

Impact of media on political accountability

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Abstract

The study reveals the impact of media on political accountability. In the empirical findings, the first hypothesis explored the association between the predictor variable and the criterion variable. The results indicate that there is a significant correlation between different types of media and political accountability. Specifically, the correlation coefficients are as follows: electronic media ($r = 0.404$, $p = 0.000$), print media ($r = 0.580$, $p = 0.000$), and social media ($r = 0.552$, $p = 0.000$). The second, third, and fourth hypotheses focused on the cause-and-effect relationships between the predictor variables and the criterion variable. Model #1 reveals an R^2 value of 0.337, suggesting that 33% of the variation in political accountability can be attributed to print media as an independent variable. In model #2, the R^2 value is 0.445, indicating that 45% of the variation in political accountability is collectively explained by print media, social media, and electronic media as independent variables. These regression procedures provide significant results, confirming the role of these predictors in influencing the criterion variable. Hypotheses three to eight examined the demographic impact on the respondents' responses. The study's findings contribute to the existing knowledge base and can serve as a valuable resource for researchers interested in investigating the relationship between media and political accountability in Pakistan. The study provides firsthand information, shedding light on this important topic.

Keywords: Impact of media, Political accountability, Pakistani media, Pakistani politics

INTRODUCTION

Media is defined as communication channel through which news entertainment education or promotional messages are disseminated. The traditional media include the broadcasting and

narrow coasting medium like television radio magazine newspaper and billboards (Ashraf *et al*, 2014). Media are platforms through which communication are passed from one person to another, or from one place to another. Media is an aspect of marketing management. There are four major types of media, namely; traditional media, print media, electronic media and social media (Sanyaolu, 2017). Media, either it is printed, electronic or the web is the only medium, which helps in making people informed. It also helps in entertaining the public, educate and make people aware of the current happenings (Singh *et al*, 2017).

The media in Pakistan has become more open, direct, and proactive, highlighting societal wrongdoings, economic mismanagement, and political missteps. It has evolved into an effective tool for scrutinizing government institutions and even influencing policy-making. This study aims to explore the relationship between media and political accountability in Pakistan, considering the role of electronic media in monitoring government performance, enhancing understanding of social and political issues, and promoting political awareness among the public (Ahmad, *et al*, 2014).

Independent mass media is known not only as a check on those in public office but also as an effective mechanism of external control on corporate players. Independent media are documented to promote political accountability, political and economic freedom, and citizens' political knowledge and political participation (Basely *et al*, 2002).

Media is important for any political system. Its importance increases in a democratic political system. It is a relationship of interdependence between the media and democracy. Media flourishes in a democratic system (Rizvi, 2012). The media in a democracy is at the heart of the process of communication through which social and political problems are raised and discussed. The media therefore are among the most important information institutions required for a transparent and open democracy (Basely *et al*, 2002).

Mass communications history is fairly short. The history of mass communications is relatively short in the scope of world history. Although news-sheets appeared as early as 100 B.C. most

forms of communication reaching large numbers of people have developed only in the last 500 years (Thomas et al., 2001).

Political parties and the media as two crucial institutions that provide avenues for accountability, as well as the burgeoning field of ‘social and political accountability in both elected and unelected regimes. The media route is another method of ensuring accountability, as the media can echo, amplify, or substitute for citizens’ voices. Lastly, the social accountability route is a more recent phenomenon, driven both by new technology and the need for solutions when states are weak or unresponsive. Accountability means that ‘the rulers believe that they are responsible to the people they govern, Accountability is the glue that constitutes the social contract between citizen and state (Green, 2016). Emerging new media has recently become an alternative source of independent information for citizens and potentially an agent of political change in nondemocratic regime (Enikolopov, 2018).

Research Methodology

Approaches

In this research, survey approach has used because this research includes both quantitative and qualitative data. According to fact of the existing literature it is better to be use survey approach. In choosing appropriate methods, researchers are presented with a number of challenges. Researchers can adopt a variety of fundamentally different strategies to generate new knowledge. Secondary data sources such as journal articles, online websites, social networking sites used for analysis.

Method

In this research, the researcher has used structured questionnaire to get primary data and literature review for secondary data.

Data Type

This research has based on primary data. Although secondary data has be used to get knowledge about the existing research about this topic.

Data Analysis

In this research, the primary data has be analyzed through “statistical analysis “and the secondary data has be analyze through “thematic analysis”.

Population and sample

The target population of this research has consist of all the student of Government College No. 01 for boy and political science department of Gomel University of D. I .Khan. So the researcher will apply the formula to draw sample from the population.

$$1+N\sqrt{1+N} (e)^2$$

$$N=\text{population}$$

Findings of the study

Descriptive analysis

Frequencies

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16-18	9	6.0	6.0	6.0
	19-22	99	66.0	66.0	72.0
	23-25	42	28.0	28.0	100.0
	Total	150	100.0	100.0	

There were three Age- wise demographic groups. It was noted that out of 150 respondents, 9 were belonging from age group of 16-18 with percentage of 6.0, while 150 respondents were from age group 19-22 with percentage of 66.0; the remaining 42 respondents were from age group 23-25 with percentage of 28.0.

Table 4.2 Gender-Wise Distribution of Sample

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	72	48.0	48.0	48.0
	Female	78	52.0	52.0	100.0
	Total	150	100.0	100.0	

There were two Gender-wise distributions of demographic groups. Out of 150 respondents 72 were male with percentage of 48.0 and 78 were female with percentage of 52.0.

Table 4.3 Qualification- wise Distribution of Sample

Qualification					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	FA/FSC	25	16.7	16.7	16.7
	BS/Master	125	83.3	83.3	100.0
	Total	150	100.0	100.0	

The above table shows that there were two qualification- based groups. Out of 150 respondents 25 were belonging to FA/FSC program with percentage of 16.7, while 125 were from BS program with percentage of 83.3.

Table 4.4 Residence-wise Distribution of Sample

Residence					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rural	47	31.3	31.3	31.3
	Urban	103	68.7	68.7	100.0
	Total	150	100.0	100.0	

There were two residence-wise distributions of demographic groups. Out of 150 respondents 103 were belonging from urban areas with percentage of 68.7 and 47 were belonging from rural areas with percentage of 31.3.

Table 4.5 Marital Status-wise Distribution of Sample

Marital Status					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	32	21.3	21.3	21.3
	Unmarried	118	78.7	78.7	100.0
	Total	150	100.0	100.0	

Out of 150 respondents, only 32 were married with percentage of 21.3 and 118 were unmarried with percentage of 78.7.

Table 4.6 Income-wise Distribution of Sample

Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	10000-30000	37	24.7	24.7	24.7
	31000-50000	83	55.3	55.3	80.0
	Above 50000	30	20.0	20.0	100.0
	Total	150	100.0	100.0	

There were three income-wise demographic groups. It was noted that out of 150 respondents, income of 30 respondents (their parents) were above 50000 with percentage of 20.0, while 83 respondents having income in between 31000-50000 with percentage of 55.3, the remaining 37 respondents having 10000-30000 with percentage of 24.7.

Testing of Hypotheses

Testing the Association (correlation)

Hypothesis # 1: Predictors are highly correlated with criterion variables. H_1

Table 4.7 Table of Correlation [n=150]

Correlations					
		Electronic Media	Print Media	Social Media	Political Accountability
Print Media	r-value	.359**	1		
	p-value	.000			
	N	150	150		
Social Media	r-value	.395**	.442**	1	
	p-value	.000	.000		
	N	150	150	150	
Political Accountability	r-value	.404**	.580**	.552**	1
	p-value	.000	.000	.000	
	N	150	150	150	150
**. Correlation is significant at the 0.01 level (2-tailed).					

Analysis

The table (4.7) gives the following results about the association between the predictor and criterion variables of Media and Political Accountability.

The correlation of Media and Political Accountability is:

1. Electronic Media and Political Accountability is:

$r = 0.404$ $[p = 0.000]$

2. Print Media and Political Accountability is:

$$r = 0.580 \quad [p = 0.000]$$

3. Social Media and Political Accountability is:

$$r = 0.552 \quad [p = 0.000]$$

Give the above statistics about correlation, it is concluded that there is an association of different levels between independent and dependent variables. So H_1 is accepted as true.

Regression Analysis

Change in the Political Accountability by Research Variables

Hypothesis # 2: Political Accountability is explained by Media. (H_2)

Table 4.8 Model Summary of Regression Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.580 ^a	.337	.332	.47760
2	.667 ^b	.445	.438	.43821
3	.678 ^c	.460	.449	.43386
a. Predictors: (Constant), Print Media				
b. Predictors: (Constant), Print Media, Social Media				
c. Predictors: (Constant), Print Media, Social Media, Electronic Media				

Table 4.9 Table of ANOVA

ANOVA ^d						
Model		Sum of Squares	D f	Mean Square	F	Sig.
1	Regression	17.139	1	17.139	75.136	.000 ^a
	Residual	33.760	148	.228		
	Total	50.898	149			
2	Regression	22.671	2	11.335	59.030	.000 ^b
	Residual	28.228	147	.192		
	Total	50.898	149			
3	Regression	23.417	3	7.806	41.468	.000 ^c
	Residual	27.482	146	.188		
	Total	50.898	149			
a. Predictors: (Constant), Print Media						
b. Predictors: (Constant), Print Media, Social Media						
c. Predictors: (Constant), Print Media, Social Media, Electronic Media						
d. Dependent Variable: Political Accountability						

Table 4.10 Coefficients of Regression

Coefficients ^a						
Model	B	Un standardized Coefficients		Standardized Coefficients	T	Sig.
			Std. Error	Beta		

1	(Constant)	1.920	.228		8.417	.000
	Print Media	.492	.057	.580	8.668	.000
2	(Constant)	1.511	.223		6.784	.000
	Print Media	.354	.058	.418	6.101	.000
	Social Media	.256	.048	.368	5.367	.000
3	(Constant)	1.304	.244		5.349	.000
	Print Media	.328	.059	.387	5.559	.000
	Social Media	.228	.049	.328	4.640	.000
	Electronic Media	.108	.054	.135	1.991	.048
a. Dependent Variable: Political Accountability						

The Hypothesis #2 is about regression analysis i-e cause and effect relationship between independent and dependent variables.

1. The above table (table # 4.8) gives statistics on the results of regression analysis. In model #1 $R^2 = 0.337$ which shows that 33% variation in Political accountability is due to Print media (independent variable).
2. In model #2 $R^2 = 0.445$ which shows that 45% variation in Political accountability is due to Print media and Social media (independent variable) collectively.
3. In model#3 $R^2 = 0.460$ which shows that 46% variation in Political accountability is due to Print, Social and Electronic media (independent variables) collectively.
4. Table#4.10 shows significant values of independent variables (Electronic, Print and Social media), and explain that Media (Electronic, Print and Social media) investigating the relationship between media and political accountability in Pakistan. Given these results Hypothesis#2 is accepted as true because 46% of variation in criterion variable is attributed to predictors.

Table 4.11 Descriptive data on Groups across Age

Descriptive

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Electronic Media	16-18	9	4.1111	.64118	.21373	3.6183	4.6040	3.00	5.00
	19-22	99	3.7657	.70742	.07110	3.6246	3.9067	1.60	5.00
	23-25	42	3.9714	.79458	.12261	3.7238	4.2190	1.40	5.00
	Total	150	3.8440	.73343	.05988	3.7257	3.9623	1.40	5.00
Print Media	16-18	9	3.9111	.79443	.26481	3.3005	4.5218	2.00	4.60
	19-22	99	3.9414	.66532	.06687	3.8087	4.0741	2.20	5.00
	23-25	42	4.0238	.73677	.11369	3.7942	4.2534	1.80	5.00
	Total	150	3.9627	.68986	.05633	3.8514	4.0740	1.80	5.00
Social Media	16-18	9	3.7778	.77100	.25700	3.1851	4.3704	2.20	5.00
	19-22	99	3.5919	.81862	.08227	3.4286	3.7552	1.80	5.00
	23-25	42	4.0619	.83050	.12815	3.8031	4.3207	2.00	5.00
	Total	150	3.7347	.84042	.06862	3.5991	3.8703	1.80	5.00
Political Accountability	16-18	9	3.6420	.58998	.19666	3.1885	4.0955	2.78	4.56
	19-22	99	3.8182	.56843	.05713	3.7048	3.9316	2.44	5.00
	23-25	42	4.0344	.59633	.09202	3.8486	4.2202	2.56	5.00
	Total	150	3.8681	.58447	.04772	3.7738	3.9624	2.44	5.00

As evident from the above table (Table 4.11), age group 23-25 is scoring higher than other two age groups, therefore the emerging hypothesis will be:

Hypothesis # 3: Age group 23-25 is scoring higher than other two age groups. (H₃).

Table 4.11a Anova test Statistics of Age Effects

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Electronic Media	Between Groups	1.932	2	.966	1.815	.166
	Within Groups	78.218	147	.532		
	Total	80.150	149			
Print Media	Between Groups	.226	2	.113	.235	.791
	Within Groups	70.685	147	.481		
	Total	70.911	149			
Social Media	Between Groups	6.532	2	3.266	4.864	.009
	Within Groups	98.708	147	.671		
	Total	105.240	149			
Political Accountability	Between Groups	1.868	2	.934	2.801	.064
	Within Groups	49.030	147	.334		
	Total	50.898	149			

Analysis

To test the mean differences among Age Groups, Anova-test procedure was used on four test variables (Electronic media, Print media, Social media and Political accountability). As per mean differences (Table 4.11) the Age group of 23-25 is giving higher scores on all variables.

The result of four Anova-tests (Table 4.11a) is giving significant results for two research variables each. Hypothesis # 3 is therefore partially accepted.

b. Impact of Gender

Table 4.12 Descriptive data on Groups across Gender

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Electronic Media	Male	72	3.8333	.77423	.09124
	Female	78	3.8538	.69855	.07910
Print Media	Male	72	3.8806	.76225	.08983
	Female	78	4.0385	.61078	.06916
Social Media	Male	72	3.8139	.85667	.10096
	Female	78	3.6615	.82387	.09328
Political Accountability	Male	72	3.8333	.63514	.07485
	Female	78	3.9003	.53560	.06064

As evident from the above table (Table 4.12), Female respondents are scoring higher as compare to male respondents therefore the emerging hypothesis will be:

Hypothesis # 4: Female are Scoring Higher than male respondents. (H₄).

Table 4.12a t test Statistics of Gender Effects

Independent Samples Test								
		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
							Lower	Upper
Electronic	EVA	1.383	.241	.865	-.02051	.12026	-.25815	.21713

Media	EVNA			.865	-.02051	.12075	-.25920	.21818
Print	EVA	4.228	.042	.162	-.15791	.11238	-.37998	.06417
Media	EVNA			.166	-.15791	.11337	-.38210	.06629
Social	EVA	.043	.836	.269	.15235	.13724	-.11886	.42356
Media	EVNA			.270	.15235	.13746	-.11932	.42402
Political	EVA	3.726	.055	.485	-.06695	.09568	-.25603	.12213
Accountability	EVNA			.488	-.06695	.09634	-.25742	.12352

Analysis

To test the mean differences among Gender, t-test procedure was used on four test variables (Electronic media, Print media, Social media and Political accountability). As per mean differences (Table 4.12) the Female respondents are giving higher scores than other group.

The results of four-tests (Table 4.12a) is giving insignificant results for all research variables.

Hypothesis # 4 is therefore rejected.

c. Impact of Qualification

Table 4.13 Descriptive data on Groups across Qualification

Group Statistics					
	Qualification	N	Mean	Std. Deviation	Std. Error Mean
Electronic Media	FA/Fsc	25	3.7120	.77692	.15538
	BS/Master	125	3.8704	.72479	.06483
Print Media	FA/Fsc	25	3.8960	.76837	.15367
	BS/Master	125	3.9760	.67566	.06043
Social Media	FA/Fsc	25	3.4960	.78765	.15753
	BS/Master	125	3.7824	.84549	.07562
Political Accountability	FA/Fsc	25	3.8000	.63989	.12798
	BS/Master	125	3.8818	.57454	.05139

As evident from the above table (Table 4.13), FA/Fsc respondents are scoring higher as compare to BS groups therefore the emerging hypothesis will be:

Hypothesis # 5: FA/Fsc are Scoring Higher than BS respondents. (H₅).

Table 4.13a t test Statistics of Qualification Effects

Independent Samples Test						
		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference

						Lower	Upper
Electronic Media	EVA	1.252	.265	.326	-.15840	-.47597	.15917
	EVNA			.354	-.15840	-.50098	.18418
Print Media	EVA	1.364	.245	.598	-.08000	-.37940	.21940
	EVNA			.631	-.08000	-.41642	.25642
Social Media	EVA	.212	.646	.120	-.28640	-.64851	.07571
	EVNA			.110	-.28640	-.64080	.06800
Political Accountability	EVA	.264	.608	.525	-.08178	-.33533	.17177
	EVNA			.557	-.08178	-.36262	.19907

Analysis

To test the mean differences among Educational groups, t-test procedure was used on four test variables (Electronic media, Print media, Social media and Political accountability). As per mean differences (Table 4.13) the FA/Fsc respondents are giving higher scores than other group. The result of four-tests (Table 4.13a) is giving insignificant results for three research variables each. Hypothesis # 5 is therefore rejected.

d. Impact of Residence

Table 4.14 Descriptive data on Groups across Residence

Group Statistics					
	Residence	N	Mean	Std. Deviation	Std. Error Mean
Electronic Media	Rural	47	3.6936	.82129	.11980
	Urban	103	3.9126	.68294	.06729
Print Media	Rural	47	3.8979	.71854	.10481
	Urban	103	3.9922	.67790	.06680
Social Media	Rural	47	3.5404	.84124	.12271
	Urban	103	3.8233	.82903	.08169
Political Accountability	Rural	47	3.7494	.56725	.08274
	Urban	103	3.9223	.58688	.05783

As evident from the above table (Table 4.14), urban respondents are scoring higher as compare to rural group therefore the emerging hypothesis will be:

Hypothesis # 6: Urban are Scoring Higher than Rural respondents. (H₆).

Table 4.14a t test Statistics of Residence Effects

Independent Samples Test							
		Levene's Test for Equality of Variances		t-test for Equality of Means		95% Confidence Interval of the Difference	
		F	Sig.	Sig. (2- tailed)	Mean Difference	Lower	Upper
Electronic Media	EVA	4.018	.047	.090	-.21900	-.47250	.03450
	EVNA			.115	-.21900	-.49266	.05465
Print Media	EVA	.065	.799	.439	-.09436	-.33465	.14593
	EVNA			.450	-.09436	-.34149	.15277
Social Media	EVA	.266	.607	.056	-.28288	-.57258	.00683
	EVNA			.058	-.28288	-.57582	.01007
Political Accountability	EVA	.401	.528	.093	-.17292	-.37497	.02913
	EVNA			.090	-.17292	-.37341	.02757

Analysis

To test the mean differences among Residence, t-test procedure was used on four test variables (Electronic media, Print media, Social media and Political Accountability). As per mean differences (Table 4.14) the urban respondents are giving higher scores than other group.

The results of four-tests (Table 4.14) is giving insignificant results for all four variables. Hypothesis # 6 is therefore rejected.

e. Impact of Marital Status

Group Statistics					
	Marital Status	N	Mean	Std. Deviation	Std. Error Mean
Electronic Media	Married	32	4.0875	.56096	.09916
	Unmarried	118	3.7780	.76227	.07017
Print Media	Married	32	4.0812	.54916	.09708
	Unmarried	118	3.9305	.72200	.06647
Social Media	Married	32	4.0500	.70938	.12540
	Unmarried	118	3.6492	.85532	.07874
Political Accountability	Married	32	4.0208	.46753	.08265
	Unmarried	118	3.8267	.60746	.05592

As evident from the above table (Table 4.15), married respondents are scoring higher as compare to unmarried groups therefore the emerging hypothesis will be:

Hypothesis # 7: Married are scoring higher than Unmarried respondents. (H₇).

Table 4.15a t test Statistics of Residence Effects

Independent Samples Test							
		t-test for Equality of Means					
		T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
						Lower	Upper
Electronic Media	EVA	2.143	148	.034	.30953	.02408	.59498
	EVNA	2.548	65.470	.013	.30953	.06695	.55212
Print Media	EVA	1.097	148	.274	.15074	-.12078	.42227
	EVNA	1.281	63.196	.205	.15074	-.08435	.38583
Social Media	EVA	2.432	148	.016	.40085	.07517	.72653
	EVNA	2.707	57.878	.009	.40085	.10443	.69726
Political Accountability	EVA	1.676	148	.096	.19409	-.03472	.42290
	EVNA	1.945	62.415	.056	.19409	-.00536	.39354

Analysis

To test the mean differences among Marital Status, t-test procedure was used on four test variables (Electronic media, Print media, Social media and Political Accountability). As per mean differences (Table 4.15) the married respondents are giving higher score.

The result of four-tests (Table 4.15a) is giving significant results for all four research variables. Hypothesis # 7 is therefore accepted as true.

f. Impact of Income

Descriptive							
		N	Mean	95% Confidence Interval for Mean		Minimum	Maximum
				Lower Bound	Upper Bound		
Electronic Media	10000-30000	37	3.7568	3.5023	4.0112	1.40	5.00
	31000-50000	83	3.8289	3.6692	3.9886	1.60	5.00
	Above 50000	30	3.9933	3.7306	4.2561	2.60	5.00
	Total	150	3.8440	3.7257	3.9623	1.40	5.00
Print Media	10000-30000	37	3.8216	3.5787	4.0645	2.00	5.00
	31000-50000	83	4.0217	3.8715	4.1719	1.80	5.00
	Above 50000	30	3.9733	3.7333	4.2133	2.60	5.00
	Total	150	3.9627	3.8514	4.0740	1.80	5.00
Social Media	10000-30000	37	3.5351	3.2797	3.7905	2.00	5.00
	31000-50000	83	3.7783	3.5927	3.9640	1.80	5.00
	Above 50000	30	3.8600	3.5294	4.1906	2.00	5.00
	Total	150	3.7347	3.5991	3.8703	1.80	5.00
Political Accountability	10000-30000	37	3.7117	3.4986	3.9248	2.44	4.78
	31000-50000	83	3.9009	3.7804	4.0215	2.89	4.89
	Above 50000	30	3.9704	3.7522	4.1885	2.89	5.00

	Total	150	3.8681	3.7738	3.9624	2.44	5.00
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As evident from the above table (Table 4.16), 10000-30000 and 31000- 50000 income respondents are scoring higher on two variables each therefore the emerging hypothesis will be:

Hypothesis # 8: 10000-30000 and 31000-50000 are Scoring Higher on two variables each. (H_b).

Table 4.16a Anova test Statistics of Income Effects

ANOVA						
		Sum of Squares	Df	Mean Square	F	Sig.
Electronic Media	Between Groups	.970	2	.485	.900	.409
	Within Groups	79.180	147	.539		
	Total	80.150	149			
Print Media	Between Groups	1.029	2	.514	1.082	.342
	Within Groups	69.882	147	.475		
	Total	70.911	149			
Social Media	Between Groups	2.102	2	1.051	1.498	.227
	Within Groups	103.137	147	.702		
	Total	105.240	149			
Political Accountability	Between Groups	1.308	2	.654	1.939	.148
	Within Groups	49.590	147	.337		
	Total	50.898	149			

Analysis

To test the mean differences among Income Groups, Anova-test procedure was used on four test variables (Electronic media, Print media, Social media and Political Accountability). As per mean differences (Table 4.16) the income groups of 10000-30000 and 31000- 50000 are giving higher scores on two variables each.

The result of four Anova - tests (Table 4.16a) is giving significant results for all research variables. Hypothesis # 8 is therefore accepted as true.

Discussions

This project aims to investigate the relationship between media and political accountability in Pakistan. A literature survey was conducted to develop a research model, and a structured questionnaire was distributed among students from Government College No.1 D. I Khan and Gomal University D. I. Khan. The correlation between the predictor (independent) and criterion (dependent) variables was found to be statistically significant. Social media, especially platforms like Facebook and Twitter, play a prominent role in promoting political awareness and engagement among the youth in Pakistan.

Print media also contributes significantly to information dissemination and knowledge transfer, with advancements in technology enabling faster and more effective communication. Press freedom is crucial in exposing corruption and holding officials accountable. The internet and social media have a profound impact on citizens' social lives and political engagement.

Accountability is valued in all aspects of life, and political accountability ensures that the government and politicians are answerable to the public. Media plays a vital role in holding them accountable and exposing corruption. In Pakistan, there is a strong demand for accountability from rulers and influential figures who have been involved in corruption. The correlation analysis confirms a significant and positive relationship between media and political accountability, with approximately 33% variation attributed to independent variables and 45% to dependent variables.

Conclusion

The use of social media has contributed to increased political awareness among Pakistani youth, leading them to hold their representatives accountable. Media plays a crucial role in promoting political accountability and raising awareness among the public. It acts as an effective check on government power and influences citizens. Media, including electronic and print media, exposes corrupt officials, businessmen, and politicians, thereby contributing to political accountability. Social media platforms have emerged as powerful agents of political socialization, promoting accountability and providing additional checks on corruption. They serve as alternate sources of information and facilitate collaborative online communities for political causes. Accountability is valued in all aspects of life, and without political accountability, the system may tend towards autocracy and dictatorship. The media's influence has played a significant role in holding corrupt politicians, judges, and businessmen accountable in Pakistan.

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