ABSTRACT

Improvements in interactive technologies have altered Pakistani culture in recent times, making it easier for people to acquire digital information. Twitter provides journalists with new chances to keep themselves updated with the current happenings, build productive partnerships with audiences, and voice their ideas to boost their reputation and exposure among their followers, many thanks go to social media technologies. The present study is designed to explore twitter usage among the journalists through its usage, ease of use and its effect on their job. The study explores that majority (47%) of Pakistani journalists spend up to one hour in twitter usage. It was further revealed that journalist (72.3%) themselves tweet and do read others’ tweets as well. Empirical data reveals that five hypotheses out of six were also supported regarding the twitter usage. Findings also show that a positive attitude forwarded into helpfulness encourages journalists to use Twitter, whereas a bad attitude toward risk does not predict behavior intention and is inversely linked with behavioral intent, implying that if the risk is minimal, journalists will become more willing to be used.

Keywords: Twitter, journalist, ease, job performance, acceptance, Pakistan.

INTRODUCTION

This is the power of social media and new media technologies that the academic and non-academic worlds have adopted new technologies in the form social networks like Facebook, Instagram, blogs, Vlogs, Tweets, web consumers' communities, and podcasting, in unprecedented ways for sharing of knowledge and keeping in touch with families, friends and colleagues as well (Fleming-May et al., 2018). It has been found that journalists are likely to be reported the frequent consumers of social media networks and information communication technologies (ICT) for their work (Lee et al., 2017). Twitter now is considered as one of the most important social networks which is widely used by the media organizations and individuals as well. During the decade of 2010-2020 it has gained immense attention among its users across the globe, hence allowing the instant access to the opinion being held by the popular voices of the society. Furthermore its role in civic reporting and social interactions is also commendable to a greater extent (Panwar & Arora, 2019). From its very inception in 2006, Tweet has allowed users to share information by allowing them to create distinctive and customized accounts. Though at the start it didn’t catch much of the attention of the individuals and media organization yet due to its wide-spread presence it became more popular among its users. (Boukes, 2019). With approximately 317 million active users, the figures show that it is a rapidly developing and extensively utilized social network site (McGregor et al., 2017). It is also pertinent to mention that Twitter has also created spaces for its users which makes it an interactive social media platform which serve as social and political influencer as well.
The Study's Context
According to (Hamzah & Esa, 2020) recognizing the significance of the internet revolution, Pakistan's government launched three major initiatives over the last couple of decades: (1) Federal IT Action plan 2000, (2) Telecommunication services Strategy 2015, and (3) Pakistan Foresight 2025. During the previous decade, technical advancements, limited cellular technologies, and greater internet use accompanied an information revolution that escorted in a paradigm change within electronic-government, e-learning, and many health-related platforms. The number of cellular connections and smartphones is increasing in the country by every coming day. The country has gradually progressed in the internet speed as well and Pakistan’s ranking in in the Internet Network Residency Index (INRI) has also increased by 14 points (111 to 97) as well (“Pakistan Improves 14 Points on Internet Network Residency Index,” 2022).

Rashid et al., (2020) state that there is a communication trend shift from traditional to social media and several people use social networking sites for information sharing and education. Hence, Twitter is considered as important forum of information sharing not only for the individuals of the society but also for media professionals like journalists who are able to cross the barrier of time and space through this platform of information sharing.

It is the Twitter that has been as an important and vital source of impact on its followers; many thanks to new media technologies like the fastest internet and the-state-of-the-art smartphones in Pakistan. The role of Twitter is highly commendable in social and political communication as nowadays a great deal of news sharing, and dissemination is initiated by the platform of Twitter. In near past usage of Twitter among different media and public organizations is seen on rise as a trend in increased usage of this platform has been observed. The effective usage of Twitter in Pakistan during the year 2016 can be witnessed when huge sit-ins were observed in front of the parliament when people were charged through this platform to raise their voices against notorious Panama Leaks, thus it resulted into investigation of an influential political family in Pakistan and finally the then government was ousted as well. During that time Twitter became an influential forum to raise and coordinate voices and arrange rallies against the corruption in the country. As movement got momentum usage of twitter was also multiplied in term its momentum and effectiveness. This is the outcome of widespread presence of social media like twitter that conventional media is eager to improve its ranking and rating through live and on spot coverage of different events. This popularity of twitter has forced the media companies to employ those young journalists with handsome salaries who are adept in handling of news through new media technologies. Fast evolving digital world because of the widespread of new media technologies offers a multitude of opportunities to the journalists to spread their influence through usage of instantly available social media platform like Twitter.

As a result of this situation, media firms have been obliged to offer appealing jobs to the reporters who are adept and at home in dealing with the offline and online media audience. Likewise, the fast-changing digital world and wide use of Investigators, on the other hand, did not devote enough time to studying Tweet usage in developing countries like Pakistan. A few studies have been published that look into how the general public uses Tweets (Elia, 2019). On an individual, firm, and societal level, the repercussions of using social media technology may be evident (Edo et al., 2019). According to (Balon, 2018), online communication improves employee job performance and increases their social value at employment. Furthermore, if people use social media for work, it's crucial to look at the impact of such use (de França et al., 2018). Despite the growing relevance of Twitter and its benefits for performing job-related tasks, still there is dearth of research on the importance and influence of twitter, especially among the journalists. Keeping this phenomenon in mind the present study is designed to assess the influence and importance of twitter usage among the Pakistani journalists.

Objective of the Study
This study is aimed at analyzing the factors that influence twitter usage among Pakistani journalists. It further aims to explore its effects on their professional routines as well.

Research Questions
Q1: How often do the journalists use twitter for their professional purposes?
Q2: What are different variables that do influence journalists' use of Twitter?
Q3: How does journalists’ use of Twitter affect their daily achievement?
REVIEW OF LITERATURE
The previous study has discovered that tweeting seems to be a valuable medium for a journalist as researchers (Larsson & Ihlebæk, 2017), offers timely information about current occurrences (Hisham, 2019), improves led to increasing interest relationships (Ferrara, 2018), is helpful for individual branding (Gehrke & Benetti, 2020), and has a visible influence on the media business (Olofinlua, 2019), and has a noticeable effect on the media. The usage of Twitter is growing in poor nations, just as it is in technologically sophisticated countries. (Schultz & Sheffer, 2016) investigated on revolution in the region of Gulf that was introduced by twitter among Arabs for whom twitter proved itself as a medium of expressing their voices in the iron curtain of strict media policies in these countries. They are of the view that social media has resulted in creating significance influence on the fundamentalist media landscape of Saudi Arabia, Qatar, and United Arab Emirates. There is dire need to take initiative to investigate that how media landscape is being influenced by the usage of twitter in the developing countries like Pakistan.

Usage of Social Media in Pakistan
Researchers investigated the usage of social networking sites like Facebook, twitter, Skype, WhatsApp, and others, with an emphasis on the public, university students, libraries, and librarians, according to the local literature. According to different studies, university students benefit from adopting new media technologies in terms of academic achievement (Wang et al., 2020), Information exchange in general, and political turmoil (Abbas et al., 2019). Mostly people use social media for information related to politics (Rashid, S., & Shah, 2019). Social networking platforms were also discovered as important source of information (Kousar et al., 2014) and as well as a successful learning path for seekers (Khaskheli, 2020). Universities utilized technology as a marketing device, whereas librarians used to complete professional responsibilities and in their personal life (Ahmad et al., 2019). (Arshad & Khurram, 2020) found that journalists in Karachi Pakistan employed very efficiently different technologies of Web 2.0 like wikis, blogging, social media platforms and messengers for perform their professional assignments like writing news and articles. Research studies have also focused on Twitter's usage for social and political motives both like they focused on use of social media during floods, and usage during general election campaign (Butt & Awang, 2017). Despite the relevance of Twitter for the journalism industry and recommendations for further study on Twitter in many parts of the world (Khan & Pratt, 2020), media scholars have provided little attention to this platform of social media. Generally, the literature paints a bleak image of the viability of Twitter, as new media technology in Pakistan, from the standpoint of Pakistani journalists.

THEORETICAL FRAMEWORK
Theory of Planned Behavior (TPB)
Establishing which theory may be utilized to investigate the research issues is one aspect of evaluating the relevant literature (Nepogodiev et al., 2020). This theory was used to explore factors that influence Twitter usage among the journalists. Moreover, theory describes how beliefs related to attitudes, subjective standards, and perceived behavioral constraints influence behavior intention and actual conduct. The notion has been tested widely to investigate people's intentions and utilization of information innovations, such as computers (BergerGrabner & Fett, 2017), the worldwide web, and Tweets. This research found that attitude, normative beliefs, and behavioral control are all important factors in determining behavioral intentions to utilize information systems. To support the theory there were only 22 citations during 1985, then citation jumped to 4550 in 2010, which indicate the relevance and impact of this theory (J. W. Lin & Lin, 2019). Attitude, the first latent variable in this theory, predicts behavior intention and is described as a person's positive or negative sentiments for executing the target activity. As a result of this conception, a greater relationship between attitude and behavior was assumed (Pourmand et al., 2020).

Hypotheses
H1: Risks do have a favorable influence on journalists' willingness to utilize Twitter.
H2: Journalists' intentions to utilize Twitter are positively influenced by usefulness.
The social component recognized as the subjective standard is the second predictor of TPB. It is a person's impression of social pressure from close friends and family members that he or she should or should not engage in the activity in issue (Spence et al., 2018).
H3: Journalists' intentions to utilize Twitter are influenced positively by subjective standards.
Perceived behavioral control, according to TPB, relates to an individual's impression of how easy or difficult it is to accomplish the desired activity (Call, 2018). In this study, perceived behavioral control refers to a journalist's ability to use Twitter based on his or her abilities, time, necessary resources.

H4: Journalists' intentions to utilize Twitter are positively influenced by perceived behavioral control.

In the theory of reasoned action, (Ajzen & Kruglanski, 2019) stated that reasoned action theory states the idea of behavioral intention. According to them, it is an individual's particular interest likelihood of engaging in the action in the issue. According to the research (C. Y. Lin et al., 2017), journalists' performance expectancy predicts their actual usage of Twitter. As a result, the following hypotheses are proposed may be stated:

H5: Intentional behavior has a favorable influence on real Twitter usage.

Individual job performance is described in this research as "the things that can be observed by the people when they are performed by them, and these actions are also important to organizations.” (Agarwal et al., 2014).

H6: Journalists' job performance improves when they use Twitter.

The research model depicts the assumptions generated in the prior section, as illustrated in Figure 1. Arrows linking pairs of latent variables reflect the key constructs of the hypothesis.

**METHODOLOGY**

Researchers used a questionnaire-based study to investigate Twitter usage in the context of journalists, according to the literature (García et al., 2018). The survey method is regarded as a credible approach for “gathering actual information for characterizing a population that is too big to observe the results” (Metwally, 2012).

The survey is very affordable and has been shown beneficial for usage and evaluation research, as well as government surveys. As a result, this study used a quantitative descriptive research methodology and gathered information using a structured questionnaire (Draugalis et al., 2008).

**Population and Sample**

Due to the lack of a comprehensive directory of Pakistani journalists, convenient sampling strategy was employed to reach the target audience. According to (Kamener & Putri, 2017), convenience sampling is beneficial when investigators possess a limited time-frame. Ten print and electronic media houses were selected, and 194 journalists were selected from these houses through the support of Press Information Department Pakistan (PID). Data were collected through Google forms due to the lockdown situation.

**Tool Development**

To find appropriate scales, a preliminary study of the literature was undertaken. Following the completion of the relevant research, the survey items were modified to fit the study's objectives. The tool was developed after a thorough review of the relevant-available literature.
Behavioral Aim Attitude
The journalists' attitudes were assessed using risk or utility, based on a previous study (Liu & Berkowitz, 2020). Five factors were used to assess the risk of using Twitter: For example, (1) the material I post on Twitter may well have negative consequences; (2) my tweeting may subsequently generate social dispute; (3) tweeting may result in legal issues; (4) I suffer social repercussions because of tweeting; and (5) I may face concerns of privacy when posting on Twitter.

The effectiveness score is based on three factors: (1) Tweets seem helpful; (2) Tweets seem beneficial for my profession, and (3) Tweets help me interact with the community.

Attitude and Subjective Norm
The variables assess journalists' opinions on three groups of normative beliefs, (1) my close family and friends regard my Twitter usage to be a correct behavior; (2) my coworkers deliberate my Tweeting was once a proper behavior; and (3) my company finds the usage of Twitter to be great conduct. The items were adapted from (Zhu et al., 2020).

Perceived Control of Actions
This included the following items: (1) I have the required resources (phone, computer, web, etc.) to use the Tweet; (2) I have the requisite abilities to utilize Tweets; and (3) I have quite enough time for managing my Twitter usage. The above items were derived from (Fernández Vilas et al., 2019).

Intention to Utilize Twitter as A Behavior
This variable comprises of the following statements which were adapted to analyze the variable: “(1) I have made up my mind to continue the usage of Twitter (2) I expect to continue the usage Twitter in the future as well (Mattson & Aurigemma, 2014).”

Actual Twitter Use
The actual usage of Twitter was also assessed from the previous study which was actually conducted by (Zahra et al., 2017).

Workplace Performance
It includes the below given items- (1) The usage of twitter affects positively my productivity and effectiveness in the job performance. (2) Twitter usage supports me in performing different job related tasks. (Agriofllo et al., 2012). The next two items were (3) While using Twitter I am expected to perform better to execute different tasks, and (4) I purposefully devote a large deal of effort when carrying out my tasks using Twitter (Collins et al., 2016)

The Survey Tool's Validity and Dependability
Cronbach's Alpha coefficient (α) was used to determine the reliability of the questionnaire. A Coefficient alpha (0.788) suggests a high level of reliability for the measurement scales, which is in line with Frankfort-Nachmias and Nachmias (2008). The exploratory factor revealed that the scale items loaded effectively, with values ranging from 0.316 to 0.710, as recommended by (Kaitelidou et al., 2019).

RESULTS
Table No. 1: Demographics of the Respondents

<table>
<thead>
<tr>
<th>Variables</th>
<th>Description</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Male</td>
<td>116</td>
<td>60.4%</td>
</tr>
<tr>
<td>Gender</td>
<td>Female</td>
<td>76</td>
<td>39.5%</td>
</tr>
<tr>
<td>Age in Years</td>
<td>Up to 25 years</td>
<td>29</td>
<td>15.1%</td>
</tr>
<tr>
<td>Age in Years</td>
<td>26 to 35 years</td>
<td>93</td>
<td>48.4%</td>
</tr>
<tr>
<td>Age in Years</td>
<td>36 to 45 years</td>
<td>49</td>
<td>25.5%</td>
</tr>
<tr>
<td>Age in Years</td>
<td>46 to 55 years</td>
<td>15</td>
<td>7.8%</td>
</tr>
<tr>
<td>Age in Years</td>
<td>More than 55 years</td>
<td>5</td>
<td>2.6%</td>
</tr>
<tr>
<td>Education</td>
<td>14 years of education</td>
<td>36</td>
<td>18.7%</td>
</tr>
<tr>
<td>Education</td>
<td>16 years of education</td>
<td>94</td>
<td>48.9%</td>
</tr>
<tr>
<td>Education</td>
<td>18 years of education</td>
<td>61</td>
<td>31.7%</td>
</tr>
<tr>
<td>Education</td>
<td>Doctorate</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Frequency to use Twitter</td>
<td>Up to 20 minutes</td>
<td>21</td>
<td>10.9%</td>
</tr>
<tr>
<td>Frequency to use Twitter</td>
<td>21 to 30 minutes</td>
<td>29</td>
<td>15.1%</td>
</tr>
</tbody>
</table>
The results revealed that 192 people responded to the poll, with 116 (60.4%) men and 76 (39.5%) women. It was found that 94 (48.4%) of the respondents were between the ages of 26 and 35, while 49 respondents were between the ages of 36 and 45, accounting for 25.5% of the sample. One further analysis indicates that just 29 (15.1%) of responders were under the age of 25, while 5 (2.6%) were over the age of 56. The respondents had bachelor’s, master’s, and MPhil qualifications in education. None of the people who responded had a Ph.D. (Table 1).

**Journalists’ Use of Twitter**

The purpose of the first study question was to investigate how journalists used Twitter. The usage of Twitter was measured by inquiring the journalists the amount of time they consume using Twitter daily and how they’re used to read the tweets, tweet, and both Twitter feed & read tweets. The data show that most journalists utilize Twitter, around 51 to 60 minutes per day Likewise, the vast majority of 139 (72.3%) people used the site to tweet and read tweets (Table 1).

**Hypotheses Testing**

The hypotheses were tested using multiple linear regression.

### Table No. 2: Descriptive Statistics and Correlation Matrix of Model (1) One Variables

<table>
<thead>
<tr>
<th>Variable</th>
<th>Mean</th>
<th>SD</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Behavior intention</td>
<td>5.92</td>
<td>.572</td>
<td>1.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Risk</td>
<td>3.51</td>
<td>1.60</td>
<td>-.232</td>
<td>1.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Usefulness</td>
<td>5.98</td>
<td>.791</td>
<td>.635</td>
<td>-.313</td>
<td>1.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Subjective norms</td>
<td>5.96</td>
<td>1.10</td>
<td>.552</td>
<td>-.134</td>
<td>.553</td>
<td>1.00</td>
<td></td>
</tr>
<tr>
<td>5. Perceived behavior control</td>
<td>6.47</td>
<td>.669</td>
<td>.481</td>
<td>-.101</td>
<td>.411</td>
<td>.658</td>
<td>1.00</td>
</tr>
</tbody>
</table>

Tables 2 and 4 include descriptive data and correlation analysis of the factors influencing journalists’ desire to utilize Twitter versus real use of Tweeting. The findings show that Tweet is beneficial, and that coworkers, employers, families, and friends all affected their decision to utilize the platform. Most people disagree with the hazards of using Twitter. In comparison, 36 journalists (18.56 percent) expressed fear that twitter may result in negative consequences, scandal, legal issues, or societal repercussions, which is a major concern. Furthermore, the responders have the necessary resources, expertise, and time to handle Tweets.

For all variables except risk, Pearson’s correlation was determined to be statistically significant (p value 0.01). The risk-behavior intention correlation was determined to be negative (-233). In addition, there is a substantial link between behavioral intentions to use Tweeting and actual usage of Twitter, according to the study (.553).

### Table No. 3: Results of Regression Analysis of Model One (1) Core Variables

<table>
<thead>
<tr>
<th>Variable</th>
<th>Relationship (Independent Vs dependent variable)</th>
<th>R²</th>
<th>t-value</th>
<th>Beta</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attitude</td>
<td>Attitude → Behavior intention</td>
<td>-0.905</td>
<td>-.050</td>
<td>.365</td>
<td></td>
</tr>
<tr>
<td>Risk</td>
<td></td>
<td>6.783</td>
<td>.447</td>
<td>.000</td>
<td></td>
</tr>
<tr>
<td>Usefulness</td>
<td></td>
<td>.461</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Subjective norms</td>
<td>Subjective norms → Behavior intention</td>
<td>2.391</td>
<td>.180</td>
<td>.014</td>
<td></td>
</tr>
</tbody>
</table>

1179
Furthermore, the study has also supported that Twitter usage has a significant behavioral intent when making editorial decisions. Individuals apply some sorts of close relations with their colleagues, and relatives, and this has been discovered that journalists are somehow influenced by the pressures as well. According to Tandoc and Ferrucci’s research (2017), they consider the opinions of colleagues, relatives, and managers demonstrating Pakistani current societal “collectivistic” tendency. Personal norms have also been found to be important determinants of individuals’ intent to use same technologies in previous research that was performed inside a similar environment (Lu et al., 2009; Darvell et al., 2011; Wang and Lin, 2011; Tandoc and Ferrucci’s research 2017). It was discovered that journalists have had negative repercussions in the form of societal ramifications and have resulted in a lawsuit against the journalists. Consequently, journalists in Pakistan perceive Twitter as less fearful to break or disseminate some news.

The outcomes of this study elaborate that the journalists in Pakistan make use of the Twitter for writing and reading tweets. Furthermore, the study has also supported that Twitter usage has a significant favorable influence on the performance of their job as well. It has been found that they perceive Twitter as a useful platform for their profession. Findings also show that a positive attitude forwarded into helpfulness encourages journalists to use Twitter, whereas a bad attitude toward risk does not predict behavior intention and is inversely linked with behavioral intent, indicating that if the risk is minimal, journalists will become more willing to be used.

These results are consistent with Lee et al. (2017) results, which revealed that Korean journalists’ risk perception aversion – i.e., that Twitter use is dangerous – had no association with overall Twitter usage. In Pakistan, it has been found that there were only a few situations where incorrect tweets had negative repercussions in the form of societal ramifications and have resulted in a lawsuit against the journalists. Consequently, journalists in Pakistan perceive Twitter as less fearful to break or disseminate some news.

From a sociological standpoint, the findings imply that closely related individuals apply pressure and the journalists as members of the society are somehow influenced by the pressures as well. Hence, their decision to use Twitter, somehow, is influenced by the other individuals with whom they have some sorts of close relations.

In practice, all professions, as well as journalists, consider the opinions of colleagues, relatives, colleagues, and managers, demonstrating Pakistani current societal "collectivistic" tendency. Personal norms have also been found to be important determinants of individuals’ intent to use same technologies in previous research that was performed inside a similar environment (Lu et al., 2009; Darvell et al., 2011; Wang and Lin, 2011; Tandoc and Ferrucci’s research 2017). It was discovered that journalists closely watched audience input and that their editors are expected to take the feedback into account when making editorial decisions.

### DISCUSSION

The outcomes of this study elaborate that the journalists in Pakistan make use of the Twitter for writing and reading tweets. Furthermore, the study has also supported that Twitter usage has a significant favorable influence on the performance of their job as well. It has been found that they perceive Twitter as a useful platform for their profession. Findings also show that a positive attitude forwarded into helpfulness encourages journalists to use Twitter, whereas a bad attitude toward risk does not predict behavior intention and is inversely linked with behavioral intent, indicating that if the risk is minimal, journalists will become more willing to be used.

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About perceived behavior control, the data reveal that journalists feel they can handle it easily and use Twitter for tweeting or twitting provided they have the required resources including a smartphone or tablet, computer, Web, abilities, and time. It may be assumed that individuals with technological superiority will utilize web-based technologies more frequently. Lee et al. (2017) discovered that perceived behavior control influenced Korean journalists’ use of Twitter in a recent study. The terms of interaction reflect substantially, 48.1 percent, actual use of Twitter among journalists in this research. This conclusion is backed up by recent and relevant research conducted by (Lee et al., 2017; Tandoc and Ferrucci, 2017). The findings show that journalists’ job performance will increase if they use the platform. In the United States and Yemen, Moqbel (2012) discovered that the sites of social networking influenced employees’ performance. Ashraf and Javed (2014) found that social media influenced bank workers’ performance in Pakistan. According to the findings of the present study, Twitter usage has a 35.1 percent influence on work performance, as evaluated by self-reporting questions. As a result, our findings suggest that future research should focus on a few more characteristics. Employee work performance is a wide term that is influenced by a variety of elements, including the employee's cognitive capacity, interpersonal skills, employment attitude, and past job experience, according to the available literature (Dokko et al., 2009; Hunter and Hunter, 1984). Moqbel et al. (2013) discovered that the frequency with which people used social media networks had a substantial beneficial impact on job performance by mediating of employees’ satisfaction.

CONCLUSION
In our dear homeland Pakistan, the federal government's Information technology policy efforts aided in the provision of high-speed internet connectivity at a reasonable cost, paving the way for the promotion of smart technology. It is pertinent to mention here that social media and social networking sites have gained immense popularity across the globe and have proved important conduits for the individuals and media organizations to remain connected and to interact with others, such as friends, relatives, groups, and organizations. This study looked at the factors that influence Pakistani journalists’ usage of Twitter; specifically related to their job. A survey-based was used to gather related information from journalists working in 10 prominent print and electronic media companies in Pakistan, who were selected by convenience sampling method. There were 194 valid surveys received in response to the study, with 117 (60.3%) males and 77 (39.7%) females. The bulk of journalists used the site to tweet and read tweets, according to the findings. It is further concluded from the outcomes of the study that mindset, normative beliefs, and Journalists' tweets utilization is greatly influenced by their observed conduct, and their behavioral intention has a favorable effect on job productivity. There is more room in the academic arena to conduct research on Twitter use among the journalists of Pakistan. For this purpose, journalists may be chosen from across the country to ensure the generalizability of the research.

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