



Journal Homepage: - www.journalijar.com
**INTERNATIONAL JOURNAL OF
 ADVANCED RESEARCH (IJAR)**

Article DOI: 10.21474/IJAR01/3316
 DOI URL: <http://dx.doi.org/10.21474/IJAR01/3316>



RESEARCH ARTICLE

SOCIAL MEDIA FOSTERING THE REVOLUTIONS: CASE STUDY OF THE ARAB SPRING.

Dr. Muhammad Younis and Muhammad Junaid Akram.

Forman Christian College , A Chartered University.

Manuscript Info

Manuscript History

Received: 22 December 2016
 Final Accepted: 29 January 2017
 Published: February 2017

Abstract

Globalization converted the world into a global village which is closely interconnected through Social Media. 2010 and 2011, were the years of large scale political uprisings in Middle East. The uprisings were mainly the result of the political mobilization that was generated by the Social Networking sites such as Face book, Twitter and YouTube Social media played an important role in awakening the people and mobilizing them to protest for their rights, and against the authoritarian regimes they were living under The research discusses the role of social media in bringing up the Arab spring.. The aim of research paper is to articulate how the revolution has been fostered by the Social Media and the role social media play in political mobilization. The research is both qualitative and quantitative in methodology in which the primary sources for qualitative data are the newspaper archives and books on empowerment of the social media while the secondary sources are the academic research papers. Quantitative analysis will be based on the survey conducted by the author himself. This paper concludes that social media has made an unequivocal contribution in fostering the revolutions and bringing up the revolution in Middle East during Arab Spring.

Copy Right, IJAR, 2017., All rights reserved.

Introduction:-

Arab Spring was set apart by the arrangement of progressive anti-government challenges and demonstrations that started from Tunisia and spread over the entire Middle East. It began when individuals started to be enraged by the Authoritative Regime. The Arab world have been battling long to change their legislatures gradually, however they were falling flat, until finally in 2010 oppositions began, the self-immolation of a vegetable merchant simply energized up the procedure of these demonstrations. None would have accepted that the challenge of a young vegetable merchant named Muhammad Bouazizi would have unleashed a stream of protests for democracy in the Arab world. Muhammad Bouazizi set himself ablaze before the organization of the Tunisian Government on December 17, 2010 in the wake of being embarrassed by a female officer. The rebellions for a popularity based government or democracy had started, which, later on extended across the whole of Middle East. To bring down or dissolve the dictatorial regime became the motto of the protestors.

The Arab Spring had many causes; however, the most obvious among them was Social Media. This notion was elegantly illustrated by a protestor that they utilized Facebook to plan the dissents; Twitter to synchronize the protests and finally YouTube was used to show the world the protests and riots going on in Middle Eastern world. Social networks and outlets made the persecuted individuals to express their thoughts, to see the ruthlessness they

Corresponding Author:- Dr. Muhammad Younis.
 Address:- Forman Christian College , A Chartered University.

are long enduring and to make them to act and to stop this administration severity and the illegitimate control of government. Bouazizi's video of setting himself on fire was exclusively shown on the social sites like Facebook, Twitter and YouTube for getting attention of the population and to encourage them to come out and fight for their rights. This created his story to be told over and over. This drove the general population to condemn the legislature and urged them to remain firm against the savagery of the government. An influx of protests and riots begins that toppled the legislature of Tunisia, and after that the government of Egypt. Civil war started up in Libya and protests started in the boulevards of Morocco, Algeria, Yemen and Syria.

The Arab Springs in the Middle East was mainly fostered by the Social media which has played a role of mobilization towards pro-democracy movements. The goal of the study is to understand how social media helps in bringing up a revolution. The research paper is aimed to highlight how social media helped transfer information and mobilize the protestors. In addition, how social media promoted Arab Spring and helped protestors in their movement for a democratic government and, in doing so, how the revolutions were fostered resulting in the fall of Governments in Middle Eastern countries.

Methodology:-

The research is mostly qualitative based on the rhetoric analysis of the primary and the secondary data. The primary data sources include the news archives, while the secondary data is collected from the academic research papers. The dependent variable in this case is the Revolution or the Arab Spring while the independent variable is social media. The research also includes a portion of quantitative analysis in which a survey is conducted in which the relationship of social media with political mobilization and social awareness has been examined on the basis of data collected through the surveys.

Literature Review:-

The utilization of Social Media to achieve some desired objectives has turned into the most persuasive event of the present world. Individuals utilized Social Networking sites like Twitter, Facebook, YouTube and numerous other sites and applications for social association. They utilized them to make themselves watchful and aware of the things happening around the globe. Online networking and systems administration have come to characterize another era of correspondence and have molded a stage that has interminable capacities to associate, share, and investigate the world (Bhulyn, 2011). Online networking is a standout amongst the most critical worldwide jumps forward in mankind's history (Omidyar, 2014). It furnishes people with the methods of expression for themselves, what they feel and get them on mutual understanding. Social Media has transformed our world into a global village and has connected everyone around the globe.

Web-based social networking sites have been turned into devices or gadgets that associate individuals and their thoughts and philosophies. Prior to the Social Networking Sites, Middle East had government controlled media outlets where everything was blue-penciled and government was depicted to be the most ideal in all ways. No one was permitted to evaluate the validity of any event or incident and if someone would spoke the truth, he or she would be muted by the administration. The fear of death never allowed anybody to speak the truth. Media was completely controlled, while a limited access was provided to the facts and figures of any incident. What was in the interest of the government was displayed, and thus this became the rule of society. In those conditions the arrival of Social Media into the life of Middle Eastern folks assisted them overwhelmingly in the articulation of their thoughts on any issue. Frequent use of these sites by the individuals was compelling the governments to create majority based rules system, since web-based social networking destinations gave individuals a voice to express their sentiments about government (Bhulyn, 2011). The social networking sites including the Facebook, twitter, YouTube permitted individuals of Middle East to have the power they had longed for.

After the innovative progress of Internet in the locality of Middle East, the nations were loaded with internet cafes. A big population of people mainly comprising the youth and educated class rushed to these cafes and spent their time in making them politically aware. They acquired information about the political activities of the globe. People vastly equipped themselves with tools of technological advancement and started to use these tools to make a keen observation over the political incidents of their state and political happenings around the world. The year 2009 vested cell phones to half of the population of Egypt. In the end of 2010, three forth of the population had one and a substantial number of new associations were emerging every month (Cole, 9). However, in Tunisia everyone had cell phone by 2009. The youth encountered by Cole felt that it was imperative for them to have these cell phones for

their politicking (Cole, 11). Youth utilized the social networking sites to display the discontent and disappointment towards their legislature. Furthermore, Cole interprets how young generation invested a large proportion of its time surfing the web and perusing the news on their phones as they did not trust the printed daily papers and magazines due to political pressure of the state on media houses, resulting 2010 to be the year of social and political awareness. By the end of 2010, there were tens of millions of Arabs on the social networking sites and had access to the internet. 15 million of the Arab population was using social networking sites like Facebook, twitter etc. Youth between the ages of 15 to 29 encompassed seventy-five percent of Facebook clients (Cole, 11).

The internet has furnished the general population with a significant access to the data. It has provided the people with the accurate, unbiased and most importantly most up to date information of the political incidents. During the Arab Spring a large amount of evidence and information of the political scenario was spread over Twitter. Prior to the condition of Arab Spring, there were about hundred million clients in Egypt, but as the upheaval finished the number expanded to 1.1 Million clients of Twitter (Amer, 2011). Local Google supervisory Wael Ghonim terrifically indicated the reason for the liberation of a society. He proposed that to liberate a society, the society should be bombarded with internet. The internet and the products of internet that include the social networking sites are proved to be effective weapon of the feeble, and have stifled individuals against their tyrant oppressors.

Assumptions:-

1. Social Media played a very important role in encouraging the revolution in the Arab Spring.
2. Social media made people aware of the ongoing political change and led to political mobilization which was the root cause of the Arab Spring.
3. Social Media and networking sites have yielded a Pro Democratic environment.

Descriptive Analysis:-

Social media has now evolved to be the basic source of information, news, and a source to read criticism and political analysis. Almost every living soul has its hand on Social media and, can easily access social media and its usage has evolved as the most influential occurrence in the present society. People from all age groups use these social networking sites like Facebook, YouTube, twitter, WhatsApp, Snapchat, Instagram and many other social media outlets for communication and interaction. The use of social networking sites is not only restricted to social interaction and communication but these are also used by the online gaming applications and YouTube has become the main source of entertainment for entire population. It is providing the world with a platform to share and express their thoughts and ideas, entertain them and also make them aware of the global happenings.

Middle East has long been ruled by the dictators and monarchs. Under their rule, if any media outlet would broadcast or publish news that was against the government that media outlet would face severe consequences. All the media was censored by the government. But with the invention of Social Media Middle East underwent much digital advancement. Social media enabled people to share their feelings and thoughts. Social Media became the voice of the people. People made themselves aware of the world politics and how people in a democracy enjoyed their rights. The Middle Eastern People realized how less they were given the rights and how their rulers were exploiting them. The pro democratic feelings aroused in the people and they started thinking of having a government of their own choice. Thus, they became frustrated by their rulers, and expressed their frustrations via these Social networking sites. These social networking sites and applications persuaded the masses to have the power they were always fancied for.

Before the start of Arab Spring, few of the countries had already had the online public groups where political thoughts and views were shared, and these were free from the censorship of Government. The videos of the lavish lifestyles of the rulers were shared on Facebook and YouTube. People became aware of the corruption of their rulers and also showed to international communities how they have been living under these corrupt ruler ships. Once the protests erupted, the Middle Eastern countries started a wide shut down on the social activists and the bloggers and also the human rights activists. A huge number of social activists faced the brutality and excesses committed by the government. But the Social media and social networking sites became the tools for public to support pro democratic movement and protest for a democratic government, and also to highlight the corruption and brutality of the Authoritarian regimes.

A detailed impact of Social Media and Social Networking sites on the Revolutions in different states during Arab Spring is given below:

Tunisian Revolution:-

Social Networking sites, mainly facebook, are considered to be the catalysts that ignited the Tunisian Revolution. One of the activists of the revolt, Rochdi Horchani, who was also a relative of Bouazizi, said that the activists grabbed a stone in one hand and a phone in the other (Ryan, 2011). The greater part of the activists was young fellows that could be seen holding their phone cameras and archiving the scenes. Footage of the tranquil activists and terrible scenes that contained the brutality of the police were uploaded on Facebook, YouTube, and Twitter where people could be exposed to the truth. Horchani indicated that they could have protested for two years or more, but without the videos and recordings, no one would have noticed (Ryan, 2011). Bouazizi was not the first man to set himself on fire, there had been numerous men before him, however, none knew about them. The only reason that Bouazizi's self-immolation created such hype was the eminent presence and the usage of Social networking sites that displayed and shared his story on the Social sites and that's what drove individuals to know reality.

Tunisian government consistently had attempted to stop the general population from selecting the social destinations by web restriction. Tunisian authorities started regular assaults on activists using Gmail and Facebook accounts by infusing distinctive kind of viruses. Ben Ali's monitors could acquire passwords of the records, bolting out the activists and gathering email arrangements of asserted protestors (Zuckerman, 2011). Government began to capture the conspicuous activists. Zine El Abidine was so anxious of losing the power that he did everything conceivable to stop the protestors, including the utilization of live ammo. All the interpersonal communication sites were hindered aside from Facebook. But quick interaction of people on Facebook and twitter gave information to the protestors how to counter the security forces. Maps demonstrating areas for the protestors and rational aides for what to do when exposed to tear gas was utilized and assisted a number of the protestors to save their lives. The severity and brutality of the security powers was viewed by the general population with extreme anguish and wrath. And finally, as a result of these protests, the revolt became successful and on 16th January 2011 Zain el Abidin surrendered.

Egyptian Revolution:-

Another product of the Social Media is the Egyptian Revolution that started on January 25, 2011. Social Networking sites, mainly twitter, was exclusively used that made "Egypt" and "Jan25" to be the most tweeted hash tags of the following year. Everybody was equipped with phone during the Egyptian Revolution. Like Tunisia, Egypt also had a huge population that used social media outlets. These Social Media outlets were the destinations where major fundamentalists, analytical columnists, and isolated citizens connected with each other (Howard & Hussain, 21). These social media outlets became the only source of expressing views and without utilization of these outlets there was no medium that could help in the elevation of the expression against the legislature. These destinations enabled them to voice their worries and political perspectives about the nation.

Wael Ghonim, regional executive at Google, started a page on Facebook, in the memory of a young blogger from whom Egyptian Police violently pounded the life out in 2010 in Alexandria for exposure of their vicious extortion, entitled as "*We Are All Khalid Saeed*". Ghonim posted on the Facebook page that today they killed Khalid, on the off chance that I don't represent his purpose tomorrow they will kill me as well (Vargas, 2012). Pictures of his battered face were taken and passed around from one phone to another. Those were seen by a great number of individuals who initiated their own pages on Facebook looking for equity for Khalid Saeed, and consolidating protests on the Social Media sites and outlets. The web pages created to remember Saeed turned into an entrance for aggregate sensitivity (Howard and Hussain, p.21). During the dissent, Ghonim was captured and locked up behind the bars. Ghonim was discharged following two weeks, and it was then that he turned into the voice of the Arab Spring in Egypt. Be that as it may, Ghonim rejected this thought, pronouncing that he was not a saint, and that he was only participating through the web, wasn't revealing his life into risk, but the actual legends are those people who were fighting and protesting in the streets of Egypt (Smith, 2011). Ghonim was called upon for an interview by CNN in 2010 in which he projected that Social Media was in charge of the Arab Spring. He also commented that he was indebted to Mark Zuckerberg, the founder of Facebook. This change began on the social networking site mainly Facebook. This upheaval began in 2010, when a large number of Egyptians began working together in the digital space. They would post a video on Facebook that would be shared by 600,000 individuals on their Facebook walls within few hours (Smith, 2011).

Through the peak times of the revolutions, the Tahrir Square was occupied by the protestors who were protesting against the brutality of governmental institutions. They messaged from their cell to persuade each other to turn out to roads and show dissent. Countless reacted to the catch and poured out to show solidarity with the protestors. The government felt it didn't have any other option except to block all Internet access in the nation (Abdulla, 2012).

Be that as it may, this minute was thought to be the water shed moment in the political Scenario of Egypt. The Mubarak's rule came to an end because of this progression of government, as even those individuals who were not among the protestors, the individuals who were watching the dissent from home, also went to Tahrir Square to expand the weight on the administration, and eventually, Mubarak's Government fell.

Libyan Revolution:-

Arab spring also knocked the doors of Libya. The revolution in Libya started on February 15, 2011. However, before it began in Libya, its ruler, dictator, Muammar Gaddafi in his speech, severely condemned Tunisian people for bringing down the government of Ben Ali. He audaciously and sarcastically expressed his feelings by depicting that Social media had created problems for the people in knowing the truth, as any deranged individual or a personal who was under the influence of any drug or mental illness could write anything and people would believe in whatever he wrote (Lynch, 2001). But unluckily, Gaddafi himself was assassinated, and his government was toppled over by his own people with the help of the social networking sites.

Social Networking sites, mainly Facebook, played a vital role in bringing up the uprising in Libya. A Facebook page was created like in the case of Egyptian revolution on January 2011. The page made people aware of the brutality and hardship they have been living under along with portraying the lavish lifestyle of their rulers. Through this page, the activists asked the Libyan individuals to follow in the strides of the Tunisians and Egyptians and strive for democracy in their political system. The page also reinforced people to end Gaddafi's regime and broadcasted him as a deceptive and vindictive killer. The page also demonstrated, how Qaddafi's children were burning cash on extravagant events and private yacht trips, and gave proof of the corruption of the government and its institutions.

Finally, the struggle for democratic government started. On February 15, 2011 a small population of the youth of Libya reacted against the government and rebelled in the city of Albyeda. These protests got reinforced as the government executed two of the rebels and caught the others and put them into the prisons. Gaddafi felt threatened by the ongoing Social Media role in the protests, and to tackle which he called a meeting with all the renowned Libyan activists accompanied by the bloggers and threatened them of the critical results if they kept blogging on informal sites, but, it was of no use to cry over the spilt milk. By the time the warning came, it was already too late, and many of the Libyan citizens had already started using Facebook pages to criticize the government and its institutions.

Through mid-February 2011, countless Libyans revolted in the streets of second largest City of Libya, Benghazi, to end the ruler ship of Gaddafi (El Mahjub, 2013). At the point when the rebellion started Gaddafi was being ignorant and attempted to control his peoples by manipulations. All the media outlets were taken under control of the government and every TV or News channel showed pro-state songs and documentaries. The news of the fatal conflicts between the protestors and the security forces and murdering of individuals were nowhere to be shown. But in this scenario, Social Media became the voice of the people. The general people, who were on the roads fighting with the state forces, procured pictures and recordings of the riots as they were happening, and posted them on YouTube and Facebook. The communication of protestors on social networking sites also attracted the attention of the International World and whole of the international community soon started to condemn the Gaddafi government (El Mahjub, 2013). Due to these social networking sites whole world saw the uprising of Libyan people and supported them in their urge for democracy.

Gaddafi attempted to counter that movement by posting the videos of people loyal to him on social networking sites believing that people would see him as a good man. But all his efforts went in vain, as the protests and riots heated up more. The final option for Gaddafi was the use of his military. He used heavy ammunition, rocket launchers and the tanks to regain the power. About 600 of the protestors were killed and their killing by the military forces was shown on social media. These were so brutal and dreadful that even international community acted against it as a result of which United Nations imposed no-fly zone. After that, the protestors were titled as the freedom fighters, and they succeeded in taking the control of the government. Gaddafi was caught and killed.

Social Media and networking sites without any doubt played a noteworthy part in the Libyan turmoil. In the event without Social Media, the general population of Libya could never have possessed the capacity to expel Gaddafi from power.

Syrian Revolution:-

The success of the toppling of the governments of Tunisia and Egypt aroused the general population in Syria to begin their own revolution. Social media also proved to be a helpful medium of expressing views. Gradually, people and the revolutionists group began to voice their thoughts on Facebook and other online networking sites. People were afraid of being monitored by the government so the expression of public opinion was kept under secret chat groups.

On 5th March, 2011 some school boys painted the mainstream progressive slogans and included that the general public need to topple the government. They aggravated matters for themselves by including their names to the painting. The Syrian law enforcers caught these young men, and for quite a long time, their whereabouts were unknown to the families. In reaction to it, the general population of Daraa protested against the government unlawful act and demanded the children back. Syrian aggressively acted on the protests and they started shooting at the protestors, murdering many individuals and harming others. In solidarity with the Daraa killings, a rush of challenges spread to different urban areas in Syria (Shehbat, 2012).

It is to be noted that Syrian revolutionists were not given complete access to social media because of the fear that government may be monitoring and keeping tabs on all the social networking activities of individuals. Hence, Social Media's part in Syrian revolution was limited. Still the activists knew that social media and networking sites were their only choice to get their exploiters out of the nation, and also for the world to know, how the Bashar administration worked. The protests were organized by the Facebook groups that gave the location of the protest at eleventh hour of the protests. Syrian government was doing everything to stop the riots and protests; they were also making the use of arms. While the only ammunition the protestors had was YouTube, where they would show videos of brutality of the government and let the world know about viciousness of the Bashar's regime. In the end of May, 2011, a video that demonstrated the abused, and plainly tormented dead body of 13-year-old kid was uploaded to YouTube. This video proved to be a spark, and whole world witnessed the viciousness of the Bashar's government (Shehabat, 2012). After this event, numerous protestors started to express themselves on twitter, Facebook and YouTube. Additionally, Skype was used that would provide live broadcasting of the news. The Bashar's government now started censoring the media content on the social networking sites by cutting off the cell phones and Internet links in Daraa and Homs (Shehabat, 2012). To counter this act of government, people started to use the smuggled Sims from neighboring states. They used the Jordanian and Turkish Sim cards. The internet connection was cut down so people started to use 3G services on their phones.

The ruling government was tired of these events and finally came on air to express its anger. It condemned the social networking sites and told that the people might be the winners on the social media but on actual grounds the winner would be the government. Syrians used YouTube as the main tool for expressing their views and brutality of the government. Facebook was also used by the protestors and helped to make the international community aware of the hardships being endured by the people of Syria. Skype also played an important role in this revolution. People and famous analysts would communicate on skype. But unfortunately, the Syrian people did not achieve the results in their favors but the civil war broke out in the country that is continued till now.

Social Media started a chain of revolutions that affected the whole Middle Eastern World. The revolts not only ended on Syria but continued to all the Middle Eastern states. Yemen was also struck by the revolts that were started right after the Tunisian revolutions. Protests also broke out in the Jordan and Bahrain. The result of the revolution was different in Syria, but still Social networking sites played an important role in mobilizing the people, and made them vigilant and politically active. Pro democratic expressions were born in the individuals for which they fought and toppled the regimes. Syrian's had controlled and monitored social media which made it difficult for the people to organize their revolt effectively against the government. Strict monitoring and quick actions of the government against the activists hindered the Syrian revolution, causing them not to topple the government. To what an extent the social networking sites made the revolutions successful, is debatable but their role in bringing up the revolutions cannot be dismissed altogether.. Social media gives the oppressed and depressed people a medium to voice their thoughts and to develop democratic thoughts. So we can say that the Social Media was an effective tool in bringing up the revolutions and forming pro democratic expressions in the general public.

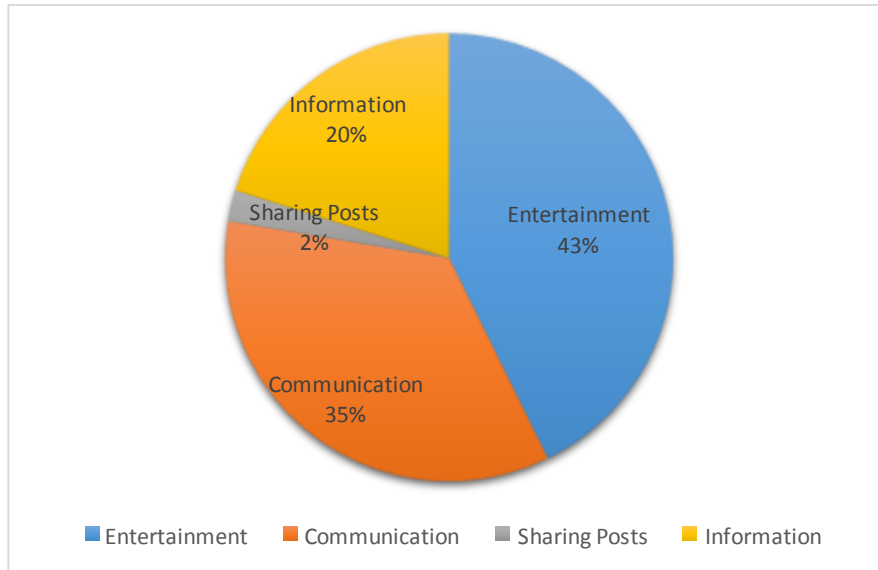
Statistical Analysis:-

The statistical analysis is based on the survey that was conducted from 22nd November 2016 to 2nd December 2016 at Forman Christian College, Lahore in which 100 participants were involved. Different Questions were asked from

the participants that allowed us to explain the role that social media played in revolutions during Arab spring. The analysis is given below

• **What does Social Media mean to you the most?**

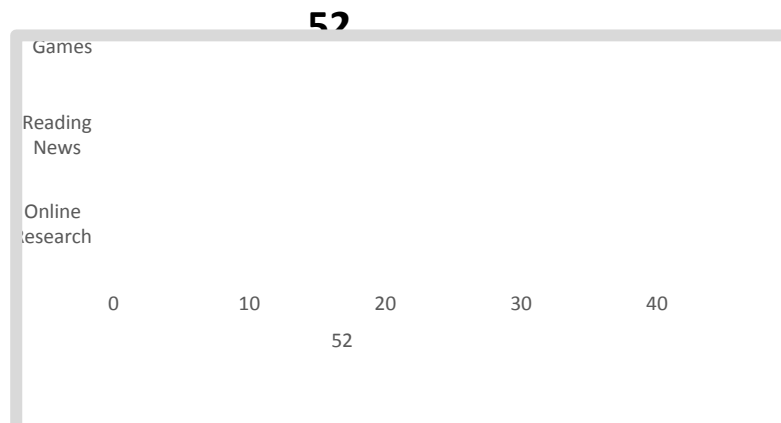
For this question the participants were given four options whose percentage is shown in the pie chart.



It is evident from the table that a large proportion of students use these social networking sites for Entertainment purpose, and after entertainment they use it for communication.

Most time spent on Internet is utilized in?

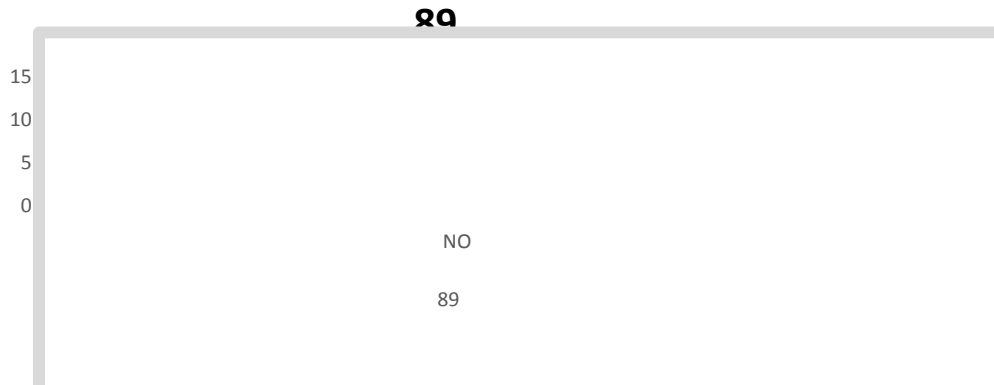
For this question the participants were given four options whose percentage is shown in the below pie chart.



The results showed that a large number of the population of the participants utilized internet for social networking sites, and then secondly, reading the news.

Does Social Media help you to stay in touch with current affairs:-

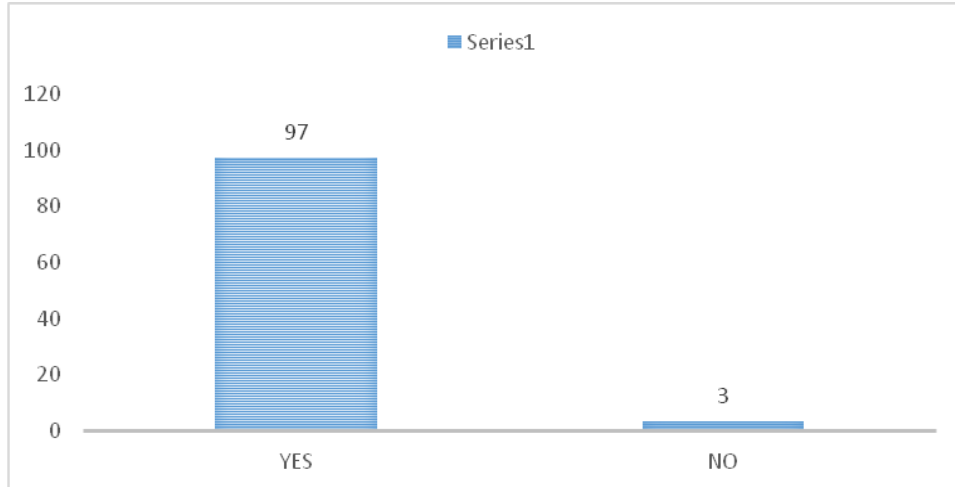
To answer this particular question, the participants were given two options of YES or NO. Following is the data obtained.



The above chart clearly shows that social media and the networking sites greatly help people to stay in touch with the current affairs; thus, making them more politically active and aware of the surroundings.

Do you use social media to follow news and political events?

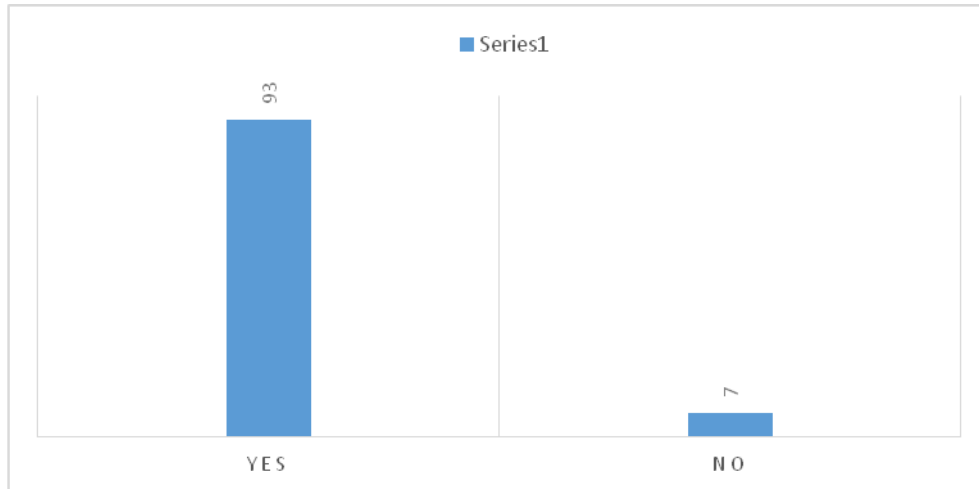
To answer this question on the survey, the participants were provided with two options of either YES or NO. Following are the results.



The above chart indicates that a large number of participants use social media to become aware of the political events.

Do political news from social networking sites made you aware?

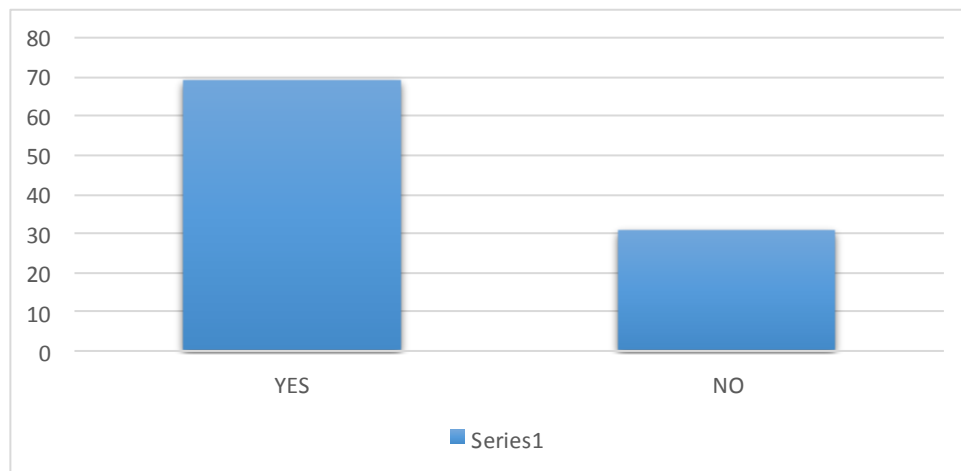
To answer this particular question, the participants were given two options of yes or no. following is the data obtained.



The above diagram shows that political news that the participants obtained from the Social networking sites made them socially and politically aware.

Have you ever been a part of any social media oriented political demonstration or protest?

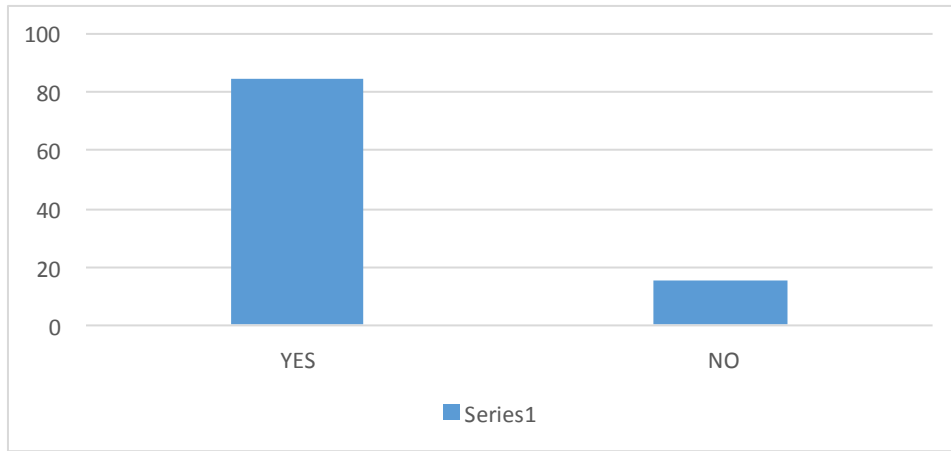
In this question the participants were asked about a personal experience in which they were asked about taking part in any political event or protest that was oriented in social media. Following is the data collected on question.



It is evident that people actually did go to the political events that were oriented by the social media. A large proportion of participants participated in social media oriented political events.

Criticism on Social media is effective in building up political awareness?

In this question the participants were asked about whether the criticism on the social media has impact on them or not. Following is the data collected.

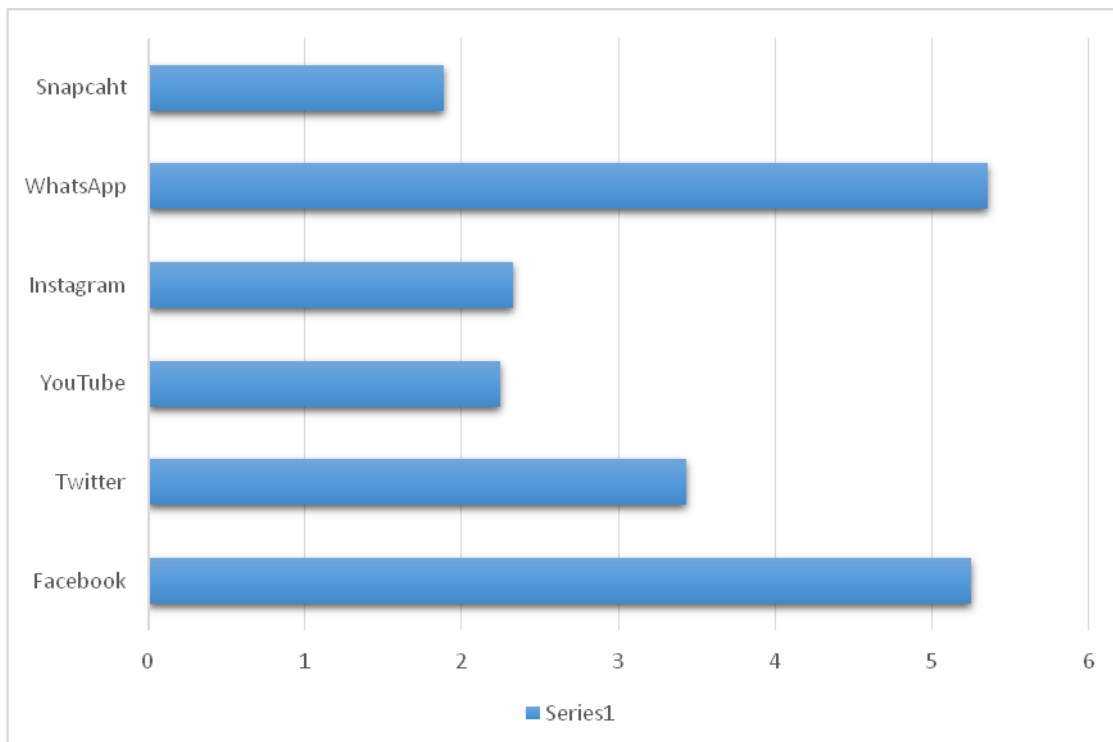


It is illustrated by the chart that high number of participants actually were affected by the criticism they read on the social networking sites. And this reading of the criticism actually benefited them to become politically aware.

Time Spent on Social Networking Applications:-

For this activity each participant was asked to give time they spend on the social networking applications. Following is the average data collected

Social Media Applications	Hours Spent
1) Facebook	5.25 Hours
2) Twitter	3.43 Hours
3) YouTube	2.25 Hours
4) Instagram	2.33 Hours
5) WhatsApp	5.36 Hours
6) Snapchat	1.89 Hours



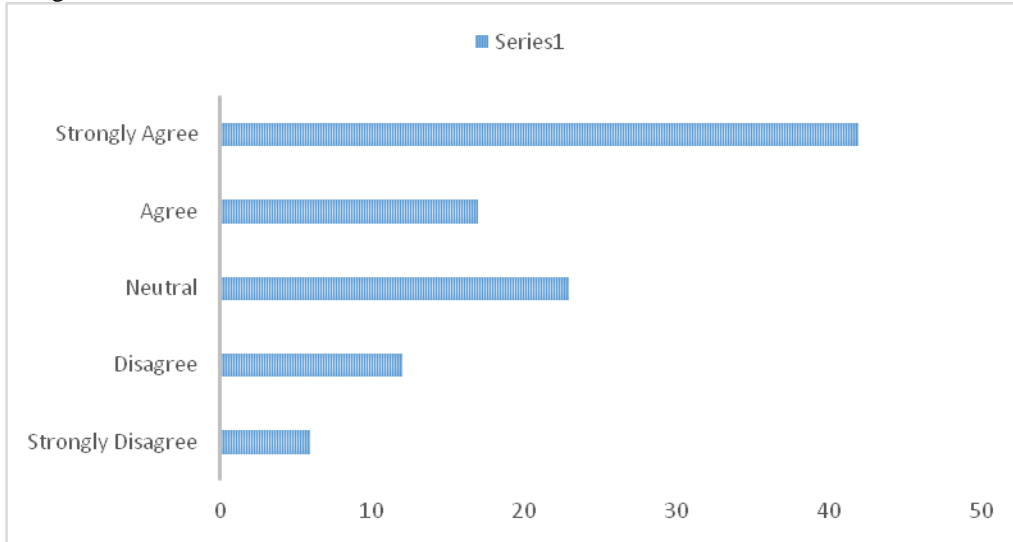
The Chart shows that the participants spent a lot of time on the social networking sites making them aware or socially connected.

Final Table:-

In the last step of the survey the participants were given to fill a table, in which they were asked to tick the level of agreement or disagreement for the lines given to them. Following is the data collected.

Has social Media proved to be free and objective?

Following is the data collected for this account:

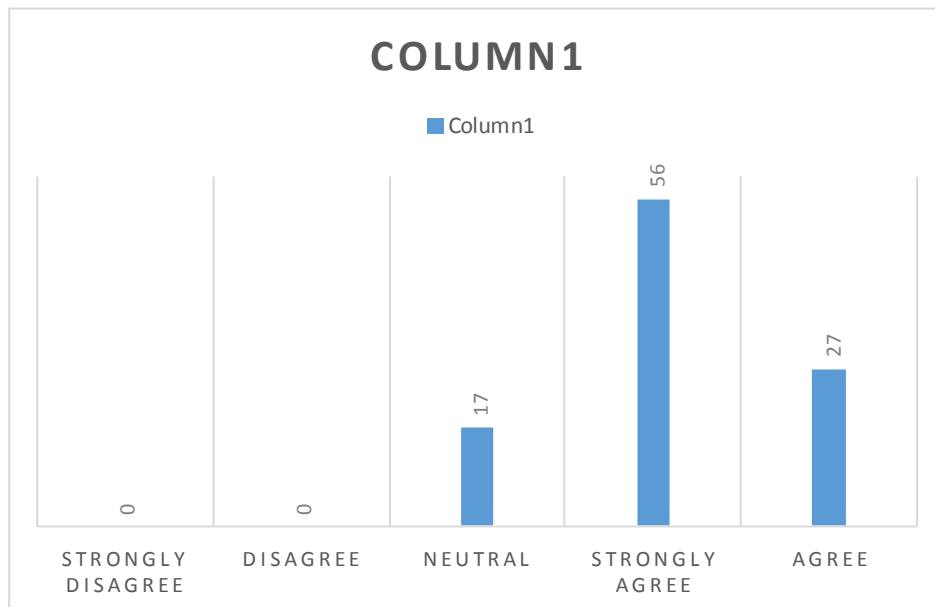


As the chart shows, a large number of participant strongly agreed with the statement that social media has proved to be free and objective, so, one can say that Social media is objective and free.

Is Social media a tool for bringing up revolution?

Following collected:-

is the data



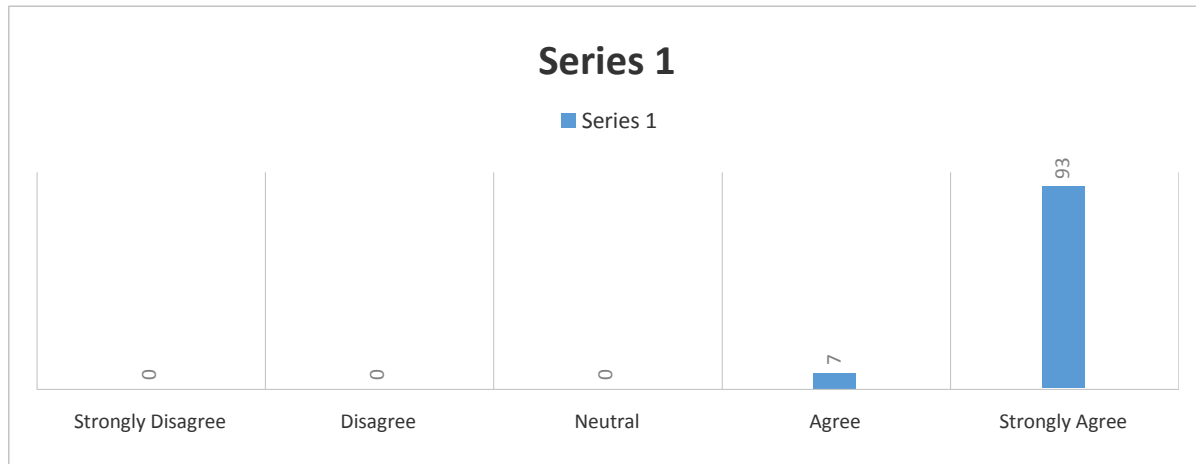
As the chart indicates that most of the participants think that the social media is the tool for bringing up the revolutions and revolts across the world.

Arab Spring was a product of Social Media?

The data given below illustrates this:

It is evident from the chart that almost all the participants consider the Arab spring to be the product of Social Media and social networking sites

We can conclude, on the basis of data, that Social media plays a vital part in making the people aware both socially



and politically and also persuade them to take part in the social media oriented protests and demonstrations. So, we can say that social media has become an integral part of the society not only to interact socially on these networking sites and applications but also to make us politically more aware. Social media, by making us politically aware, also enables us to actively express our feelings and thoughts on the ongoing political activities. The social media is fostering the revolutions by making us to express our opinion on any issue and also to react against any unlawful act of the Government. The revolts and protests included in Arab Spring were all fostered by the Social Media.

Conclusion:-

This paper has examined the role of social media and social networking sites including Facebook, twitter and YouTube by utilizing both the qualitative and the quantitative analysis. There is a fluctuation of opinion on how much part social media had played in fostering the revolutions during the Arab Spring, but there is no denying to the fact that Arab spring was the product of Social Media and social networking sites. The availability of advanced media including the online networking sites like Facebook, YouTube and Twitter has given individuals a chance to promote their voices, their political thoughts and send their demands the high structures of Legislatures. Social media has also provided a way through which the voice of general public reaches the other structures of the government, making the government and institutions to listen and react favorably, and if they ignore, the same voice strikes them like a big flood and takes away with it their governance. Before social media, people of Middle East were living under the Authoritarian regimes, and were also deprived of many basic rights, while the rulers lived their lavish lives without the fear of losing the power. But Social media became the savior for these oppressed people and made them able to voice their feelings and thinking. Before social media, the people were not allowed to take part in active politics, but after these Social networking sites every individual became socially and politically active. They started to keep keen observations on the political activities, and if any incident was found to be against their wishes, they posted it online, criticized it and protested against it.

For the same reason, we can now see every political person on these social sites, and social media cells of every political party working to promote its mandate and propositions to come to power. Social Media is also used by them to give updates of the projects and other happenings, and their thinking or defense to a particular event. Thus by this analysis we can conclude that social media has made us more active and respondent and the government to be more vigilante, and have also promoted the pro democratic views and thoughts among the general public.

The internet and its major component, the social media, assumed a central part in the Arab spring. The Arab spring would have not been achieved if there was no social media. Social Media gave voice to the people's opinion and

