AN EMPIRICAL ANALYSIS OF PERCEPTION OF FACEBOOK POSTS AS MEDIATOR OF SOCIAL CHANGE

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ABSTRACT

This study examines how teenage users in Karachi, Lahore, Peshawar, Quetta, and Islamabad view Facebook posts as social change mediators and how they affect gender roles. "It is more likely that users consider Facebook posts as source of social capital that is significant in bringing change in society," is the study's key hypothesis. Facebook's influence on social and gender roles is widespread. Facebook Posts of men and women shape our cultural ideals for them. Facebook also lets teens express themselves and self-identify. The current study's conceptual framework and theoretical foundation are based on the Gender Identity Theory, a social psychology theory, and the notion of framing from the Agenda Setting Theory of Media in order to examine how Facebook posts are perceived as agents of social change. Furthermore To study the phenomenon, a quantitative survey research design is employed. A structured questionnaire is used to gather data from respondents in Pakistan's big five cities (Islamabad, Lahore, Karachi, Peshawar, and Quetta) using a sample size of 450 respondents from each city that was chosen using a multi-stage sampling technique in order to capture users' perceptions of how Facebook can provide social capital to bring about social change. Moreover According to the study's findings, 83% of respondents consider Facebook to be influential.

In addition to the results, the study shows that Facebook and the respondent are related in a significant and influential way. Consider Facebook to be a source of Social Capital, where p = 0.000 is very important. Additionally, the results of a statistical test conducted by ANOWA indicate that consumers' perceptions of Facebook as a tool for social change are important.

KEYWORDS

Facebook post, social capital, social change.

1. INTRODUCTION

ICTs (information and communication technologies) have been viewed as a vital building block for society. Modern civilizations have undergone extraordinary changes as a result of the widespread use of ICTs. The spread of ICTs like computers and the

Internet has sparked a discussion about how people may actively control how technology is used and influenced. Many academics claim that the widespread use and rapid development of Internet technology are reshaping people's social and civic lives (Hughes & Hans, 2001). The Internet has been utilised to achieve a variety of objectives with varying patterns of outcomes. Its capacity to enhance or degrade users' social lives is still up for debate, though (Haythornthwaite, 2005). Understanding the social effects of Internet technology on human existence is increasingly important as the Internet becomes more prevalent in daily life. According to academics, the Internet has the ability to improve people's lives. It will trigger a revolution in how people live since it gives them a way to interact with family and friends and get around geographical and temporal limitations. However, some dissenting voices are reluctant to acknowledge its potential (Kraut 2002). Informing and reflecting what people believe to be proper for men or women, the new media, according to Arias (2019), has a crucial role in shaping people's identity, self-image, actions, and even governance. According to Mills (2017), one way they achieve this is by depicting women and men in different ways based on their gender in works of literature, art, music, films, commercials, and news on new media.

1.1 Social Capital

The idea of social capital has become widely accepted in the social sciences (Adler & Kwon, 2002). Different facets of social capital have been studied by social scientists. Because of this, according to Lin and Erickson (2008), it is a "paradigm for capturing the contributions of social components in explaining a wide variety of individual and collective behaviours." Social media creates a virtual environment that allows for cross-border communication. According to Ellison et al. (2007), Facebook is mostly utilised for maintaining and conserving social capital. It has evolved into a method of cultural transmission that blurs distinctions. New phenomena are emerging and are the subject of discussions. It provides an opportunity for social interaction, the development of new social bonds, and the fostering of existing ones. Facebook and other social networking sites are often used for psychological development and are referred to as social capital. The advantages one derives from relationships with others are referred to as social capital, an elastic concept. Additionally, Ellison et al. (2007) discovered evidence suggesting that self-esteem may act as a moderator of the association between social capital and use of social networking sites.

Facebook usage escalates into bridging social capital. There is need to understand how social media particularly Facebook is influencing its users principally young active users. The current study will be useful in this context as the influence of Facebook will be escalated and new gender roles will be defined in society with the changing social structure utilizing new social capital. In Pakistan, the old-fashioned Social set of Families are changed from the combined living system to nuclear family systems.

1.2 Significance of the Study

The Significance of the current study "**Facebook Posts as Mediator of Social Change**". The current study will not only contribute in literature, as agenda setting theory regarding construction of gender identity is a new phenomenon in new media, rather it will helps to identify the changes in gender identity that are supposed to be caused by the framing of Facebook picture posts,. Agenda setting theory is associated with the

traditional media; however in current study second level of agenda setting theory i.e. framing theory is applied for the inquiry of "**Facebook Posts as Mediator of Social Change**." Facebook picture posts are framed in a way to transfer salience. Framing theory explains that Frames are used to determine how people notice, understand, evaluate a social phenomenon and act upon it. Frames not only associate salience and direct audience towards a specific aspect of reality but also divert attention away from certain other aspects. Users' response to the communication heavily influenced by framing theory especially with social or cultural and political issues as majority of people depends on the media to get informed (Entman, 2007).

1.3 Problem Statement

Studies have demonstrated Facebook's capacity and influence to enhance or transform gender identification and self-presentation. Globally, the roles of mother and father continue to evolve, and the amount of working mothers are increasing every day. This situation leads to an equitable split of child-care responsibilities between partners (Ünüvar, 2012).

Perception of Facebook Posts as Intermediary of Social Change regarding traditional roles of parenting in Pakistan have changed due to the construction of gender identity of parents and the framing of new roles for mothers and fathers through Facebook Picture Posts. According to Hassan et al. (2002) role of parents in any family system is most important in building a community. The role of father was used to be unquestioned head of the family and wife and children are as his subordinates (Fretz, 2010).Media, according to Bailey (2012), media has become powerful agent of gender socialization that reflects how women are viewed within society.

Adil and Malik. (2021), concluded that advertisements of Pakistan Television are depicting men and women in modern and reformed gender roles to promote gender equality in society. Contrariwise the current study examines framing theory in the new domain of Facebook. Due to its ability to reach a huge audience through mass communication and produce a significant influence, Facebook is regarded as the most significant social tool in the modern era. Its networking and apps, which are constantly updated, is an inevitable source of influence (Sarah et, al., 2015).

The problem in this study is to understand the role of Facebook in constructing gender identity; framing new roles of parents. Moreover it is important to investigate, do mothers in their normative roles are more successful in upbringing family than their idol role and how people identify the idol role of the father as more socially acceptable than their normative role. Nonetheless, to best of researcher's knowledge, no specific research study has been carried out to investigate the framing of new gender roles of parents through Facebook Picture Posts in Pakistan.

1.4 Objectives of the Study

1. To investigate the role of Facebook Picture Posts as source of social capital to bring social change.
2. To evaluate the perception about Facebook as agent of bringing change in society

1.5 Research Questions

RQ1. Do Facebook Picture Posts provide social capital to the users?

RQ2. Do Facebook Picture Posts has role in bringing social change?

1.6 Hypothesis

H1: It is more likely that Facebook users believe that Facebook is significant in bring change in society

H2: It is more likely that Facebook users identify themselves in their Profile Pictures of actor and actresses.

2. LITERATURE REVIEW

This chapter of the literature review summaries significant sources and combines summary and synthesis within conceptual categories of Analysis of Perception of Facebook Posts as Mediator of Social Change i.e. gender roles of parents, ranging from actual to assumed roles. This chapter presents a concise summary of the important data and previously relevant studies that could provide useful insight to examine the current study's research problem. This chapter analyses the existing literature on the subject of how Facebook content shapes new gender roles and points out any holes in it. As Facebook is influentially ubiquitous and is modifying our understandings and expectations about constructs, the role of Facebook in Pakistani society and how Facebook picture posts of changing parental roles are framed to bring change are also explored. This study examines prior research studies carried out within Pakistani society and around the world to understand the conceptual framework and research gaps to grasp the role of Facebook in constructing gender identity. Research methods, theoretical underpinnings, findings, and statistical analysis of significant studies conducted in Pakistan and other countries are examined in this section.

"The real or potential resources related to a lasting network of more or less formalised ties of mutual acquaintance or recognition," according to Caplan (2015), is what social capital is. It consists of the advantages one derives from their standing in a social network, the quantity and quality of the connections they keep, and the assets such connections have. Psychologists refer to a related idea using the phrase "social support," even though sociologists and political scientists frequently use the word "social capital." Regardless of the field, a substantial body of study demonstrates that people gain advantages from their social connections and the groups they are a part of, including better health, access to knowledge, and financial resources.

The concepts of bonding and bridging are frequently used to define social capital. Family and close friends are examples of emotionally intimate connections that offer bonding social capital, which facilitates specific reciprocity, emotional support, and companionship. On the other hand, a lot of diversified, weaker links that move about in other groups produce bridging social capital. Because one's closest and strongest links are likely to have redundant information, building social capital allows access to novel information. While acquaintances may introduce us to various viewpoints and outside

groups, they do not always offer emotional support. Bonding and bridging are distinct aspects of a social network's resources rather than being mutually exclusive (Zhao, 2016).

2.1 Role of Facebook in Pakistani Society

Social media in Pakistan have the power to affect public opinion, debate, and policy (Yusuf, 2015). The issue raised by this thesis is the shifting nature of gender, or gender formation. Facebook can be seen as a force for change in Pakistan, yet it is not a reliable medium for communication (Kugelman, 2012). Facebook is the most widely used social networking platform in Pakistan, where 92% of people with internet access regularly use Facebook (Alphapro, 2018). Users can build their own pages or groups on Facebook, a social media website. Due to the substantial user base of this social media platform, Facebook has a significant impact on Pakistani society. As a result, social media plays an important role in Pakistan and is to blame for a number of behavioural changes. Up till January 2022, Pakistan had 43.55 million active Facebook members. Therefore, it was crucial to look at how gender identity was constructed, conceptualized as parental roles through Facebook portrayals of men and women. It's also crucial to comprehend how Facebook contributes to social change, how its users get social capital through Facebook Picture Posts, and whether or not this activity fosters a shift in social norms and gender roles.

Salam (2020), examines role of Facebook and recently gained popularity among young, According to them images of both men and women are being shaped as is desirable for them in an explicit culture. Studies' Result indicates that man in role of father care for his family at home while cooking food, showed shared responsibility at home and felt tolerant. The current study will examines the portrayal of gender in the parenting roles on Facebook Picture Posts and will register perception of users regarding changing gender roles to probe the public agenda.

There are number of studies on Gender roles stereotypes and shaping and maintaining new gender roles on traditional media, likewise, to assess how assigned gender roles are represented in Pakistani TV advertising, Adil and Malik (2021) did a study titled Engender Media in Gender Roles Reforms: Ethnographic Content Analysis of Pakistan Television Advertisements. The used an observational media study based on an ethnographic investigation of the content of commercials obtained from well-known Pakistani television channels. The study came to the conclusion that Pakistan Television advertising show men and women in contemporary and gender-reformed positions to advance gender equality in society. The current study also designed with an objective of determining framing of gender roles through the Facebook Picture Posts and how changed gender roles are being perceived by the users.

The current research is important in learning how media frame and treat women as mothers and men as fathers through Facebook feeds and pages and also in understanding the power of media technologies in shaping and reshaping the concepts of gender role. Women may or may not be appropriately and fairly represented in media coverage depending on how certain gender roles, whether stereotyped or not, are reinforced in society. In the end, media may change how we perceive ourselves, how we interact with others, and even how we perceive our body (Baran & Davis, 2006). Media framing is a broad concept with many different variations associated with it. In social media, and

particularly on Facebook, framing refers to the selection of particular features or facets. In this approach, framing grants the media significant control over the selection of pictures, catchphrases, and other social symbols or indicators (Reese, Gandy, & Grant, 2001).

More current research on mothers has been published than studies on fathers in the media. The majority of the early readings included images of mothers from magazines, TV commercials, and newspapers. Research indicates alterations in motherhood-related commercial imagery. Lynch (2015) used a content analysis of advertising from two national magazines to investigate the connection between motherhood and consumerism. Mothers were seen carrying either children or merchandise in the advertisements. The mother figure is typically seen either with a kid or by herself. Mothers are characterized as providing for their children in various ways, such as cooking, helping with homework, and housekeeping. Women as leader or manager or working lady is new phenomena that seems to replace stereotypical gender portrayal. Extensive literature on role of women is available that portray women as an object. The conceptions of idealized women were sexualized and relegated to the roles of sexual beings and objects of pleasure. The conventional media amplifies and regulates societal expectations of femininity in terms of body exposure, beauty, and physical appearances (Ullah & Khan, 2014).

3. THEORETICAL FRAMEWORK

This chapter includes conceptual and theoretical framework of agenda setting theory. It gives conceptual basis for defining social change; understanding, analyzing, and designing ways to investigate relationships of framing of Facebook Posts as Mediator of Social Change.

The current research tries to understand how these selected photographs frames gender identity for men and women; as caregiver father and mother as manager and self-representation. This study, "Analysis of Perception of Facebook Posts as Mediator of Social Change," has implied the theoretical frame work of Framing theory that is second level of Agenda setting theory for analysis of agenda setting of Gender Identity Construction. Furthermore researcher has applied the gender identity construction theory to understand the aspects gender identity construction.

3.1 Framing

The current research concentrates on the framework of framing theory, one aspect of second-level agenda setting. The emphasis placed on subjects in the media, including placement, size, and other factors that affect item's significance, is dealt with framing mechanisms (Wanta, and Ghanem, 2007). Walter Lippman's concept, "The world outside and the pictures in our thoughts," is credited with giving rise to the framing theory (Lippmann, 1965). Lippman presented the idea that media create a straightforward frame through which the audience can more easily comprehend events. Entman (1993) defined framing as "selecting some characteristics of a seen reality and emphasizing them in a communicative text in order to advocate a particular issue definition, causal interpretation, moral judgment, and/or treatment prescription for the item presented." It has been demonstrated that framing mechanisms can more accurately gauge how much media attention media content receive.

Framing also considers importance of certain topics or qualities of media contents (Scheufele, 2000). Salience is a reflection of the social power of mass communication (Durham, 2001). As a result, pre-selected ideas or problems become easier for people to remember, which might be a useful tool for disseminating content on social media. A Facebook picture post will be more likely to be accepted by its users if it is more memorable or instantly recognizable to them. In Facebook picture posts, framing theory frames men and women in new roles of parenting i.e. father as caregiver then merely bread earner and mother as manager then housewife only. There are effects of framing on opinions and potentially even public acceptance (Scheufele, 2000). Portrayal of new achieved gender role's primary goal is to positively influence audience, views or the users of social networking sites particularly Facebook, and to persuade them to bring change in their ascribed roles.

In addition, McCombs (2005) identifies three effects: "creating an opinion," "priming attitudes about public people by an emphasis on certain concerns," and "shaping an opinion through an emphasis on particular traits." McCombs reviews some of the fundamentals of setting the agenda for the meeting. First, he gives a new definition to the measuring of how important an issue is in a contemporary setting. McCombs provides evidence to support his conviction that Agenda-Setting is still important, even in new media platforms, which have collective agendas that are constructed from the individual agendas of a number of users (Berger & Michelle, 2010).

Qadir and Riaz (2015) asserts that increasing female TV portrayal in leading roles as politicians in the TV talk shows are analyzed through discourse analysis. The findings predominantly indicated the women were framed in submissive diffident identity and male politicians were framed as dominating, talkative and blunt.

Theoretical framework of framing theory is quite insightful regarding framing of new gender roles of parents. That is important to note that framing theory is helpful to know how Facebook Picture Posts are used to frame gender roles of father and mother as in normative roles or in their idol roles. The current study incorporates the fundamental aspects of framing theory gender roles and their portrayals in all forms of media contents have been the subject of various researches conducted by feminist academics, who then offer gender-based critiques on a variety of aspects of these contents. In the current research, the notion of "Framing" is intimately related with the building of gender identity in the concept of shifting gender roles, house management, and women's empowerment, in addition to the personal identity shaping in relation to gender identity.

4. METHODOLOGY

4.1 Research Design

Research designs are types of inquiry within qualitative, quantitative, and mixed methods approaches that provide specific direction for procedures in a research design. Others have called them *strategies of inquiry* (Denzin & Lincoln, 2011). Researcher has adopted the quantitative strategy of inquiry in the current study. Data for this study is obtained through Quantitative Survey Research study design.

This chapter is intended to present the approach adopted in this article. It would also describe the followed scientific procedures and techniques of data processing used to gather test data. It will also clarify the methods to study and understanding the data obtained.

4.2 Survey Research

4.2.1 Sampling Technique for Survey
Sample of 2250 active users selected through multi stage stratified sampling technique.

4.2.2 Sample Design
A two-stage sample design has been adopted in this survey.

4.2.2.1 Selection of Primary Sampling Units (PSUs)
Pakistan is stratified into four provinces, and then 5 big cities of Pakistan (Karachi, Lahore, Islamabad, Peshawar, and Quetta), selection is based on the criterion of having large urban population, have been taken as Primary Sampling Units (PSUs). Sample PSUs have been selected from strata/sub-strata of urban population of each big city of the each province with Probability Proportional to Size (PPS) method of sampling technique.

4.2.2.2 Selection of Secondary Sampling Units (SSUs):
Sample of 450 married and unmarried urban Facebook users from each 5 big cities (Karachi, Lahore, Islamabad, Peshawar, and Quetta), have been taken as Secondary Sampling Units (SSUs).

After specifying the strata of married and unmarried men and women, the purposive sampling method was adopted to collect data from the Simple Size (N) of 2250.

4.3 Universe
Universe of this survey consists of population the users of Facebook of the four provinces and Islamabad excluding military restricted areas.

4.4 Population
And the target population for the survey method are the married and unmarried users of Facebook and followers of Facebook pages of big cities of the four provinces and Islamabad excluding military restricted areas.

4.5 Sample Size
Sample size of 2250 for the survey research of current study is selected. 450 respondents of different age groups from 18 years to 55 years, Married and unmarried respondents are surveyed from each city through structured questionnaire.

Marital Status			
Cities	Married	Unmarried	Total
Karachi	225	225	450
Islamabad	225	225	450
Lahore	225	225	450
Peshawar	225	225	450
Quetta	225	225	450
Total	1125	1125	2250

N: total no of sample size 2250
Figure 4.1: Simple size for the Survey Research

4.6 Data Collection Instrument

Structured Questionnaire are used for survey method as a data collection tool from the target representative respondents of the population.

4.7 Data collection procedure

Survey data for this study was collected using the structured questionnaire

4.8 Data analysis

Parametric and non-parametric statistical tests for the analysis of data is used. Post Hoc comparison test is used to examine the general proportion of all the subcategories related to gender identity i.e. parenting. Correlations is examined to evaluate the relationship between the subcategories consisting of gender identity. Pearson T-Test is conducted to evaluate the difference between Gender Identity groups.

5. FINDINGS AND RESULT ANALYSIS

This chapter discusses the findings of the survey that examined the Perception of Facebook Posts as Mediator of Social Change through the Framing of Facebook Picture Posts about changing role of fathers and mothers in Pakistan. The researcher collected data through structured questionnaires employing quantitative survey research from 5 big cities of Pakistan (Karachi, Lahore, Islamabad, Peshawar and Quetta) from the sample of 2250, it covered the variables such as, parenting, father in normative role as disciplinarian and breadwinner and changing parenting role of father as caregiver, recreational in idol role. Women in normative role as housewife and childcare and changing role of mother as manager, working lady and in role of socio political leader, Facebook Post as social capital. Facebook Picture Posts about

Parenting have contributed in changing roles of men and women as in their role of parenting and providing people social capital. The researcher tried hard to investigate the said phenomena and major variables using appropriate methodology, gathered the information from a large populace through numerous questions concerning each of the above said variables and content analysis of relevant Facebook Picture Posts of Parenting.

Table 5.1
One-Sample Test

					95% Confidence Interval of the Difference	
One-Sample Test						
	Test Value = 0					
	t	**df**	**Sig. (2-tailed)**	**Mean Difference**	**Lower**	**Upper**
Respondent Believe FB as Social Capital	112.216	2249	.000	1.905	1.87	1.94
Marital Status of the Respondent	142.271	2249	.000	1.500	1.48	1.52

Table 5.1 One-Sample Test Respondent believe Facebook as Social Capital indicates statistical analysis of married and unmarried respondents perceive Facebook as source of social capital. Value of Mean Difference 1.905 of respondent believe Facebook as Social Capital. Marital Status of the Respondent has Value of Mean Difference 1.500 and p value of each variable is 0.000. Which is indicated as highly significant.

Table 5.2 Correlations between Facebook as Influential and Significant, and Facebook Posts can bring Change in Society

Table 5.2 Pearson's r correlation is used to assess the relationship between Facebook as Influential and Significant, and Facebook posts can bring change in society. The results of statistical test indicates highly significant p value 0.000 which approves that Facebook is significant in bringing change in the society.

Table 5.2
Correlations

		Facebook as Influential and Significant	**Facebook posts, can bring change in society**
Facebook as Influential and Significant	Pearson Correlation	1	.229[**]
	Sig. (2-tailed)		.000
	N	2250	2250
Facebook Posts can bring change in society	Pearson Correlation	.229[**]	1
	Sig. (2-tailed)	.000	
	N	2250	2250
**. Correlation is significant at the 0.01 level (2-tailed).			

5.1 Hypothesis Testing

Hypothesis 1: It is more likely that users of Facebook perceive posts as source of social capital to bring social change

Table One-Sample Test

Table indicates the results of One-Sample Test of variable perception of respondents about Facebook Posts as social capital to bring social change in society. Results of One-

Sample Test shows value of mean difference 1.905 and value of lower level of confidence interval is indicated as 1.87 and value of upper level of confidence interval is marked 1.94. Moreover one-sample Test indicates the p value 0.000 as highly significant, which shows respondents do believe in Facebook post as source of social capital that could bring social change in the society.

The results set forth the current study' hypothesis, "It is more likely that users of Facebook perceive posts as source of social capital to bring social change."

One-Sample Test						
	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Respondent Believe FB as Social Capital	112.216	2249	.000	1.905	1.87	1.94

6. SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

It was found in the study that Facebook is significant and influential medium that reflects social, cultural and gender related issues of the society at large. Being influential and dominantly persuasive medium Facebook has substantial following and usage. Users of the medium believes on it and they share their daily routines and activities through pictures, posts videos and variety of feeds of different pages are shared and liked by Facebook community. Current study found that a large number of people use Facebook as they believe is influential, provides social capital, and they perceive most of Facebook posts and feeds reflect different segments of the society.

Facebook as Significant and Influential medium, indicated respondents of the current study perceive Facebook as significantly influential, when they were asked, "In your opinion, do you believe that Facebook is a significant and influential medium?" 83% of the respondents, responded "Yes" which indicates 83% of the sample size 2250 believe that Facebook as significant and influential medium (Kirkpatrick, 2010).

Raza. et al. (2016), indicated Facebook as a Source of Social Capital Building Among University Students. Findings show that Facebook is perceived social self-efficacy have a positive and significant impact on bridging social capital and providing social currency. Moreover on concluding that Facebook are helpful in building and maintaining social relationships this provides useful insights about the youth experience by using Facebook and sharing information. Facebook has increasingly become the source of Social capital, the current doctoral dissertation has tested hypothesis, and "It is more likely that users of Facebook perceive posts as source of social capital to bring social change. The results of statistical test indicates highly significant p value 0.000 which approves that Facebook is significant in bringing change in the society. According to Lee (2008), in terms of gender identity construction, Facebook posts can reveal several aspects of gender identity.

6.1 Discussion on Objectives Achieved

1)   To investigate the role of Facebook Posts as source of social capital to bring social change.

Jan and Ahmad (2018), found evidence that gender identity may operate as a moderator of the relationship between social network site use and social capital. Researcher explored the concepts of bonding and bridging social capital through the Facebook community. Evidently statistical analysis indicates high intensity of relationship between Facebook and the scale of social capital among the student users of the Facebook in Pakistan. Most of the, individuals found effective Facebook as tools of building social capital.

Table 5.1 One-Sample Test Respondent believe Facebook as Social Capital indicates statistical analysis of married and unmarried respondents perceive Facebook as source of social capital. Value of Mean Difference 1.905 of respondent believe Facebook as Social Capital. Marital Status of the Respondent has Value of Mean Difference 1.500 and p value of each variable is 0.000. Which is indicated as highly significant.

2)   To Evaluate the Perception about Facebook as agent of Bringing Change in Society

Gladwell (2010), examines Role of Facebook and Social change as, Facebook has gain significant increase and mass adoption for social change. Table 5.2 Pearson's *r* correlation is used to assess the relationship between Facebook as Influential and Significant, and Facebook posts can bring change in society. The Pearson product-moment correlation coefficient (Pearson's correlation, for short) is a measure of the strength and direction of association that exists between Facebook as Influential and Significant, and Facebook posts can bring change in society; variables measured. The results of statistical test indicates highly significant p value 0.000 which approves that Facebook is significant in bringing change in the society.

6.2 Further study

This research has been one of the few studies that are carried on gender identity construction on parenting role through photographs on Facebook. There is much scope to study further on how gender role stereotypes and frames used on Facebook by advertisers.

Future study may be conducted on Pakistani Women as breadwinner can contribute to her family and break the patriarchal societal system. In addition to insight to further study suggestions important social phenomena of gender inequality be explored through empirical research.

6.3 Recommendations

Social networking sites are ubiquitous, particularly Facebook is a strong agent of socialization. It is restructuring family and society both swiftly. Therefore, a sensitized media towards gender roles can play a resilient role to transform people's thoughts and behaviors. It is reforming readily from adversity, depression state of unequal stereotypical gender portrayal to progressive equally responsible social structure.

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