table 1

The collected data was analyzed using a one-sample t-test. The results of the analysis showed that the calculated value of T statistics (30.637) was higher than the tabulated value of 1.645. Additionally, the P value was found to be less than 0.05, indicating high statistical significance of the results.

One-Sample Test

Test Value = 0						
T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference		
				Lower	Upper	
Do you think crime content on Facebook promotes aggression in youth?	65.515	299	.000	1.71333	1.6619	1.7648

Table 2

The data was analyzed using a one-sample t-test, and the calculated value of T statistics was found to be 65.515, which was greater than the tabulated value of 1.645. The P value for this research question was also less than 0.05, indicating that the results were highly significant.

CONCLUSION

The study provided an insight into the impact of Facebook crime content on the youth with the demographics of urban areas of Sindh, particularly in Karachi and Hyderabad. According to the observations collected through the questionnaires, it appears that the youth primarily uses social media platforms for entertainment or to stay informed about current events, and are not particularly interested in crime news. Youth uses social media platforms just for entertainment or flow of information they are not likely to seem to be interested in the crime news as per the observations collected through the questionnaires. After analyzing all the data that is collected through survey data, several key findings have emerged.

Findings

- Firstly, it was found that a majority of young people are addicted to social media, using it on a daily basis while managing their studies in parallel.
- About 90% of the sample respondents accessed social media daily, mostly to keep up with ongoing trends.
- Interestingly, the research found that social media use does not seem to be a dominant factor in increasing the crime rate.
- Instead, the main reasons for the increasing crime rate in the sample areas appeared to be joblessness and illiteracy.
- Furthermore, the study revealed that while negative crime news on social media can be irritating to some, the number of respondents affected by it was relatively low.
- Overall, these findings shed light on the ways in which young people use social media and its potential impact on crime rates, suggesting that other socioeconomic factors may be more important in shaping criminal behavior.

The aim of our study is to apply the agenda-setting theory, wherein researchers create hypotheses and conduct research to either support or reject them. The following are the findings:

- Based on the findings, we can confirm our Hypothesis H1 that Facebook has making impact on providing fast and first-hand source of information and crime news in the modern technology era. The t-test results in SPSS indicate high significance.
- The analysis of the results supports Hypothesis H2 that the Crime content on Facebook has significant impact on promoting aggression among youth of urban areas. Youth are using social media to stay updated on current trends and are following groups and pages related to crime news. The t-test in SPSS also indicates high significance.

Recommendations

Here are some recommendations and avenues for future researchers of the related field:

- The study showed the impact of only one social media platform i.e. Facebook. Other social media platforms might also affect the behavior of youth which is required to be checked. The study provides more insights and ideas for future studies. So, in the future, researchers who want to explore more in the similar field or intend to extend this particular topic, other social media platforms are suggested to include with a larger population to obtain the more précised results.
- The researches made on such kind of subjects are much narrowed in Pakistan to support the abstract base for their research. So, we think that this research will contribute to deal with the hurdles by providing real-time responses about the factors that actually influence the behavior of youth using other social media platforms like YouTube or TikTok etc.
- The findings of this study will be fruitful to crime agencies for a better understanding that how social media influencing the youth of Sindh. Although, the results that we developed by conducting this study may not be applicable to the overall population and more research studies are needed to make the results more precise and general.

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