

PSYCHODYNAMICS IN TECHNOLOGICAL TRANSFORMATIONS AND POLITICAL ADMINISTRATION IN PAKISTAN: ISSUES AND CHALLENGES

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ABSTRACT

The multifaceted influence of technology on Pakistani politics necessitates thoughtful consideration of its advantages and drawbacks. Effective integration of technology hinges upon striking a balance between upholding liberal ideals and embracing innovative solutions. This study contributes to a nuanced understanding of the evolving role of technology in shaping Pakistan's political landscape and underscores the importance of informed policymaking to harness its potential while mitigating its pitfalls. This research investigates the intricate relationship between technology and Pakistan's political culture, revealing positive and negative outcomes. The proliferation of social media, electronic interaction platforms, and diverse news outlets has fundamentally altered political dynamics, granting citizens unprecedented access to information and catalyzing digital activism. While these advancements have enhanced information dissemination, facilitated campaigning efforts, and increased transparency, they have also introduced challenges such as the dissemination of misinformation, digital inequality, digital gap and privacy concerns. The paper suggests that the integration of technology in governance, exemplified by initiatives such as the Election Commission of Pakistan's real-time broadcasting of election outcomes and lawmakers' participation in online parliamentary sessions, aims to bolster accountability and constitutional continuity. Furthermore, experiments with electronic voting machines and block chain technology in specific regions signify endeavors to refine voting processes and enhance economic transparency.

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INTRODUCTION

The impact on the culture of politics is widespread in the present day of digital transformation, where every form of development redefines the entire world (Qadir 2015). This dynamic relationship is perhaps more apparent than in Pakistan's unique landscape. Suppose a world during which social media affects political dialogue, computers redefine speech, and innovation transforms political culture at its core. Qadir (2015) explained that we are about to peek into Pakistan's political battlefield today, where the vibrations of revolution

can be detected echoing through digital corridors. Follow along as this study uncovers the complicated tale of how technology, like a veiled hand, transforms Pakistan's political culture from the grassroots up, leaving an eternal mark on involvement in governance, and society's essence.

Regarding the bigger picture of Pakistani politics, technological developments concern the impacts and alterations triggered by technological advancements on Pakistan's political structure. This study deals with how Pakistan's political frameworks, procedures for administration, and involvement of the public are shaped by technological developments, electronic instruments, and methods of communication (Shah, 2023). The emergence of modern technologies in Pakistani politics indicates a major change in the nation's fundamental political scene. The impact of the internet's continued development on Pakistani politics, telecommunications, and civic participation has become increasingly obvious. Shah (2023) examines the connections between technology and politics in Pakistan, highlighting how innovations in digital media have shifted public participation and political behavior. Yusuf, Dragomir, Thompson, Watts, Chan, Y, & Nissen (2013) also endorse the significance of the same.

The digital shift applies the latest technological advances to automate company processes. The transformation contributes to digitizing gathering data procedures and adding machinery, Artificial Intelligence AI, machine learning, and deep training techniques and tools across all business areas. Nanotechnology has influenced Pakistan's political culture, touching multiple facets of the nation's political system. (Ahmad, & Rafiq, (Eds.) 2016). According to the European Commission, Nanotechnology is the term given to those areas of science and engineering where phenomena take place at dimensions in the nanometer scale.

RESEARCH OBJECTIVE

- To investigate how modern technologies have reshaped Pakistan's political landscape, identifying specific impacts on the country's political structure
- To explore the role of the Private Information Mechanism in upholding the Right of Access to Information as mandated by the Data Protection Act of 2017
- To analyze the influence of social media on the Pakistani national elections of 2013 and 2018, focusing on major platforms utilized for online campaigning

RESEARCH QUESTIONS

- How have modern technologies altered Pakistan's political landscape, and what specific impacts have they triggered on its political structure?
- What role does the Private Information Official (PIO) play in ensuring the Right of Access to Information under the Data Protection Act of 2017?
- What is the role of the Ministry of Information Technology, Pakistan, and the Electronic Government Directorate (EGD) in overseeing and resolving issues in the public sector related to e-government?

SCOPE OF STUDY

This research aims to examine the impact of modern technologies on Pakistan's political landscape, focusing on the role of social media in national elections and the responsibilities of governmental bodies like the Ministry of Information Technology in e-governance.

LIMITATION OF STUDY

The study's examination of modern technologies in Pakistan's political landscape could neglect critical historical and geopolitical factors. Furthermore, resource limitations may restrict the thorough analysis of social media's influence on elections, potentially overlooking intricacies in campaigning strategies. Additionally, access constraints might impede a comprehensive understanding of governmental roles in e-

governance. Consequently, the generalizability of findings may be confined to Pakistan, limiting their relevance to broader global contexts.

LITERATURE REVIEW

According to “The Political Science Encyclopedia,” Political activism is a form of political activity that affects political decisions and lobbies of own interests. Political activism is determined through the activity phenomenon. Therefore, it can provide a summary that political activism is now influenced by social media, from the factors of Political activism according to the research conducted by Droz. Furthermore, it is in line with Karamat, and Farooq who suggested that social media is a tool that allows people to create and share different ideas and information. The Electronic Government Directorate (EGD) was established in 2002 October, which was performing its services under the Ministry of Information Technology, Pakistan (MOIT) and it could assist to solve the obstacles faced in public sector. (AFAli, et al, 2015). Electronic government re-inventing governance: A case study of Pakistan. *Electronic Government*, 5(2). Moreover, Pakistan is the sorry state to meet a successful mega-government project in the country. In this regard, it is essential to realize that political actors hire Twitter companies for their campaigns but no matter the company's trust in fake advertisements, this has a bad impact on any one party that is not in favor of another party. In 2016, Pakistan passed a cybercrime law called the Prevention of Electronic Crimes Act, of 2016; however, the act does not cover many crucial aspects of cyber security.

Pakistan needs more stringent cyber security regulations that require companies and organizations to protect their computer systems and information from cyber-attacks. Cyber security experts, however, argue that companies will not invest in cyber security unless governments compel them (Zain Ul Abidin, et al 2022). While existing research highlights the influence of social media on political activism, there is a lack of comprehensive analysis of how this dynamic specifically operates within different political systems and cultures. Despite implementing the Prevention of Electronic Crimes Act of 2016 in Pakistan, there is a notable gap in addressing the broader scope of cyber security challenges and the regulatory measures needed to enforce stringent protections. Current literature insufficiently explores the effectiveness of electronic government initiatives in Pakistan, particularly in overcoming systemic obstacles and ensuring the successful implementation of mega-government projects.

RESEARCH METHODOLOGY

The study was conducted in the qualitative analytical model of research. The literature for the study was collected by secondary data such as searching online journals, official reports, digital libraries, scholarly articles, and books. For searching for literature, the deductive and inductive approaches were used.

ANALYSIS AND DISCUSSION

An act titled the Right of Access to Information Act, 2017 was approved in Pakistan having the goal of promoting equality and quick access to information. It emphasizes that all individuals have a basic right to access open records, given to any acceptable regulations It emphasizes that everyone has the fundamental right to access public records to any acceptable legal constraints. The Act attempts to encourage good governance and human rights, improve economic growth, eliminate corruption, promote citizen involvement, and improve transparency in government. The Act ensures that everyone can exercise the ability to access information held by government agencies by establishing a legal structure to facilitate availability. It also encompasses incidental aspects along with topics. This Act provided citizens the right to access public information preserved by government agencies to increase accountability, transparency, and effective government. (Yousaf, & Mahmood, 2020). Private Information Official (PIO) within the Data Protection Act of 2017 PIOs serve as the skeleton of the RTI Law (Right of Access to information). When citizens want public data shared,

they seek them first. The citizen acts as simultaneously their facilitator and consultant. He acts as a kind of conduit between the general people and government departments.

SOCIAL MEDIA

Throughout the years of 2010 and 2011, social media had an enormous effect on Pakistani politics. More individuals followed electronic media before social networking sites and electronic media was more widespread. In Pakistan, the social media era begins between 2010–2011. Social media significantly influenced the Pakistani national elections in 2013 and 2018. Every major political party began their physical election campaigns by addressing voters at jalsas. They also conducted online campaigns, primarily on Facebook, Twitter, and Instagram. With their official accounts on Facebook or Instagram, all of Pakistan's political groups are additionally visible. This paragraph's key argument is that political parties have made themselves known on all of the major social media networks in the nation. Political parties have official websites or profiles on those websites, but so do the people they represent. This study looks at young people in Pakistan using social media to participate in politics. It assesses how well social media influenced voters' behavior in the 2013 general elections.

It looks at the immediate transmission of information among the public via online involvement and the recognition of political mobilization for a change in the system of politics. Data from Punjab's population, representing a range of age groups, genders, professions, qualifications, and localities, was gathered using the survey method. In conclusion, social media is a useful instrument for raising political consciousness. Its use needs to be governed by a set of guidelines to prevent such unfavorable gossip and rumors. A check and balance system needs to be in place regarding information sharing on social media and about social media awareness. The internet is an instrument that permits members to develop and exchange different types of data, images, and videos. It is an online communication tool that fosters friendships and engagement. Social media may therefore be shaping the views of teenagers and activities. Establishing numerous online pages and websites to disseminate their objectives and information through these channels of communication also boosts exposure among the general population. (Bazmi, 2022).

Research is currently carried out regarding social media's role in determining public perception. The study additionally looked at how Twitter and Facebook promotes political activism. Furthermore, it seeks to gauge the quality of empowerment brought. The survey method was implemented as a crucial gathering strategy. We shall be able to fully understand the crucial part that social media on the internet plays in shaping politics as well as the expanding role that digital media is having in elections owing to this research (Bazmi, 2022).

E-GOVERNMENT PROJECTS

In the words of Sullivan (2006), an emerging nation is categorized as a less developed country (LDC) based on criteria including a low standard of living, technical boundaries, and an inferior Human Development Index. While the global economy has worked wonderfully, Pakistan's e-government application is in a terrible transformation and has paved the way to growth. These shortcomings are probably more frequent in low-income countries like Pakistan, whose issues, obstacles, and constraints must be resolved prior to an issue that can be delivered to a roundtable. In addition to this theme, there are numerous possibilities and several kinds of advantages besides the difficulties that point to the positive aspects that need to be developed. The current article makes an effort to define and determine a broad framework for the prospects and challenges of e-government from Pakistan's point of view. Information systems have spread throughout the world to assist developing countries like Pakistan, which need suitable IT regulations to advance e-government.

The government's e-project must be complied with as the final phase to ensure that Pakistani citizens gain superior services. The imaginative application of modern technology has altered the role of the government to involve citizens in addressing their problems and allowed it to arrive at decisions rapidly. The nation of

Pakistan may reduce delayed service completion, corruption, avoidance of openness, and restricted access to knowledge by adopting e-government facilities. By delivering online services to generate successful service delivery to the scientific citizens of nations and to the public engagement, a digital government ensures the state spheres' both internal and external interactions despite transforming them. An effective application of e-government has to tackle safety issues or have impact in promoting growth in the nation of Pakistan via an organized procedure. The Ministry of Information Technology, Pakistan (MOIT) oversees the operations of the Electronic Government Directorate (EGD), which was founded in October 2002 and is capable of helping to resolve issues that arise in the public sector.

Furthermore, Pakistan is considered the sorry state to encounter a huge e-government initiative that is successful in the nation. The provision of excess financial aid for information, communication, and technology (ICT) infrastructure has become a pressing issue in the third-world countries like Pakistan; yet, the programmers have produced unsatisfying and impractical results. In Pakistan, implementing electronic government is fraught with social, political, economic, cultural, and religious challenges (Yusuf, 2013).

DIGITAL CAMPAIGN

Via conversation and dialogue, the internet has brought about a fresh era in elections and elections, as well as improved engagement, honesty, and integrity. These new media channels become crucial in drawing in voters, particularly the younger adult population. Political parties and candidates can more quickly and efficiently reach a large number of voters with the aid of social media. The study emphasizes how social media is being used and growing in the political sphere, as well as how this is affecting public engagement in politics generally. The Internet affects a broad spectrum of facets of our daily lives, including politics, business, administration, marketing, and culture (Yusuf, 2013). Lawmakers seek to gain from enhanced public attention once levels of literacy rise. Newspapers are now a vital source for news stories thanks to the advent of the printing presses and the establishment of newspaper chains. When television arrived on the scene, it threatened to completely alter the nature of campaigning. It was thought to be able to convey politics to the public with more precision and speed than earlier technologies, as well as information to an even wider audience.

Individuals apply the web in everyday life for political reasons now that it is so popular. Print media, radio, television, and the internet have all helped spread messages to the general public. Every development has boosted the quantity of details available, improving citizen knowledge and expanding the electoral process. Lawmakers need to make use of modern innovations to stay updated and competitive. With the arrival of the internet, political advertising went through a significant transformation and received an update. More than the traditional press, radio, and television shared, it changed initiatives. Thanks to the web, politicians in the United States can participate in a wide range of activities such as writing blogs, e-mailing constituents, creating campaign websites, and raising funds online. A voter can go to a candidate's website, evaluate their programmer, then visit the website of the other candidate, and review their platform.

THE CYBER THREAT IN PAKISTAN

The adoption of Facebook is an alternative platform for discussion and disagreement regarding political situations in Pakistan. The online network was a part of the media during the mass upheavals that toppled the military commanders' regime in Pakistan, a country with a majority of Muslims. (Shad, 2019). To demonstrate and define how the website was an aspect of the information activism of the social developments that burst after the revolutions, this research examines societal movements. Through a selective analysis of 20 of the longest and most renowned protest-related clips on the website, the research investigates how these clips worked as a "voice" through the times when authoritarian regimes controlled all media (Shad, 2019).

With a first focus on the interaction of the internet during political and economic crises throughout Pakistan, the survey of the website as an additional communication channel during elections will assist us more in

grasping the social upheavals in nations with a majority Muslim population. This study looked into the relationship between political activism and the overall idea of social revolutions (Awan, & Memon. 2016). The site, which is very widely recognized in Pakistan, which was referred to as a social networking instrument in these perspectives on the medium. Researchers like as Bennett (2011), acknowledge that these new online social networks often achieve remarkable results, such as overthrowing abhorrent regimes and pushing them to ponder popular feelings.

Technology has a profound and complicated influence on Pakistan's political culture. It could strengthen political engagement, engage citizens, and promote the cause of democracy. To fully realize the advantages of technological enhancements in governance, however, concerns like disinformation, insecurity concerns, and ensuring fair distribution of information must be addressed. (Tariq, et al 2013). Technology has brought about a paradigm change in Pakistani politics, bringing with it revolutionary tendencies that have reshaped the field of political participation. The pervasiveness of digital innovations has brought about a fundamental transformation in the basic fabric of political discourse and civic engagement, in addition to democratizing the dissemination of information. A more informed electorate has resulted from the rise of social media platforms, which have given voters unparalleled access to real-time political developments. These discussion boards on the internet have evolved into furnaces for political expression, giving people the chance to participate fully in fascinating conversations clearly express their opinions, and take part in unprecedentedly large-scale discussions.

Technology has also become a powerful tool for political mobilization, giving people a digital platform to come together and support a variety of causes. Through the creation of movements and the amplification of voices calling for social and political change, online platforms act as conduits for activism (Tariq, et al 2013). However, there are specific difficulties with the way technology has changed political culture. The dissemination of false information, the threat of digital divisiveness, and concerns about online privacy is complex aspects of this changing environment. Building a political culture that harmoniously incorporates technology improvements while respecting the principles of openness, inclusion, and responsible civic engagement requires navigating these challenges. Technology has a complicated and diverse impact on Pakistan's political culture. It includes expanding political expression, improving information accessibility, and reconsidering established political procedures. A deep understanding of the opportunities and risks posed by technology is essential as Pakistan makes its way through this digital landscape to foster an informed, resilient, and engaged political culture. (Tariq,et al 2013)

YOUTH INVOLVEMENT

While they comprise approximately 60% of the population in Pakistan, the opinions of adolescents are mainly ignored in the political system. Furthermore, to be a vibrant source of innovation and creativity, youngsters in Pakistan have played a significant role in the creation of significant changes in political systems, the balance of power, and economic prospects. The National Youth Parliament of Pakistan, which was founded in 2007 to encourage youth engagement in significant problems affecting Pakistan, is one of the driving forces behind these developments. In the municipal government, young people are actively contributing to the completion of tasks. 3,339 seats were set reserved for adolescents in the Khyber Pakhtunkhwa Province of Pakistan's current local council elections. Each citizen of Pakistan, being a democratic nation, possesses the right to a satisfactory standard of life, an education, and the power to select and influence the political leadership. In reference to such assertion, young people have the same access to voting as any other age group. Voting in elections is permitted for minors who are at least 18 years old by national mandate.

"Relevant engagement among youth includes acknowledging and fostering the advantages, desires, and abilities of young people through the provision of real opportunities for youth to become involved in choices that impact them at human being and widespread capacities," declares the Canadian Mental Health Association

(the CMHA). Adolescents have been politically active predominantly through political organizations since the recent political upheavals within Pakistan began, because of communicating via or functioning for political organizations. Students, young professionals, young socialists, and young Democrats make up this group of politically involved teenagers. These groups have traditionally been politically active at the university level, but they frequently miss policy development opportunities and become disenchanted with politicians and institutions in the process. Instead of formal structures, this type of collaboration contributed to a disorderly system of youth political activism.

COMMONWEALTH YOUTH INITIATIVE

Participation is not any one phenomenon since it encompasses numerous kinds of stages of development, backgrounds, and special people in the world. Numerous individuals define their involvement in numerous manners. However, the core concept of participation is that people have been empowered to participate in both social and growth processes and that their involvement is aware, thoughtful, and effective. (Gill, et al, 2019). Although it is a recent highest priority, focusing on youths' collaborative dedication to democracy is extremely appropriate, particularly concerning current events and Pakistan's democratic transition. To guarantee that young people are fairly represented in Pakistan's official political institutions and procedures, a framework must be established.

To give practicality to a broader objective like ensuring a universal system, adolescent engagement in Pakistan must be considered to be essential as collaborators in peacebuilding and change agents. Two different programs would motivate young people to get involved in Pakistani politics: Primarily supporting initiatives, regulations, and legal structures that will support expanded young participation in parliamentary and presidential elections. Through inclusive political processes and political parties, men and women ought to engage in youth politics on an equal basis. At the municipal, sub-national, and federal levels, youth must also actively participate in local governance and public administration.

Furthermore, it is crucial to encourage adolescents to get involved in development and decision-making processes, particularly those that deal with governance and finding long-term solutions for projects aimed at promoting peace and humanitarianism. To sum up, youth should have an established position in the political structure of Pakistan because of the youth's enormous and very influential need. Examining the institutional political system is necessary to give youngsters equitable access to authority and participation. The present-day political structure needs to be restricted, and all attempts should be undertaken to reduce and eventually abolish the marginalization of adolescents in Pakistan's national political system.

CONCLUSION

In a nutshell, a new era in Pakistani politics, civic engagement, and public opinion has been created by the merging of technology and politics. The emergence of digital media, e-government initiatives, and social media's impact have drastically changed the nature of political participation. With the introduction of the Right of Access to Information Act of 2017, residents now have the legal right to access public records, which is a major step towards accountability and openness. Information sharing between the public and the government was further made easier by the Data Protection Act of 2017's role for Private Information Officials (PIOs). Online communication has grown into an effective tool that changes the public's views and involvement in politics. The study on social networking sites and their impact on campaigns provided insight into how internet sites are changing the way opinions are displayed.

The execution of e-government initiatives, which attempt to use technologies for better governance, faces challenges that are representative of the wider issues in society, politics, and economy that exist in Pakistan. The importance of successful online governance is brought up, along with the Ministry of Information Technology's responsibility in tackling issues. The explosion of technology affected political campaigns by

offering parties novel methods to communicate with viewers. However, the rise of the internet also brought about threats from hackers, so it is essential to maintain a careful balance between hazards and digital dialogue. Adolescents, who make up a significant portion of the population, have been politically active. The increasing importance of youth activism has been demonstrated by efforts like the National Young People Assembly and special seats for youth in local government politics. It was noted that there were challenges, such as the need for educational changes and the need to overcome historical impediments to youth engagement.

Lall (2014) have asserted the significance of this power of engaging the youth in their study indicating how the effective engagement of the youth can make a difference in the political structure of a nation. Pakistan has to combine exploiting the advantages of advancements in technology with solving issues like information security, and disinformation, and encouraging diverse political participation as it negotiates this dynamic environment. Establishing this balance is vital for fostering a politically perceptive, flexible, and participatory culture that provides all socioeconomic groups—especially the youth—the power to shape the democratic future of the entire nation. E-government initiatives, cybersecurity, and the role of the Ministry of Information Technology, the impact of digital media and social media on public opinion, the role of youth in politics, youth activism, and educational reforms to enhance youth participation. These related areas can be further written, explored, or investigated.

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