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Identifying Factors Leading to the Success of Social Justice Campaigns Driven by Social Networking Engines in Engaging the Online Youth Audience

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Abstract: *Background.* In the recent years there has been a significant exposure to relatively new media for communication. The online social media networking engines has not only facilitated the business organization but has opened the gateways of expression for the consumers. Facebook, Twitter and YouTube are now considered one of the key media to initiate a campaign which becomes viral in no time. A high percentage of such campaigns are based on social justice related to the violence, criminal, and injustice incidents taking place in Pakistan. The objective of this study was to identify factors that are leading to potential engagement of the online audience in social justice campaigns on social networking engines. The procedure to evaluate these factors was followed by conducting an extensive literature review of global researches carried out on the similar grounds, and measuring the intensity of factors leading to audience engagement through regression and correlation techniques. The data collection was done through questionnaires to measures the response of the online youth audience engaging in social justice campaigns. The practical implications of this research are highlighted in the paper.

Aim: This study aims to identify the factors that lead to audience engagement in online social justice campaigns. These factors have been identified and their effect has been measured on audience engagement. The scope of the project has been confined to four factors that are affecting audience engagement in online social justice campaigns. The objectives have been achieved through quantitative analysis. The study aims to highlight either audience engagement in online social justice campaigns is creating awareness or not. The major focus of the study was on the factors and their impact on the audience engagement on social justice campaigns on social networking engines.

Methods: This research is a quantitative study, based on calculated results through the statistical analysis. The target audience whose response is measured is the youth between the ages of 18-25 years. They must be using social media for a year or more and have exposure to the online social justice campaigns on social media. The unit of analysis is the individual respondent selected by non-probability sampling which includes random sampling. The sample size was 200 respondents, and the study was cross-sectional in nature, where the data was collected at one point in time.

Findings: The analysis showed that where three items show an increasing awareness, one show a moderate increase and one shows a low increase in awareness. Hence, we can conclude that awareness is increasing regarding online social justice campaigns on social media, but is still in a development stage. There are many other media where information is being shared on hourly basis and updated every minute, social networking engines act as a support to share information, feeling and thoughts about what an individual thinks and belief.

Keywords and Phrases: Social Networking Engines, Social Awareness Campaigns, Online youth audience

1. Introduction

The field of marketing has evolved drastically in the past few years. Social media is an invention that has defeated many traditional marketing techniques and has given adequate solution for all the problems faced by marketers using traditional marketing techniques. Social networking engines like Facebook, YouTube and Twitter have mobilized the business industry all over the world where it is serving as an addition to the integrated marketing communication. Social media marketing has exposed the business organizations to initiate cost effective marketing. Social media networking engines have served as a best “fit” for the social cause marketing. The informational role of social media has changed the ways the consumers use to engage with other all over the world. This has led the youth to be aware of all the activities going all over the world. Many social justice organizations have benefitted for the advent of social media. They are using social media as a low cost way to spread their messages to the public. Social media has also enabled the common people to express their thoughts and feelings about the issues they witness in the community around them. Social justice in Pakistan is a huge debate in the present times. The wide spread of violence, criminal activities, and terrorism has created an unrest among the people of Pakistan. The fear of being the victim of the violence going on in the country makes them share their feeling with all the members of the society in order to gather them to raise their voice for justice. Social media has provided the citizens with an opportunity to express, interact, influence and persuade the member on social media to raise their voices against violence.

There are various factors that are leading to audience engagement on social media due to the physical safety for the individual. They can express opinions, feelings and emotions without any fear. Peer to peer interaction has increased on online media which has boasted the spread of word of mouth. The point of view of many marketers is that social media has increased the audience engagement which is due to a number of factors. But this is to be proved with the help of quantified data and techniques along with identifying the factors leading to engagement in social justice campaigns.

2. Objectives of the Study

To find the factors of audience engagement in online social justice campaigns on social networking engines.

Measure the effect of audience engagement factors on involvement of youth in online social justice campaigns.

Identifying whether the online social networking engines are creating awareness among youth or not regarding the social justice campaigns.

3. Literature Review

3.1. Online Social Justice Campaigns in Pakistan

In the past studies social justice is defined as an ideal condition in which all members of a society have the same basic rights and protection, it is the notion that historical inequities should be acknowledged and remedied, through specific measures. A key social work value, social justice entails advocacy to confront discrimination, oppression, and institutional inequities (Barker, 2003). Social justice is word on everyone’s minds nowadays due to the awareness, education and the extent of violence carried out around the world (Thyer, 2010). The most important factors leading to viral social justice campaigns is the availability of social media networking engines where a huge crowd of users are interacting and

expressing their ideas and opinions. World is facing numerous problems regarding violence, inequality and social injustice.

Social violence can be categorized in to revolutionary violence, terrorism, criminal violence, ethnic violence, religious sectarianism and political violence. These problems are mainly hitting the underdeveloped countries of the world where political, social and economic unrest is prevailing for a long time. The fear of being inferior is not bearable by many nations in the world and Pakistan is one of the top ranked countries now a days. Pakistan has its origin from the sub-continent, located in the heart of Asia is a victim of social and political instability since 2008. This has touched the hearts of many Pakistani's to express their frustration and emotions with each other as a nation. Providing justice to anyone is possible in many ways for example enabling freedom of expression, leading the society to realize the needs of equality, enabling the citizens to fight for their rights and security, ending violent attacks on life of the citizens by any power in the country, and last but the most important one is providing a sense of understanding to the citizens of the country for what is right and what is wrong in less literate societies. Many social justice campaigns like that of Malala Yousafzai, Shahzeb Khan and Imanea in Lahore etc. has spread virally through electronic and online media arousing the consumer to show willingness and play a role in bringing social stability in the society (Jamal, 2012). Terrorism and criminal violence has badly affected the Pakistani society. The major social injustice acts in Pakistan are young female molestation, women acid attacks, sexual harassment cases, suicide attacks, target killings of political and remarkable personalities and violation of ethnic values at social and political levels.

This has caused unrest among the citizens of Pakistan and has provoked them to raise their voices through social media. The process of spreading information on social media has reduced the complications of audience awareness, through the elimination of Media Corporations and traditional gatekeepers (Madianou, 2012). Audience engagement is increasing in social justice campaigns day by day. Many models and factors have been developed to identify which factors influence the audience engagement; however, very few studies measure the quantitative effects of these factors terms of engaging the customer. Social justice is recognized nowadays due to the awareness, education and the extent of violence carried out around the world during the recent times (Thyer, 2010).

Today, around 28% of the world's population is using various social networking engines. The connectivity through social media engines has removed the distance and reach from person to person. People indulge in making connections with others who share the common interests (Aiao, 2010). This is helping various organizations to gather the pool of people who share the common interest and have common goals. The human behavior prediction is made easier with the use of social media networking engines. We have moved from the Stone Age to industrial age, the digital age and the information age and finally now to the social age where we interact, and share our lives and business with the people who live in this global village (Raiteri, 2012). The evolution of social age has changed the necessities of human life. Communication, interaction, the influence of peers, seniors, and colleagues, and sharing of information and knowledge are the key dimensions of the social age. Information and knowledge sharing is a phenomenon where people are reaching the hierarchy need of belongingness. They are free to use technology in order to interact at a place where large audiences are present (Marks, 1998).

This transformation has led to privacy issues at a national and individual level. The ability to store and utilize data and use it in diverse way to track the activities and interest of individuals, track their movement from one place to another and using their idea to judge their personalities is a threat to an individual's or state's security. The deletion and manipulation of one's data is easy through the use of technology and no equipment is developed to retrieve the deleted data or to detect transformation. There are many new websites developed which are leading to ensure the safety of data that is present on internet (Boyd & Ellison, 2007). According to Bennett (2012), Facebook, Linked In, Twitter and YouTube are the major networking engines that were launched in 2003. Facebook is an online social networking engine which is accessible to users once they create an account on it. Facebook is used in

an extremely diverse manner in order to interact with the audience from all over the world (Smith & Duggan, 2013). Twitter emerged in the 2006 as a micro blogging service, for example that of an American student jailed in Egypt or the US airways plane crash in Hudson. Twitter is a social networking engine where one user follows the other users. Unlike Facebook twitter users' need no reciprocity that if one user is following the other, the other may not follow the initial one. The networks of users created on twitter spread of information more than any other social networking engine (Kwak *et al.*, 2010). YouTube is also a medium for social interaction but in a different way. YouTube has become the third most popular website in the world where users share the videos, movies, music etc. and everybody has access to the videos, music, movies etc. Many companies are using YouTube for advertising their products and paying revenues to YouTube. YouTube is being used for educating people by sharing tutorials, marketing businesses, and for entertainment purposes. The video sharing feature of YouTube helps it to make viral on other social media as well which benefits as the spread of information (Cayari, 2011). Social media has served as an addition to the marketing channels that organizations use to communicate their message to the consumers. This has led to a huge transition in the field of marketing (Vinay & Rajeev, 2012).

3.2. Online Audience Engagement

Singh (2010) defines audience engagement in following words: "The repeated interactions that strengthen the emotional, psychological or physical investment a customer has in a brand." The degree to which an individual is interacting and establish trust with the brand is of utmost importance for the brand marketers. The online audience engagement differs from the offline audience engagement in qualitative and quantitative terms (Eisenberg & Eisenberg, 2006). This is because the nature of audience engagement differs in online media as its gives the opportunity of socializing and interacting to the customers. This changes the way audience engagement is measured and analyzed in the context of social media.

The importance of audience engagement is to enhance the company's product exposure to as many customers as possible by using Web 2.0 technology which is online digital technology of online portals and social media (Singh & Kumar, 2010). The companies are focusing on building trust through online media. Until and unless, a company is not indulged in interacting with the customer, the acceptance of a new products or service is almost unable to find a place in the minds of the consumer as the leaders in the market (Haven, 2007). Many Pakistani companies like Pizza Hut Pakistan, Tehzeeb bakers, Mobilink, Ufone and Nestle Pakistan are engaging customers by using online media.

Audience engagement has two dimensions; Emotional engagement and Behavioral engagement. The past researchers shows that social media engage customer due to persistence, replication, and scalability, however, the factors that engage online audience in social justice campaign differ to an extent (Madianou, 2012). The factors that are engaging the online audiences in the social media marketing are peer presence on social media, knowledge sharing, exploring new information, directly engaging with the brand, continuous persuasion and presence, freedom of expressing their opinions and views, recognition for someone, experiencing the new ways of interaction, increasing exposure and seeking for opportunities. The interconnection between people and the professional is the reason why people encourage knowledge sharing and engage in the activities on social media (Cromity, 2010).

The factors that lead to audience engagement in social media are readily available information, interactivity, persistent content, easy and frequent use and access, freedom of expression, and physical safety. These factors lead to audience engagement in social media either for product marketing or social cause marketing. However, the social justice campaigns create the emotional connect also known as empathy, the spiritual motivation and the self-interest to make the society better that will in return benefit the audience engaging in it (Goodman, 2000).

Pakistan is ranked among the developing countries in the world where the use of internet and social media has attracted various businesses and a number of users but is still unable to grow and penetrate

with its full potential (Hassan, 2012). In the survey of 2010, there are 20 million internet users in Pakistan. The number of broadband users has reached to 1.79 million in 2012 (Jabri, 2013). The social media penetration in Pakistan is 4% which account for 8,007,540 users all over the country which is very low. The numbers of Facebook users in Pakistan has reached to 8 million in 2013 who are between the ages of 18-24 years whereas that of twitter are 1.9 million in 2012. In Pakistan social media popularity is amongst 53% of total population out of which 25% are using YouTube according to 2012 survey. These statistics show the wide spread use of social media in Pakistan. This increase has been witnesses in past five years (Atta, 2012). The statistics show that the country social media usage trends are high and will be increasing which may result an increase in audience engagement in social justice campaigns in Pakistan.

3.3. Factors for Audience Engagement in Online Social Justice Campaigns

Spiritual Satisfaction. “Spirituality is a human attitude consisting of affective, cognitive, and behavioral dimensions. This attitude is primarily a faith relationship with the Transcendent” (Morrison *et al.*, 2010). When we talk about spirituality what comes to our mind is primary faith in a “Supreme Being”. When an individual work for the society they are serving for the well-being of others which is not determined for any rewards in return. Their aim in life is to achieve spiritual satisfaction and have a sense of achievement with the happiness of the Creator (Morrison *et al.*, 2010). Similarly when we talk about the social media justice campaigns the audience in the context of Pakistan has a higher need for spiritual satisfaction as compared to that of other countries. The uncertainty of environment has created a fear in the people that this violence may be replicated with them if they ignore the pain of others (Barker, 2003).

Spiritual satisfaction relates to psychology and sociology, both of which are of importance in the field of marketing to analyze consumer behavior. It is well suited to be studied in the light of audience engagement. It is not studied in the deep religious aspect; however, it is basically related to audience engagement in the social service context. The empathy with the human being of the Creator is what they believe will lead them to find spiritual satisfaction (Morrison *et al.*, 2010). The dimensions of spirituality for example, honesty, humility and social service lay the foundation of spiritual value system. Social justice campaigns are becoming viral as Pakistani online audiences are high in need for spiritual satisfaction.

H1: Spiritual satisfaction is positively related to audience engagement in online social justice campaigns.

Emotional Connect. Emotional connect is defined as a non-physical connect with the customers by a sharing their feelings, emotion and building a trust that the product or service will never hurt their emotions. Communication is the key to develop an emotional connect due to which the marketers have to develop an effective marketing campaign that can influence the feeling and emotions of their customers positively (Dobele, et al., 2007). The components of emotional connect are trust and honesty between the brand and the customer which lead to audience engagement. As it is difficult to develop an emotional connect until and unless it sounds natural, this is because the physical brands and products are at times unsuccessful in building the emotional connect. Many companies are focusing of corporate social responsibly in order to serve the community and hence creating the emotional connect with their customers (Green & Peloza, 2011).

The social justice campaign have an emotional connect based on the prevailing social in-justice and violence in the society. They have an affective emotional connect with the audience which help the online audience to involve in order to sympathize and support the victims of injustice and violence. When audience is exposed to the persistent, replicable and scalable social media news on the same topic it leads to an increased trust on the information on social media. The freedom of expression is in the hands of consumer to share their help, support and sympathies with the victims and their families

leading to a strong emotional connect. Many researchers have shown that emotional persuading campaigns and messages are established for long term in the mind of the consumer (Dobele *et al.*, 2007).

H2: Emotional connect is positively related to audience engagement in online social justice campaigns.

Moral Values. Moral values are the framework by which a person distinguishes between the right and the wrong. This framework helps an individual to decide the actions that are right in one particular situation (Goodman, 2000). Moral values may be perceived differently across different cultures and the individuals are very staunch in practicing their moral values. However, the dimensions of moral values may vary from individual to individual based on their judgment of application in different situations. People are staunch on practicing moral value, however, it is a psychological behavior that they sometimes do not accept that something is a moral binding on them. This common behavior of individuals is raising social conflicts in the societies where one considers an act moral or right and the other as immoral. In people's view, if they find the act as unfair, immoral and against the consideration that all human beings are equal, they tend to consider it as a moral duty to help the victims by contributing to their damage control and providing emotional help to them (Goodman, 2000). It clearly depends on how the individual perceives the situation and incident that has taken place according to their understanding which may vary from individual to individual.

H3: Moral values are positively related to audience engagement in online social justice campaigns.

Patriotism. Patriotism is a feeling associated with the place or country a citizen is living in. The love for the country, it is considered as in literal terms. There are various dimensions of patriotism which includes, blind patriotism and constructive patriotism as the two main leading forms. Blind patriotism is to love the country and its people without accepting any criticism regarding the flaws it have or what makes you uncomfortable, whereas, constructive patriotism in where the citizens act as change agents for rectifying any flaws they see according to the worldwide criticism. This ideology of change leads the citizens to eradicate the malice and reasons of disgrace from their culture. In Pakistan's perspective Hassan (2012), mentions that people of Pakistan need change in their country. They actively engage and criticize the campaigns against violence in Pakistan; however, passive patriotism is less consequential where threat and fear to lives hold them back. Patriotism is duly grounded in a human being when they associate the needs of self-protection and shelter (Marks, 1998).

H4: Patriotism is positively related to audience engagement in online social justice campaigns.

3.4. Awareness Created by Social Networking Engines Regarding Social Justice Campaigns

In Pakistan, till the start of 2012, the acts on injustice, violence and terrorism were at their peak. There were enormous threats to the lives of every citizen of Pakistan and people use to refrain for free movement from one place to another especially to the northern are of Pakistan and KPK (the province of Pakistan) (Tirmizi, 2010). If we talk about today, Karachi, one of the biggest cities of Pakistan is still under the influence of criminal attacks, violence, and target killing. As mentioned above Facebook is one of the largest used social media networking engine in Pakistan, where thousands of Pakistani interact with each other. The trends of past 5 years show an increased spread of social justice campaigns on Pakistani social and electronic media. Persistency of the content of social media makes the social justice campaigns viral in no time. This is the reason why every day millions of post, shares and likes are seen on the campaigns that are raising the voice for enforcement of social justice (Mahfouz *et al.*, 2010). The audience can express their opinions and feelings, and emotional connect to the victims. But they have no authority to physically bring about the changes in the society due to lack of empowerment and lack of security to their lives.

When measuring awareness, we divide it into two dimensions which includes exposure and engagement. The more the engagement will be, it will lead to the sharing of information with more users on social media which then increase the awareness regarding the campaigns and the progress taking place regarding the campaign on all other media (Jabri, 2013). Social media is now the biggest platform for the users to share their views and ideas about how they perceive a particular matter. The engagement in any social justice campaign is based on the understanding that they gain out of it, the more they understand the background and the facts of the campaigns the more they start to engage in it. Hence, engagement is directly related to the level of understanding of that matter; it increases the interest and involvement.

4. Research Design and Methodology

This is a quantitative study which is based on calculated facts to determine the relationship between the independent and the dependent variables. The chapter explains the research type and method, the details of the data collection tool, the target audience whose response is to be measured, the sampling technique, sample size, unit of analysis and the time horizon of the study.

4.1. Sample and Data Collection Procedures

This study is an empirical research which is gaining knowledge and desired results on the basis of experience and observations. Empirical research is a causal study which explains the factors that lead to online audience engagement in social justice campaign on social networking engines. This study answers an empirical research question based on the observations and statistics generated from the questionnaires, used as a research tool. The analyses that have been carried out are correlation and regression. Correlation analysis is carried out to check the direction and the significance of relation with the dependent variable of the independent variables. The regression analysis shows the magnitude of relationship between the independent and dependent variables. In all these analysis the p-value is kept < or equal to 0.05 which is considered as significant. The unit of analysis in this research was individuals, time horizon was cross-sectional. The sample size was 200, ages between 18-25 years, both genders male and females were made a part of the study. Since the age group is 18-25, all the respondents were students of Bachelors and Masters Programs whose social media usage ranged between hourly to monthly. The sampling technique used in Non probability, random sampling. This technique includes the random selection of respondents from the sampling population in the twin cities of Pakistan. They have been targeted in the universities of twin cities where the students from Rawalpindi & Islamabad are present.

4.2. Measures

The research tool used for data collection in this study is the questionnaires. The first objective is being measured by question which is based on respondent preference model. The second objective is being measured by the “Likert scale” constructed to test the variables which are spiritual satisfaction, emotional connect, peers influence, persistent content, moral values, self-protection and patriotism which are the independent variable. The dependent variable is audience engagement. The Likert scale is from 1-5, where 1 is “Highly Agree” and 5 is “Highly Disagree”. The third part of the questionnaire comprises of the questions to measure the awareness created by the social media regarding the online social justice campaigns. These questions have been analyzed by carrying out descriptive analysis.

5. Results

5.1. Correlation

Table 5.1: Correlation between the dependent and independent variables

		SSmean	ECmean	MVmean	PTmean	AEmean
SSmean	Pearson Correlation	1				
ECmean	Pearson Correlation	.357**	1			
MVmean	Pearson Correlation	.202**	.018	1		
PTmean	Pearson Correlation	.073	.106	.149*	1	
AEmean	Pearson Correlation	.192**	.252**	.049	.227**	1

5.2. Regression

Table 5.2: Coefficients of regression analysis

	Coefficients				
		Unstandardized coefficients		Sig.	F value
	R square	B	Std. Error		
Spiritual Satisfaction	0.037	0.242*	0.088	0.006	7.592
Emotional Connect	0.064	0.254**	0.069	0.000	13.445
Moral Values	0.002	0.047	0.068	0.487	0.485
Patriotism	0.052	0.236**	0.072	0.001	10.803

**Regression coefficient is significant at the 0.01 level

**Regression coefficient is significant at the 0.05 level

**Regression is significant at F value > or equal to 4.

Table 5.1 shows the results of correlation and regression used to find the direction and significance of the relationship between the independent variables i.e. spiritual satisfaction, emotional connect, moral values and patriotism with the dependent variable i.e. audience engagement. Spiritual satisfaction is significantly and positively correlated with audience engagement ($r = +0.192$, p value < 0.05). From table 5.2 the value of R-square which is 0.37, this value of R-square is significant at p value < 0.05 . The beta coefficient for spiritual satisfaction is 0.242 the value of beta is significant at p value < 0.01 . Hence, accept H1 which states that spiritual satisfaction is positively related to audience engagement in online social justice campaigns. Emotional connect is significantly and positively correlated with audience engagement ($r = +0.252$, p value < 0.05). For Emotional connect the value of R-square which is 0.64, which means that 64% of the variation in audience engagement is depicted by emotional connect. This value of R-square is significant at p value < 0.05 . The beta coefficient for emotional connect is 0.254, this value of beta is significant at p value < 0.01 . So Hypothesis 2 is accepted. Table 5.1 shows that Moral values is insignificantly correlated or not correlated with audience engagement ($r = +0.049$, p value > 0.05). Table 5.2 shows that the regression model is not significant at 95% level of confidence as p value > 0.05 which is 0.487. Table 5.2 also shows that the moral values do not make the online audience engage in online social justice campaigns on social networking engines. Rejecting Hypothesis 3. From table 5.1 Patriotism is significantly and positively correlated with audience engagement ($r = +0.227$, p value < 0.05). This shows that more the online audience is patriotic for their country, the more they engage in online social justice campaigns on social media networking engines. Table 5.2 shows the value of R-square which as 0.052. This value of R-square is significant at p value < 0.05 . The beta coefficient for patriotism is 0.236; this value of beta is significant at p value < 0.01 . Hence, Hypothesis 4 is accepted.

6. Discussion

The highest percentage of the respondents belongs to the age bracket of 19-21 years i.e. 45.5%. It is normally seen that the age group from 19-21 years of age have developed mature habits and behaviors which they pursue in their everyday lives. Hence, a huge chunk of the target market belongs to the age group of 19-21 years and above. The research is primarily based on the attitudinal studies of the youth respondents who are the future generation of Pakistan.

Among 200 respondents the highest used social networking engines was Facebook i.e. 73.5%, after which most of the respondents said that they use all of the social networking engines most frequently i.e. 20% which is a positive and effective sign for the research being conducted.

65.5% individuals use social media networking engines daily and 85.5% of respondents use social media on hourly or daily basis combined. However, we can conclude through this that the target market are high users of social media networking engines who have adequate information that can be provided for the analysis of this study.

Spiritual satisfaction is significantly and positively correlated with audience engagement. Hence, accepting Hypothesis 1 This shows that increase in need of spiritual satisfaction leads to an increase in audience engagement in online social justice campaigns on social networking engines and vice versa. Emotional connect is significantly and positively correlated with audience engagement this value of R-square is significant at p value < 0.05 . The beta coefficient for emotional connect is 0.254, this value of beta is significant at p value < 0.01 . So Hypothesis 2 is accepted. This shows that more the emotional connect the audience feels with the victims of violence and injustice, the more they engage in online social justice campaigns on social media networking engines. Moral values is insignificantly correlated or not correlated with audience engagement, Table 5.2 also shows that the moral values do not make the online audience engage in online social justice campaigns on social networking engines, rejecting Hypothesis 3. Therefore we can clearly state that engaging individuals by targeting them through there morals and values would not be very suitable as it is one of those factors that individuals are not directly influenced by. Patriotism is significantly and positively correlated with audience engagement, the value of R-square which as 0.052, hence accepting Hypothesis 4. The above analysis leads to a conclusion that online audience is engaging in social justice campaign on social media due to emotional connect, spiritual satisfaction and patriotism. People are emotionally affected by the pain of others which makes them eager to take part in activities that can save them and they find social media as the only place to express their emotional sentiments for the victims.

7. Future Implication of the Research

There are many other factors that can be identified which are driving audience engagement in social justice campaigns. There is a huge gap in understanding the behavior of social media usage by the online audience in Pakistan and very few researches have been carried out. Online social networking engines can be an effective source of studying the behaviors of the consumers of local markets. The behaviors of respondents in other cities of Pakistan can also be measured with the help of same research which can be used to compare the attitudinal and behavioral differences. It can benefit many companies which spread the businesses and the advertising campaigns across cities.

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Appendix

Graphical Analysis:

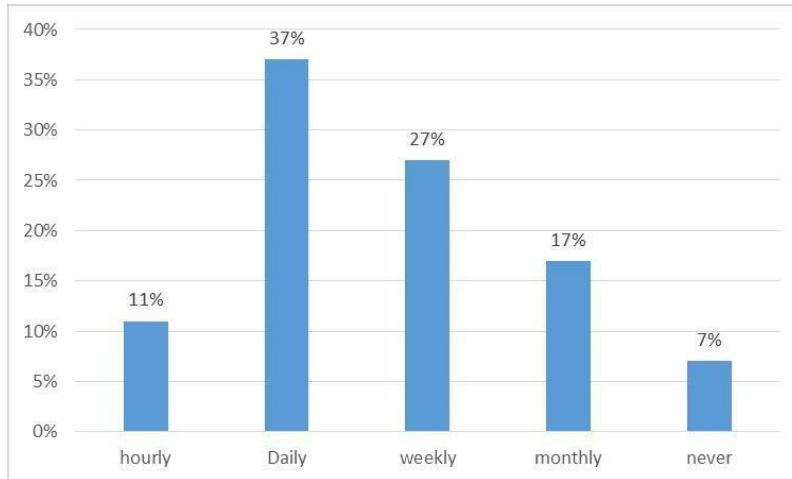


Figure 1: Exposure to information regarding Shahzeb Khan's murder case on social networking engines

The Figure 1 shows that 37% of the respondents come across the information related to social justice campaign on social media daily. When their responses are analyzed, it is seen that more the audience is exposed to online social justice campaigns the more they become aware of the intricacies of the happenings regarding that case which arouses the interest.

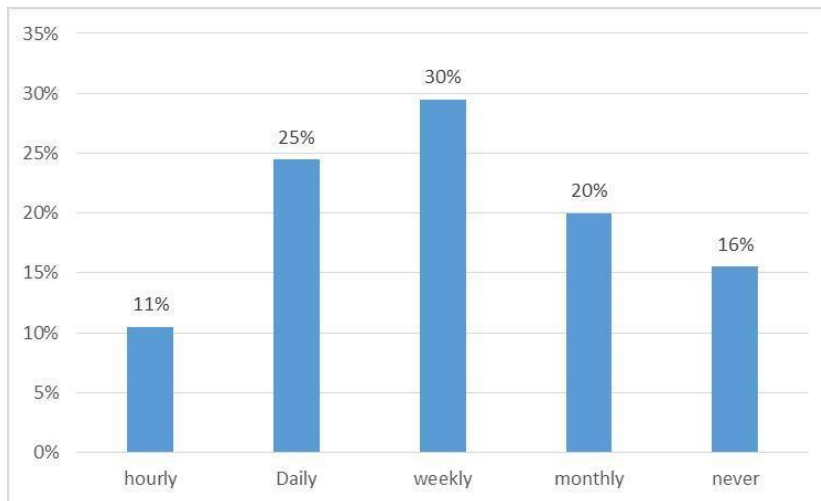


Figure 2: Notice your friend's sharing, liking or commenting on a content related to shahzeb khan

Figure 2 shows that the audience how often notice their friends engaging in online social justice campaigns. The more the peers engage in their online social justice campaigns the more the audience is becoming aware of the online social justice campaigns and it information on social media due to the sharing of information. The stats show that majority i.e. 29.5% notice their friends engaging in these campaigns weekly.

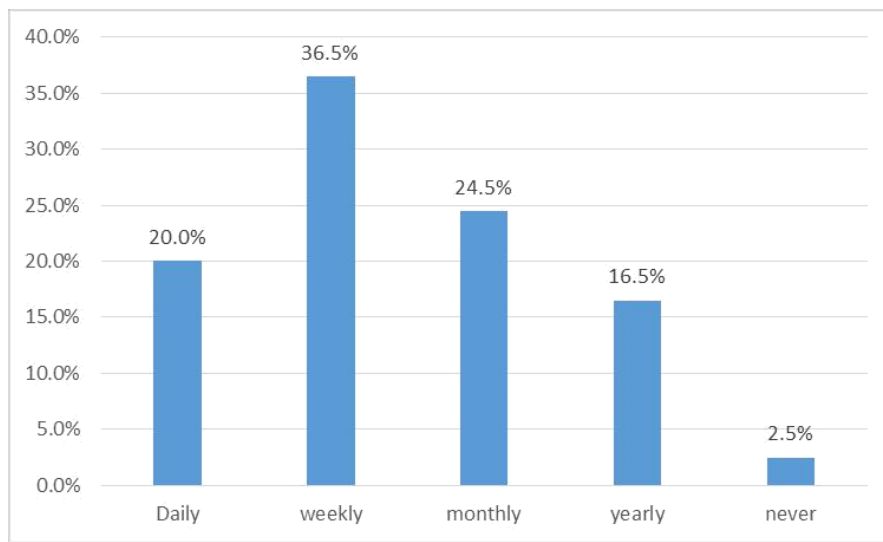


Figure 3: Frequency of Likes, comments or shares information regarding social justice campaigns

Figure 3 shows that respondents own engagement in online social justice campaigns which is in return increasing their own exposure and awareness and also creating awareness for their friends by sharing that information. In this analysis, majority i.e. 36.5% say that they weekly engage in linking, commenting on, and sharing the information regarding online social justice campaigns. A cumulative percentage of 81% state that they engage in these campaigns on monthly basis. It is leading to an increase in awareness.

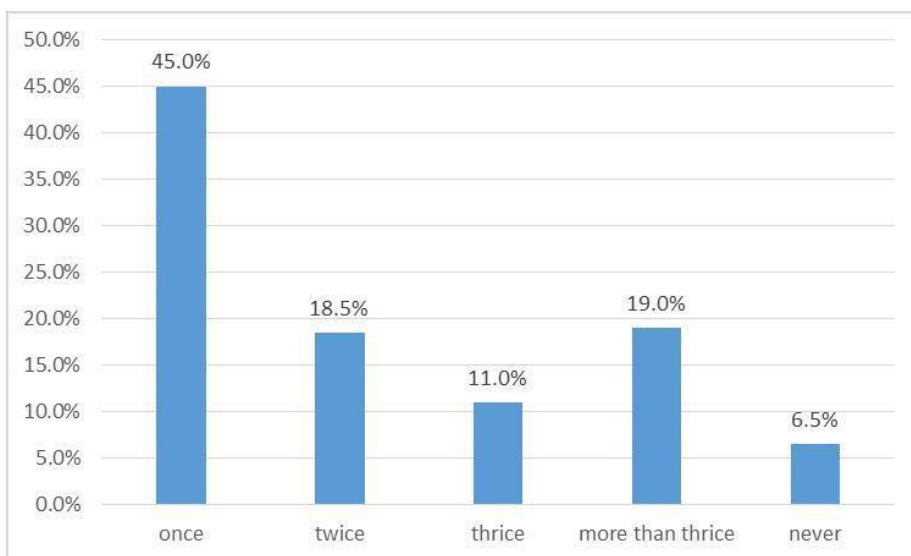


Figure 4: Frequency of updating a status on Facebook or Twitter regarding the violence and injustice in Pakistan

Figure 4 shows the frequency of sharing information and updating the status on social media regarding social justice campaigns. It show that 45%

of the respondents have shared the information about once regarding the social justice campaigns, whereas, 18% have shared and updating it twice. A cumulative percentage of 30% have shared it at least thrice. This shows a little low engagement, however, only 6.5% have never shared or updating any information regarding social justice campaigns. We can call it a moderate sharing and updating of information as very low percentage have identified “Never”.