



RESEARCH PAPER

Role of Social Media VS Traditional Media in Shaping Public Opinion in Pakistan in the Era of AI-Generated Content

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ABSTRACT

The purpose of this study to investigate the impact of traditional media and social media on public opinion in the context of AI generated content. In digital era AI generated content influence public opinion through misinformation, deep fakes. This research examine how artificial intelligent has transformed the communication through newspaper, television, Instagram, twitter'X, YouTube, TikTok in shaping public attitudes and influencing decision making. Using a quantitative methodology and data were collected through online survey from 400 participants. The findings show that most citizens use social media than traditional media or misinformation negatively effects the public trust. Moreover, this study also suggest a strong need of media literacy, ethical use of AI regulation, and ethical government policy to control misuse of AI generated content in Pakistan.

KEYWORDS Social Media, Traditional Media, Artificial Intelligence, Public Opinion, Political Communication, Deep Fakes or Misinformation

Introduction

The media are different communication platform in which news, entertainment, and messages are given to the public. It helps to spread information from one person or organization to a large scale. In a digital world there are two types of media: traditional media and social media. In traditional media, people get information from television, newspapers, and radio. In the modern era, many people use smartphones and access internet sources, in which they look at media platforms like Facebook, Instagram, TikTok, YouTube, and Twitter (X) for news, trends, and entertainment. Since 2022 the things has changed because of the media-generated artificial intelligence content, like fake videos and automatic messages Muzaffar, et. al., 2019). In Pakistan, where politics is a sensitive topic, traditional and social media are being used at the same time. In the 2024 election, use AI-generated videos to create political campaign in Pakistan. Therefore, in 2025 political tension between India and Pakistan, fake videos and pictures were created in cyber warfare by using artificial intelligence.

This has created a lot of questions about what's true, who is reaching the most people, and how people are forming their opinions in this digital age. The Pakistani landscape is trying to figure out how both media work together to give the right information. The research of media and traditional media is absolutely essential for Pakistan's democratic progress. In 2025, there are about 71 million digital natives in Pakistan. Also, AI tools that make it easier and faster to spread misinformation. Traditional media is regulated by PEMRA. This research is important because it helps us

to understand how traditional and social media create impact on voter public trust, opinion, and social attitudes. This is needed to make policies, media literacy programs, and rules for election.

Pakistan is dealing with economic and division uncertainty. It is important to know which channel is shaping the public perception. Most of the research in media areas looked at media effects in Pakistan and studied each medium separately. In the digitalized era, AI-generated content study has become a part in 2023. In this study AI-generated content is a gap that is hard to tell from fake and real information. This affects both TV news and social media posts. Due to the low digital literacy rate and the large youth population, shut down the internet frequently. This research provides insights into how AI-era content changes the balance between traditional and social media. This study's finding helps in policymaking and journalism to design new laws and design or introduce limitations and regulations; it also provides public awareness in a world to know the synthetic information.

Literature Review

The aims of the previous study was to provide content for the flow and enlarging the scholarly discussion over the entwined junction between social media and traditional media. The study specifically aimed to provide a comprehensive advantages and disadvantages regarding social media and traditional media, and emphasize the both media usage. It noticed that the modern study used the Semi-Systematic Review Approach, which identifies, selects, validates, synthesizes, and summarizes the outcomes of a sample of studies that are consistent and similar to the issue of the current study in an explicit and planned manner. This ultimately allowed the researcher to draw conclusions based on the analysis of the resultant summary specified in advance. The results of the study showed that both social media and conventional media had advantages and disadvantages. There are also significant distinctions between the two types, such as the fact that social media allows for more focused distribution while traditional media typically gives a larger audience pool; that social media is instantaneous while traditional media can be delayed owing to press times; that traditional media pieces are more final while social media is dynamic; that social media offers more control over the message than conventional media; and that social media is a two-way conversation while traditional media is one-way, meaning that social media allows the public to voice their ideas. (Al-Quran, 2022).

The traditional media has been worried by the so-called social networks' quick and successful introduction in the past two or three years. Millions of people are reached by the new social networking phenomena, which also controls user personalization, boosts advertising revenue, and overcomes some of the obstacles faced by traditional media companies. Millions of Internet users already rely on this new type of communication as a primary source of information and amusement. This study examines the structure of eleven international social networks that offer material in Spanish and other languages and contrasts them with Spain's thirty main online newspapers. The goal is to determine whether the so-called social networks represent a new kind of media and a new platform for business, social interactions, and post-media material that resembles audiovisual media more than the conventional printed press (Freire, 2008).

The public's perceptions and reactions to their surroundings are greatly influenced by the media in today's fast-paced information age. The study examine that how different social media, from modern platforms to conventional news sources, not

inform but influence the opinion of people. It analyze how the media establish people's fear how they explain incident, and even whether or not they feel comfortable expressing their notion to others. According to the study, the social media impact public opinion through a range of tactics, such as formulating certain problems over others (agenda-setting), manipulating audiences' emotions through word choice and imagery (framing), and supporting opinions through repeated disclosure. It has been found that social media in particular enhances opinion polarization through procedure echo chambers. Regardless its broad reach, media effect has restrictions, particularly due to cultural differences, the rapidly progressing digital world, and the difficulties in differentiating media effects from other socializing factors. Improved media literacy, ethical standards, and greater responsibility for online platforms are urgently needed, according to the findings. Research's future must discuss the long-term effects of digital content, particularly on younger audiences, as well as the influence of media algorithms and worldwide comparisons. Understanding how the media manipulate public opinion is more important than ever in a world where it affects not just information but also perception (Gurung & Chauhan, 2025).

The main aim of this research is to determine that how social media changed the public point of view on emerging societal challenges. The traditional media play a role of mainstream media that influence public opinion which has been replaced by social media as the primary medium for distributing of information and public communication. This study employs a qualitative methodology and analyzed techniques with monitoring public interaction on social media sites including Facebook, Instagram, and Twitter. The findings of the study indicate that social media play a vital role in shaping public opinion, particularly through the role of influencers, viral material, and computational pathways that reproduce echo chambers. Social concerns including social justice, gender equality, and the environment become main highlights of conversation between public and have the potential to spark online social movements. The spread of false information and polarization of viewpoints are the problems of involvement in social media. Therefore, discussing public issues in a healthy and positive way requires a wide range of social media dynamics. It is anticipated that this study will help in the development of more potent social communication techniques for the digital age. (Hasanuddin, et al, 2024).

By focusing on the influence of social media on people's perspectives in the current setting, this study adopts an analytical approach to current public discourse. The study recognizes the global reach of social media and its evolution from a communication tool to an activism that affects individuals at all hierarchical levels. The study also highlights the difficulties that come with globalization, including the problems of misleading information and deliberate misinformation, their extent, and their tactics, even though it also identifies certain benefits, such as improved cross-border cooperation. The theoretical model of online networking is a kind of communications technology that improves online communication, validates the provided typologies, and investigates user engagement or content inclusion. Collective systems of values, attitudes, national cultures, and social environments shaped by a variety of circumstances are referred to as public opinion. (Salam et al., 2024; Asghar, et al, 2025).

The research makes use of secondary sources that has already been published by a variety of sources, including government papers, articles, and journals. The study aims to comprehend the connection between social media and public discussion and debate, highlighting the former's function in promoting constructive contact and dismantling traditional forms of censorship. It implies a connection between an individual's exposure to a specific social media site and their propensity to engage in productive conversation,

which is likely to extend into real life. The study's goal also examines how social media affects citizens' involvement in civil society in areas of influence outside of public content. It claims that this worry is unjustified because social media fosters social capital and citizens' actions. The study's major conclusion places social networks as a crucial component of every society's architecture, highlighting their ability to influence public opinion and other facets of society. As a result, it is imperative to investigate how social networks function in relation to business, governmental, and individual decisions. (Muzaffar et al., 2020; Ezung, & Koza, (2023).

This research models the impact of social media on the process of forming opinions during an election campaign. According to the suggested model, the complexities of decision - making are driven by aimed internet propaganda notifications and peer-to-peer contacts. The gathered and filtered personal data forms the basis of the focused communications' conviction power. The model used in this work is based on an artificial society that is originally split equally between two sides. Peer-to-peer interactions are governed by the bounded esteem model with a input parameters that results in consensus. Some weakly committed people are persuaded to breach this evenness by the targeted messages, which were treated as an external interacting source of information. Both sides employ the same propaganda techniques. It is demonstrated that the evenness of the distribution of opinions, which are crucial to the outcome of elections, can be upset by a very slight external influence. The results of the real election polls closely resemble the obtained opinion fluctuation time series (Gündüç, 2019).

The introduction of social media's platform has completely adjust how every people interact with politics and is now a stronger tool for manipulating public opinion. The impact of social media sites like Facebook, Instagram, and Twitter on current political environments is examined in this article. By using a mixed method this study investigates how social media influences political opinion development, political mobilization, and electoral outcomes. The public opinion is affected by misinformation, echo chambers, and the digital divide also examine in this article. To conceal these processes, from number of political campaigns and movements the data throughout Pakistan will be examined. The results imply that social media presents barrier to democratic processes even though it provides a forum for political participation (Tariq, 2022).

This study is to determine how traditional and digital media have changed the relation of public opinion and political engagement, with a determination on how effective each category is in comparison. The study uses qualitative research to focus on groups, interviews, and content analysis to ascertain how different varieties perceive and engage with the various media. The meta-analysis illustrates the disintegration of trust across their generations; the younger participants were more alerts when interacting with the new digital media, while the older participants trusted the established conventional media. The construction of media narratives and the problem of misinformation or disinformation, built a crucial component of social media, which has become practically ubiquitous. Additionally, the study connects by highlighting the connection between media utilization and partisanship as well as how, in the era of digital media, involvement is both media usage increased and problematic due to prominent participation. In light of the results, the result recommends there is a need to enhancing digital literacy and developing methods to engage fake news. It also highlights the importance of having healthy and educated conversations in the internet sphere. (Daud, 2021).

This study explores the dimension of interaction between social media and traditional media viewpoint, which emphasis on their combined impact on the creation and growth of public discourse. Growing social media platforms, conventional journalism's the news has dramatically changed in this era where they perform function as a gatekeeper of abundant information. The goal of this study is to thoroughly examine the complex impact of social media on conventional journalism techniques and their implications for the formation of public opinion. The study uses a qualitative research for content analysis of news articles and quantitative analysis of social media interaction index. By using this method, we study more about how social media platforms have changed how news is distributed, how journalists act as intermediaries, and how the public interacts with news material. According to early studies, social media has popularized the environment of news by making it possible for a greater variety of voices and viewpoints to be heard. Technology create a problem like echo chambers, algorithm bias, and misinformation that can totally change the prespective of public opinion. Furthermore, in order to fulfill the needs of real-time reporting and social media audience participation, we need to established the new journalism organizations have had to modify their methods. By exposing the complex interconnections between social media and traditional media that influence public opinion, this study adds to the continuing conversation on media and democracy. This relationship suggest for betterment of journalism's future as its vital role in creating educated and as well as we may better understand the opportunities and difficulties by learning more about it. (Acharya, & Jena, 2024).

The mass media impact by spreading information, presenting problems, and creating social facts and also clout the public opinion. In the age of globalization, the media is more than just a channel for knowledge; it is a linkage of establishment that serves as a coordinator, a social mirror, and a forum for public discourse. When the mass media growing actively in the country, the country has benefited by economy, health, education, and democratic consciousness. On the other hand, deepfake news and reporting frequently distorts conceptions and can lead to social unrest. This research used a qualitative approach to library research, including internet, journal, and book sources. The study investigates the advantages and disadvantages of media on public opinion through analysis. The results show that while mass media can influence attitudes, it also promotes democracy, civic engagement, and information availability. Therefore, to guarantee that the mass communication promotes informed and modern democracies, ethical journalism, legal structures, and are essential (Asghar et al. 2026; Suryani & Djakaria, 2025).

The correspond fear of attack in the cross-media environment are examined in this article. The Finnish National Crime Victim Survey (n = 6,141, respondents aged 15–74 years) is the basis for this study. First, we look at the media and information sources that respondents use to learn about violent crime. Next, we look at the relationship between the modern experience of fear of street violence, avoidance behavior because of the threat of violence, and perceived threat of terrorism to oneself and the consumption of various media and information sources on violent crime. We also investigate whether this association persists after controlling for age, gender, education, prior victimization, and financial strain (Näsi, et al, 2021).

This study aims to investigate how social media and traditional media communication contribute to consumer-based brand equity. By adding prosumers and lead users to the conceptual model of user-generated content, this study makes a significant theoretical contribution. The research has employed traditional advertising

for gauging communication through traditional media, whereas social media communication was gauged through user-generated and company-generated material. PLS-SEM was used in the study to get the empirical findings. According to the empirical results, social media and conventional media communication are equally crucial for building brand equity. Additionally, it was found that brand awareness and functional brand image are more strongly impacted by firm-created material. Regarding consumer content, the study indicated that lead users significantly influence aesthetic brand image, whereas consumers have a greater influence on functional brand image. (Ali, et al, 2019).

Hypotheses

H1: There is a significant relationship between traditional media and social media in influencing the public perception regarding the artificial intelligence generated content.

H2: There is a significant relationship between AI misinformation, including deep fake videos and shaping public opinion in Pakistan.

H3: There is a significant relationship between the use of artificial content by political parties in Pakistan and the manipulation of public opinion

Theoretical Framework

The gatekeeper determines what information should and shouldn't pass through the information "gate" and reach the group or people beyond that point. Gatekeepers are high level data decision makers, who control information flow to an entire social system. They permit specific information to reach their target demographic based on prejudices, cultural factors, work history, or individual preference.

Gate-Keeping Theory

As a result, gatekeeping also establishes a particular benchmark for the value of information. In digital era where "alternative news" and "real news" often compete, gatekeeper services can be set up to distinguish among the two kinds of content so that each person only consumes the data points that they find appealing. By acting as a watchdog in society or just nourishing confirmation bias out of the audience, gatekeeping may also have an impact on policies and practices. At the point of intake humans act as their own gatekeepers, acting as a secondary filter for information.

Depending on one's own viewpoint, even attitudes regarding content can change. In any debate involving the media, people have a tendency to favor one side over the other. The exact same thing news item from CNN, MSNBC, or Fox News may be presented differently, leading viewers to assume certain things about the news organization's agenda. That favoritism can make a subject seem more or less important based on how the data points are consumed and presented. (Broda & Strömbäck, 2024).

Conceptual framework

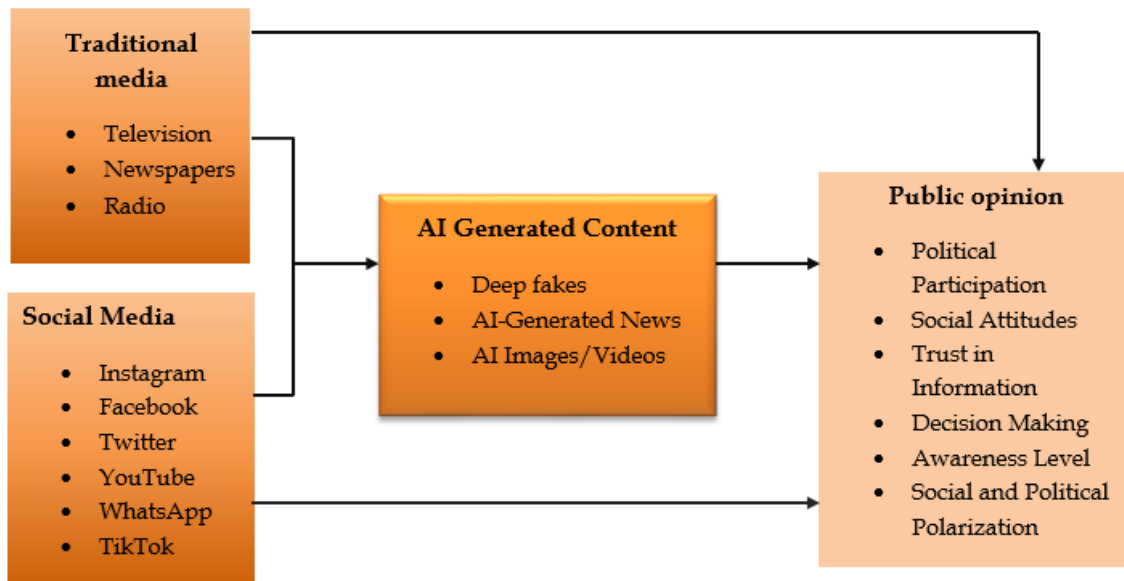


Fig 1: Conceptual Framework

Material and Methods

This research is descriptive in nature and adopts a quantitative method that examines how the role of social media and traditional media influence in shaping the public opinion in Pakistan in the era of AI generated content. It aims to understand the citizens media usage patterns, exposure of AI content on political matters and how opinion change influenced by different media platforms. This study conducted both sources, primary sources such as surveys and secondary sources such as journal articles, media reports and publications on digital content regulation.

Population

Since the digitalization era, most young people use internet access and are the best demographic for this study. This study targets the population of common citizens from diverse educational backgrounds.

Sample size

The Cochran formula was used, and the minimum sample size is 400 respondents are diverse background.

Procedure of Selecting Sample

This study used quantitative research that was based on a questionnaire in Google Forms. Therefore, it is descriptive in nature and targets the common citizens with diverse socio-demographic backgrounds. Moreover, the population targets consist of 400 participants.

Instrument of Study

The data was collected through a questionnaire consisting of 16 statements. The five-points Likert scale were used to measure response, allowing the statistical analysis

measure. For the nature of the questionnaire, the Likert scale was selected as SA (Strongly Agree) = 5, Agree = 4, Neutral = 3, Disagree = 2, and SD (Strongly Disagree) = 1.

Ethical consideration

Participants are informed of the research purpose, and their response is voluntary. Their personal information was not collected or approved by an expert.

Delimitation

The delimitation of this study is that the response was collected only from those who use internet access. Therefore, only target the common citizens and exclude the technical experts and lawmakers. This study is quantitative-based and targets the 400 population and also consults with experts.

Table 1
Age

Age	Frequency	%
16-20	140	35
21-25	135	33.75
26-30	73	18.25
31+	52	13

Table 1 shows that 35% of respondents were belonged to the (16-20) age group, 33.75% respondents were belonged to aged (21-25), 18.25% respondents were belong to the (26-30) age group and 13% respondents were belonged to the (31+)age group. This shows that majority of respondents were belonged to aged 16-20 year.

Table 2
Gender

Gender	Frequency	%
Female	212	53
Male	181	45.25
Prefer not to say	7	1.75

Table 2 shows that 53% respondents were female, 45.25% respondents were male and 1.75% respondents were prefer not to say. This shows that most of respondents were male.

Table 3
Education

Education	Frequency	%
Matric	45	11.25
Intermediate	105	26.25
Undergraduate	155	38.75
Post-graduate (MS/MPhil)	67	16.75
Doctorate (PhD)	28	7

Table 3 shows that 11.25% respondents from matric, 26.25% respondents from intermediate, 38.75% from undergraduate, 16.75% respondents from post-graduate and 7% respondents from PHD.

Table 4
Occupation

Occupation	Frequency	%
Student	205	51.25
Employed	102	26.25
Unemployed	88	22
Other	5	1.25

Table 4 shows that 51.25% respondents were students, 26.25% respondents were employed, 22% respondents were unemployed and 1.25% respondents were other.

Table 5

Area

Area	Frequency	%
Rural	115	28.75
Urban	285	71.25

Table 5 shows that 28.75% respondents were belong to rural and 71.25% respondents were belonged to urban area.

Table 6

Prefer platform for news's

Prefer news sources	Frequency	%
Tv	86	21.5
Newspaper	40	10
Social media	255	63.75
Online websites	19	4.75

Table 6 shows that 21.5% respondents prefer Tv for news, 10% respondents prefer newspaper, 63.75% respondents prefer social media and 4.75% respondents prefer online websites for news. This shows that 63.75% respondents prefer social media for news.

Table 7

Prefer active social media

Social media	Frequency	%
Instagram	105	26.25
Twitter 'X	33	8.25
Facebook	65	16.25
YouTube	72	18
TikTok	125	31.25

Table 7 shows that 26.25% respondents active on Instagram, 8.25% respondents active on twitter'X, 16.25% respondents active on Facebook, 18% respondents active on YouTube and 31.25% respondents active on Tiktok. This shows that 31.25% respondents active on Tiktok for information.

Table 8

Time spends on social media

Duration on media usage	Frequency	%
Less than 1 hour	17	4.25
1-2	35	8.75
3-5	125	31.25
More than 5	223	55.75

Table 8 shows that 4.25% respondents were spend less than 1 hour, 8.75% respondents were spend 1-2 hours, 31.25% respondents were spend 3-5 hours and 55.75% respondents were spend more than 5 hours. This shows that 55.75% respondents were spend more than 5 hours on social media.

Table 9

Rely more on social media than traditional TV channels

Item no	Level	Frequency	%	Mean score
1	SA	135	33.75	3.48
	A	33	8.25	
	N	145	36.25	
	D	65	16.25	
	SD	22	5.5	

Table 9 shows that 33.75% respondents were strongly agree, 8.25% was agreed, 36.25% had no opinion, 16.25% was disagree and 5.5% was strongly disagree with this statement. The mean score of this statement was 3.48.

Table 10
Verified and credible news

Item no	Level	Frequency	%	Mean score
2	SA	86	21.5	3.61
	A	120	30	
	N	155	38.75	
	D	32	8	
	SD	7	1.75	

Table 10 shows that 21.5% respondents were strongly agree, 30% was agreed, 38.75% had no opinion, 8% was disagree and 1.75% was strongly disagree with this statement. The mean score of this statement was 3.61.

Table 11
More free speech compared to state-influenced

Item no	Level	Frequency	%	Mean score
3	SA	205	51.25	4.15
	A	95	23.75	
	N	63	15.75	
	D	29	7.25	
	SD	8	2	

Table 11 shows that 51.25% respondents were strongly agree, 23.75% was agreed, 15.75% had no opinion, 7.25% was disagree and 2% was strongly disagree with this statement. The mean score of this statement was 4.15.

Table 12
Difficulty in real footage and AI-generated content

Item no	Level	Frequency	%	Mean score
4	SA	90	22.5	3.27
	A	95	23.75	
	N	85	21.25	
	D	95	23.75	
	SD	35	8.75	

Table 12 shows that 22.5% respondents were strongly agree, 23.75% was agreed, 21.25% had no opinion, 23.75% was disagree and 8.75% was strongly disagree with this statement. The mean score of this statement was 3.27.

Table 13
Traditional media less relevant shaping political opinion

Item no	Level	Frequency	%	Mean score
5	SA	155	38.75	3.75
	A	85	21.25	
	N	95	23.75	
	D	35	8.75	
	SD	30	7.5	

Table 13 shows that 38.75% respondents were strongly agree, 21.25% was agreed, 23.27% had no opinion, 8.75% was disagree and 7.5% was strongly disagree with this statement. The mean score of this statement was 3.75.

Table 14
AI-generated content spread misinformation

Item no	Level	Frequency	%	Mean score
6	SA	255	63.75	4.28
	A	60	15	
	N	40	10	
	D	35	8.75	
	SD	10	2.5	

Table 14 shows that 63.75% respondents were strongly agree, 15% was agreed, 10% had no opinion, 8.75% was disagree and 2.5% was strongly disagree with this statement. The mean score of this statement was 4.28.

Table 15
Political views are influenced by trending topics and hashtags

Item no	Level	Frequency	%	Mean score
7	SA	155	38.75	3.62
	A	55	13.75	
	N	115	28.75	
	D	35	8.75	
	SD	40	10	

Table 15 shows that 38.75% respondents were strongly agree, 13.75% was agreed, 28.75% had no opinion, 8.75% was disagree and 10% was strongly disagree with this statement. The mean score of this statement was 3.62.

Table 16
Believe a news story if it is shared by a contact

Item no	Level	Frequency	%	Mean score
8	SA	55	13.75	2.73
	A	35	8.75	
	N	155	38.75	
	D	60	15	
	SD	95	16.25	

Table 4.2.1 shows that 13.9% respondents were strongly agree, 52.1% was agreed, 25.4% had no opinion, 7.1% was disagree and 1.5% was strongly disagree with this statement. The mean score of this statement was 3.65.

Table 17
AI algorithms make the Pakistani public more polarized.

Item no	Level	Frequency	%	Mean score
9	SA	55	13.75	3.25
	A	50	12.5	
	N	255	63.75	
	D	22	5.5	
	SD	18	4.5	

Table 17 shows that 13.75% respondents were strongly agree, 12.5% was agreed, 63.75% had no opinion, 5.5% was disagree and 4.5% was strongly disagree with this statement. The mean score of this statement was 3.25.

Table 18
Political parties in Pakistan use AI-driven to manipulate public

Item no	Level	Frequency	%	Mean score
10	SA	105	26.25	3.32

A	85	21.25
N	90	22.5
D	75	18.75
SD	45	11.25

Table 18 shows that 26.25% respondents were strongly agree, 21.25% was agreed, 22.5% had no opinion, 18.75% was disagree and 11.25% was strongly disagree with this statement. The mean score of this statement was 3.32.

Table 19
Statement wise mean score

Statement	Mean score	Statement	Mean score
6	4.28	1	3.48
3	4.15	10	3.32
5	3.75		
		4	3.27
7	3.62	9	3.25
2	3.61	8	2.73
Average mean scores of 10 statements = 3.54			

Table 19 shows that statement 6, 3 and 5 (M= 4.28 to 3.75) indicate the high level of acceptance and statement 7, 2 1and 10 (M=3.62 to 3.32) indicate the moderate level and statement 4, 9 and 8 (M=3.27 to 2.73) indicate the low level of acceptance. The total acceptance of mean score is 3.54.

Reliability and validity test

This study used a questionnaire survey that ensured both the reliability and validity of the standardized 5 Likert-scale that allowed consistent measurement of participants. The validity of this study ensures that the questionnaire is based on literature and also improved by expert and related to the theoretical frameworks that strengthen the validity. The coefficient value is collected by MS Excel and SPSS.

Table 20
Reliability analysis

	N	%
Valid	400	100.0
Excluded	0	0
total	400	100.0
Cronbach's Alpha		No of items
0.82		10

Table 21
Testing of Hypothesis

Hypotheses	Mean score	SD	Z-value	Significance	Decision
H1	3.74	0.29	43.44	P<0.05	Accepted
H2	3.38	0.65	11.69	P<0.05	Accepted
H3	3.74	0.24	30.20	P<0.05	Accepted

Z test analysis

H1: For this hypothesis, Statement 1,2,3,5 relationship between social media and traditional media shaping public opinion was analyzed. Mean = 3.74 Test value = 3 Sample size = 400 The calculated Z-value exceeded the critical value of ± 1.96 .

The Z-test result show that the relationship mean score =3.74 which is higher than the TV (test value) = 3. The statistically calculated the Z-test is significant $p < 0.05$.

However, the H1 is accepted. This test show that the responder agrees that traditional and social media shaping the public opinion.

H2: This hypothesis was examined using experience-based statements (Statements 4,6,8,9), which showed overall mean was 3.38, AI generated misinformation and deep fake videos. The calculated Z-values were statistically significant at $p < 0.05$.

This result show AI generated misinformation and deep fake videos mean score =3.38 which is higher than the TV. =3. The statistically collected Z test is significant as $p < 0.05$. Therefore, H2 hypothesis is accepted. This result indicate that AI generated misinformation and deep fake videos influence public opinion in Pakistan.

H3: This hypothesis was tested using Statement 6,7,10. Mean = 3.74 Test value = 3 Sample size = 400. The calculated Z-value was higher than the critical value.

This result indicates that the political parties use AI generated content manipulation of public opinion. The overall Mean value =3.74 which is higher than the TV=3 value. The statistically calculated Z- test at $p < 0.05$. Therefore, H3 is accepted. The result show that the political parties use AI generated content manipulation of public opinion.

Conclusion

In conclusion, traditional media and social media both shape the public opinion, especially in the advanced and digitalized era. In traditional media that are editorial and structured, such as newspapers, radio, and TV channels. Its reach is limited in the global context. In other words, social media platforms are more advanced; information is created and shared through social platforms such as Twitter, Instagram, Facebook, and YouTube that allow users to access up-to-date news and trends. People express opinions freely and participate in public discussion. This creates media more strong that influences the public opinion. However, this leads to the creation of fake information and scams due to digitalization because of the AI-generated content spread increasingly distorts public trust. In this false and real information has become more difficult to distinguish for the general public. Therefore, both media share strengths and limitations in how responsibly the public uses and regulates them. A balance between journalism, digital awareness, and ethical use of AI is necessary to ensure public opinion in society.

Recommendation

The government and institution should introduce media literacy among students in school, college, and university levels. This helps the student to identify fake information, evaluate news, and understand AI-generated content. Educational institution made students more literate about media influences. Policy conversations and experiments will increase trainees' knowledge of various ideas. Moral rules for social media sharing are absolutely vital to restrict false propaganda. Teamwork with the Election Commission of Pakistan is suggested to improve civic education.

The government should update the national media framework regulation or create digital monitoring authority that can handle the misinformation and harmful digital content. Moreover, introduce the national guidance on the ethical use of AI in media or update the cyber laws that made to prevent misinformation and manipulation quickly. (Arif, et al, 2026).

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