

## AN EXPLORATORY STUDY OF SOCIAL CAPITAL FORMATION THROUGH SOCIAL NETWORKING SITES

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### ABSTRACT

*The present study has been designed to explore the effects of social media on the social capital formation among university students in Punjab Pakistan. Sociability is essential for the development and maintenance of a network. A person's social behavior may be altered by the usage of digital media, which may make it easier for them to create virtual relationships, which may have negative consequences for their social capital. Even though computer-dependent communication might help people make virtual relationships, it has the opposite effect of increasing interpersonal and face-to-face conversation. In the world of globalization internet particularly social media increase the human interaction across the globe. People develop social relationship with different people and form their online social capital. It is possible that using social networking services for the maintenance and growth of social capital would be extremely beneficial to those who have a social capital investment. Social capital is most typically acquired through intimate relationships with family, close friends, and coworkers, among other things. The main objective of study is to study the basic social media profile and the socio-economic characteristics and its relationship with the social capital formation. Present study was conducted in Universities in Punjab, Pakistan. The study was conducted in large scale universities of Punjab province. Representative Sample of 520 was randomly with the help of Taro Yamani Formula. Data was collected with the help of a questionnaire and analyzed by using SPSS. Logistic Regression and Correlation test was applied to check the relationship between variables, and it was concluded that social media helpful in the formation on online social capital formation that ultimately leads towards the offline bonding and bridging.*

**Key Words:** Social Capital, Social Media, Regression, Correlation, Online Bounding.

### 1. INTRODUCTION

The emergence of information technology has ushered in a period of rapid and profound social transformation. It is common for people to utilize digital media to satisfy their social and psychological requirements. The usage of social media facilitates the expansion of a person's virtual networks, but it also causes social capital to be disrupted. A significant amount of time spent on social media increases the likelihood of people losing connection with their real-life friends and family. The use of social media can result in a reduction in outdoor activities as well as a reduction in social and family interaction. (Attewell, Suazo-Garcia, & Battle, 2003). Sociability is essential for the development and maintenance of a network. A person's social behavior may be altered by the usage of digital media, which may make it easier for them to create virtual relationships, which may have negative consequences for their social capital. Interpersonal and face-to-face engagement can be hampered by computer-based communication, but it can also be utilized to establish virtual ties between people (West, 2013; Granovetter, 1973; Resnick, 2001, Riphagen & Kanfer, 1997).

According to research on the influence of new media use on social capital, persons who spend a significant amount of time on social media are more likely to separate themselves from their traditional social networks than others (Agarwal, et., al., 2005; DiMaggio et al., 2004). Since the user is unable to participate in social activities because of their frequent internet use, excessive use of new media has the effect of decreasing or eliminating social connection. The ability to communicate face to face is

enhanced when people are less preoccupied and participate in less virtual contacts (Kraut et al., 1998). According to other research, over usage of new media is associated with an increase in sentiments of unhappiness and loneliness (Kraut et al., 1998; Lavin, et., al., 1999).

The Internet is rapidly being used by people to create and sustain social contacts, particularly through social media platforms such as Facebook and Twitter (Ellison, et., al., 2007; Stevens & Morris, 2007). This research brings together the fields of information systems, psychology, and sociology, and the data gathered as a consequence will likely be used by academics from a wide range of disciplines in the future. It is one of the core advantages of social networking sites that it makes it simple for users to create and maintain genuine connections with other people. Users of social networking sites have the ability to collect and preserve social capital for use in the future (Kwon et al., 2013; Powell, 2009).

The study of sociable capital lends itself to cross-disciplinary investigation (Burton, et al., 2010). It is necessary to examine the creation and maintenance of social capital in the context of organized social networks in order to fully grasp the concept of social capital. Researchers have begun looking at social capital from the perspective of an individual, rather than from the perspective of a community or a physical setting, in order to distinguish between two separate forms of social capital at the human level (Kwon et al., 2013). Students require social capital in order to have a good time, organize activities, and meet new people. (Giannakos, et., al., 2013).

Because of the expansion of social networking services over the last decade, various scholars have looked at the relationship between social capital and social networking services. In social networking sites, there is a direct correlation between the amount of time spent on them and the number of new contacts and connections that are made. The writers have drawn parallels between social networking sites and the game "Bowling Online." This point of view is diametrically opposed to Putnam's popular 1995 book *Bowling Alone*, which asserted that social capital in the United States has eroded.

The utilization of social networking sites may be extremely beneficial to those with a social capital interest. While networks of diversified connections are necessary for establishing social capital, networks of "strong linkages," such as those made by family, close friends, and coworkers, are also vital for the development of social capital (Putnam, 2000). This study analyses how smartphones impact social networking services, as well as how they affect other forms of social capital resources, such as trust, networks, and civic participation, because social capital and social networking services are entwined in cellphones (Knapp, 2005).

### **1.1 Types of Social Media Platforms**

There are numerous ways to describe social media, which is based on Internet technology. Users can discuss personal information as well as their opinions and thoughts with one another through the usage of this tool. Individuals can form significant ties with people via the use of social media in such a manner (Solis, 2010). The most important function of social media is to make it easier to create groups and communicate with friends in an unfettered manner. It is estimated that around one billion people have benefited from the advent of social media platforms such as Twitter, Facebook, Flickr, wikis, and YouTube blogs (Shneiderman, 2012). Rather than promoting more formal discussion and debate, these platforms promote a wide range of contributions by speeding the establishment of strong relationships between individuals. They also facilitate a big array of contributions by expediting the formation of strong ties between individuals (Knapp, 2005).

There are five fundamental kinds of debate on social media platforms: Social networking sites, blogs, media sharing, social news, and microblogs are all examples of what is meant by this. It is possible to connect with people all around the world by using one of these social media platforms or another (Rouse, 2015).

#### **1.1.1 Social Networking Sites**

It is possible for people and organizations to interact with one another using social networking sites (SNS). In the context of the Internet, the phrase "social networking site" refers to a group of websites whose users have common origins and interests. A common element of these platforms is the ability for users to edit and interact with their profiles, as well as the option to share content with others. (1) The user can grant or deny access to it; (2) the user can build a list of friends, with only those on the list being able to share information and ideas; and (3) the user can also access a list of friends produced by his or her friend's friends (Ellison, 2007).

### 1.1.2 Media-Sharing Sites

It is possible to download, distribute, and save multimedia content (such as music or video clips) through the use of media sharing websites (like Flickr and YouTube). Many students and professors all around the world are now use YouTube to deliver lectures to students who are unable to travel to class because of their location. People routinely post and share their favorite music samples, video clips, and short films on social media sites like Facebook and YouTube (Milanovic, 2015).

### 1.1.3 Social News

One way is for users to engage with news items from a variety of sources by using a central platform (such as Twitter, Facebook, or Reddit) (such as these). Both the news provider and the news consumer are involved in influencing one another in a level that is not feasible through traditional media platforms, such as television and radio. Apart from that, social media platforms, as opposed to traditional news networks, serve as gathering points for stories from a diverse variety of third-party sources. In addition to the stories told by relatives and friends, these sources may contain blogs and webpages that have been challenged (Nations, 2016).

### 1.1.4 Microblogging

Microblogging entries are limited in length, similar to blog entries, to a set amount of words. In this programme, you will be able to share your thoughts and ideas with people more easily. User's can send text messages via their mobile phones, instant messaging services, or the Internet, and they have the option to follow other users on microblogging sites. Twitter is a good illustration of how social media is becoming more popular. Shortly after its launch in 2006, Twitter exploded in popularity as a prominent microblogging platform, with millions of people using it on a regular basis. Currently, it has over 140 million followers and a daily search volume of over 1.6 billion, which is impressive. Users of Twitter like the platform's structure, which they believe is effective in stimulating conversation. Tweets, which are short text messages, allow Twitter users to communicate with others all over the world about their views and ideas (Weinberg, 2009; Stassie, 2010).

## 1.2 Social Media Trends in the World and Pakistan

In recent years, the expanding use of mobile phones, personal computers, and the Internet has demonstrated how widely accepted and vital social media has become in people's everyday lives throughout the globe. Political and entertainment institutions, as well as online businesses and organizations. Mobile devices are used to access 1,685 billion of the 2,1 billion active social media accounts, accounting for 35% of the total. Many well-known companies across the world utilize social media barometers to measure market pulses and get direct feedback from customers through social media networks (Lee, 2013).

Pakistan's general public is becoming more familiar with the use of social media websites like Facebook, Instagram, Skype, Twitter, and other similar platforms. The proliferation of low-cost smartphones and the availability of mobile internet have had a huge influence on social media usage in Pakistan. People are drawn to social media in order to voice their thoughts, share their experiences, offer suggestions, and provide input on a wide range of problems, including politics. As of April 2013, Facebook had more than three billion daily users and was the most popular social networking website on the globe. In Pakistan, Facebook is the most widely used social networking site by far. In Pakistan, over 17.2 million people, according to latest estimates, use Facebook. Twitter, which has more than 280 million daily connections, is gradually rising in popularity as a social networking tool as well. Astonishingly, Pakistanis are becoming increasingly interested in social media, with the number of people who use it increasing despite the country's high level of illiteracy and the fact that the vast majority of its population lives in rural areas (Yoon, 2016).

### 1.3 Significance of the study

The purpose of this study is to evaluate the impact of social media on the development of social capital. Pakistan is often seen as a nation of youthful people, which is not entirely incorrect. The prevalence of young people's use of information and communication technologies (ICTs) in their daily lives has grown. Pakistan's Facebook is the second most frequented website in the country, according to a research (Alexa, 2013). The vast majority of its users are under the age of thirty-one. Two-thirds of Pakistan's 20 million Facebook users are under the age of 25, which represents a significant proportion of the population. According to the findings of this study, Pakistani young are avid users of Facebook (Qureshi, 2016).

Furthermore, many of the users are college and university students, who have more access to the Internet than the general public. A thorough investigation into how university students in Pakistan use social media is essential in order to have a better understanding of their behaviour. The purpose of this study is to determine whether there is a link between social media usage and the building of social capital. Because of the introduction of social media in Pakistan, a society that places a strong premium on traditional family values, there has been a generational rift in the country. Rather of following the traditional pattern that has an impact on offline social capital and family life, social media opens up new avenues of connection between people and groups.

It is hoped that this research will provide a comprehensive picture of how young people utilize social media in their everyday lives. As a result of this study, we may be able to spread the word that social networking sites may be utilized to increase adolescent civic involvement and help them become more active citizens of their communities.

#### **1.4 Study Objectives**

To analyze the role of social Networking sites in creation of social capital and to recommend some policy measures how media technologies usage helpful in manifestation of social capital.

## **2. REVIEW OF LITERATURE**

The importance of literary research is, from time to time, the undeniable fact that it provides information on the subjects being studied. It provides an extra sense of direction and eliminates the possibility of continuous duplication. In addition, past performance reports provide valuable information analysis technology. Steinfield et al. (2009) concluded that Facebook use is associated with increased social capital and improved psychological well-being among young people. The findings demonstrated a statistically significant relationship between Facebook usage and the formation of new forms of social capital through the leveraging of current forms of social capital. In other words, social networking services can support users in the development of different and heterogeneous networks, which are the building blocks of social capital resources. Malcolm Gladwell (2010) reported that hat social networking service platforms are built with weak connections in mind. Using Twitter, you can follow and be followed by someone you've never met in person. In the absence of Facebook, you will be unable to keep in contact with people who you would otherwise be unable to communicate with. This implies that the services provided by social networking sites make it easier to maintain current ties while also fostering the development of new partnerships. Each social networking service, on the other hand, offers an own collection of features. It is arguable if social networking services assist users in expanding their networks, as well as in maintaining and strengthening current ties.

### **2.1 THEORETICAL MODEL**

Human capital may expand and accumulate more quickly when people have good social ties, according to the theory of social capital accumulation. For example, a stable family environment may assist pupils in completing their educational goals as well as earning marketable skills and qualifications (Richard and Micheal, 2015).

The use of social media has increased dramatically over the past decade, partly as a result of the widespread acceptance of the social networking site Facebook. When evaluating the performance of software, transaction time is commonly employed as a metric. In this case, the performance of software is measured in terms of the value it delivers to its users, which is a less common but equally essential measure. By looking at the idea of social value in communication networks through the lens of the theory of social capital, it is possible to gain a deeper understanding of the phenomenon. This study examines how the social capital theory has been applied to social media research and how it has been successful. It has been revealed that elements from social capital theory may be applied to the study of online social interactions, which is an exciting development. Despite the fact that ideas such as social capital bonding and bridging are widely used in the literature, Putnam (2000) is the most commonly referenced author in the field. Another key source is Bourdieu (1985), who gives a clear and exact definition of social capital in great detail. Multiple research have revealed how computers may assist the communication system that supports social capital, so expanding our knowledge of how computers can be used. Conclusion: According to the paper's conclusion, the literature on social capital theory in social media has various interesting discoveries, some of which are inconsistent, that are worth considering (Carmichael,et., al., 2015).

### 3. MATERIALS AND METHODS

Methodologies and techniques in which observation analysis plays a major role in social analysis, "The method is also a system of specific rules and procedures which depend on the fact that the analysis depends on what information requirements are evaluated (Nachmias and Nachmias, 1992)." The validity, responsibility and accuracy of analytical analysis depend on the scientific method. Present study was conducted in Universities in Punjab, Pakistan. Cross sectional study was done with the university students who are enrolled at any program i.e. BS, MS, MSc. M.Phil. Ph.D. Representative Sample of 520 respondents was drawn randomly with the help of Taro Yamani Formula. Data was collected with the help of a well-structured Questionnaire that is filled through online and face to face survey. For the purpose of analysis regression Modeling and correlation analysis was performed by using SPSS.

### 4. RESULTS AND DISCUSSIONS

The purpose of this section is to analyze and interpret data related to research problems. Parallel analysis examines all variables in an individual data set. It defines different response patterns. This variable describes its own variable. Statistics define and summarize data. Undeniably, descriptive data describes individual variables.

**Table 2: Results of Logistic Regression**

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1 <sup>a</sup>	Time spend on media	.044	.059	.574	1	.449	1.045
	Group affiliation	.030	.230	.017	1	.896	1.031
	Maintain social ties	.085	.182	.219	1	.640	1.089
	Behavior maintenance	2.727	.383	50.783	1	.000	15.291
	Information seeking & Sharing	1.035	.359	8.311	1	.004	2.816
	Constant	5.436	1.014	28.729	1	.000	.004

a. Variable(s) entered on step 1: Time on media, group affiliation, maintain social ties, behavior maintenance, and information seeking and sharing.

Logistic regression model was employed, and the results of analysis exposed that social media usage is important for the sake of social capital formation particularly online bonding and bridging. While the exponential values indicated that Time on media, group affiliation, maintain social ties, behavior maintenance, and information seeking, and sharing were found closely consistent to the social capital formation. Moreover, the value of all the variables had a significant impact on the social capital formation. So, researcher concluded that all variables are predictor of the social capital formation the change in the log of the independent variables that are entered in the model has positive significant effects on the dependent variable.

**Table 2: Correlation between time Spent on Social Media and Social Capital Formation**

Variables		Time Spent on Social Media	Social Capital formation
Time Spent on Social Media	Pearson Correlation	1	.052
	Sig. (2-tailed)		.001
	N	520	520
Social capital Formation	Pearson Correlation	.052	1
	Sig. (2-tailed)	.001	
	N	520	520

It was implicit that time spend on social media and social capital formation are directly proportional to each other. Analysis of social capital formation and social media usage intensity or time was found correlated which depicted that strong positive relationship was found between social media usage hours and social capital formation. The correlation revealed that formation of social capital is extremely attached with the time spend on social media. The university students who are more connected with the social networking site and long-time use on that sites developed more online social capital as compared to those youth who are not strongly attached with the social networking sites.

**Table 3: Correlation between Social Capital formation and Affiliation/following of groups on social media**

Variables		Social capital formation	Affiliation/following of groups on social media
Social capital Formation	Pearson Correlation	1	.462**
	Sig. (2-tailed)		.000
	N	520	520
Affiliation/following of groups on social media	Pearson Correlation	.462**	1
	Sig. (2-tailed)	.000	
	N	520	520
**. Correlation is significant at the 0.01 level (2-tailed).			

The proposed axiom was analyzed that social capital formation and affiliation/following of various groups on social media was correlated. The analysis revealed the strong relationship between the variables which shown significant and positive value, it means the more following on the social media networking sites increase the level of social capital formation, because follower of the same group develops the same kind of ideology that come them to close each other and make the social capital.

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