

Punjab food authority's social media messages; public response



Submitted to

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Research Completion Certificate

This is to hereby certify and affirm that this thesis entitled “ Punjab Food Authority’s Social Media Messages; Public Response” submitted for the award of the degree of Master of Philosophy (M.Phil) from the University of Management and Technology, Lahore is in record of the bona-fide research carried out by Mrs IzmaRiaz Qureshi, Roll No. MC: 15005167002 under my supervision and guidance that no part of this thesis has been presented before any other degree, diploma, or title of any other university.

Signature _____

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Declaration

The work presented in this thesis is, to the best of my knowledge and belief, original except as acknowledged in the best, I hereby declare that I have not submitted this material either in whole or in part, for a degree at his or any other intuitions

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Dr. Farasat Rasool

Dedication

I thank ALLAH Almighty for giving me strength and the opportunity to complete this research. I dedicated my research work to my parents **Mr & Mrs Riaz ud din Qureshi** and my husband **Mr. Sohaib Iqbal** for their everlasting support, care and love whose continuous support enabled me to complete my research work.

Izma Riaz Qureshi

Acknowledgement

Thanks- though a small word but expresses my indebtedness to **Almighty Allah** whose countless blessing helped me at every turn of my life to accomplish whatever I wished. My gratitude extends to more people than can be identified in this space. I am very grateful to my thesis supervisor **Mr. Farasat Rasool** as his kind supervision and appreciation always revitalized my energies whenever I got tired by my tedious job and to do justice with my research work. Doing work under his supervision made it more easily achievable. This research could never be what it is now without him. THANK YOU Sir!

Izma Riaz Qureshi

Abstract

Social media today is the most developing and effective medium utilized by the youngsters, youth and adolescences. The utilization of online networking isn't just the product of excitement rather it was constructed as a means of gaining recognition and thus leaves an effect on the brains of the users. The online networking has been partitioned into many branches, for example, Facebook, Youtube, Twitter, Gaming Sites and so on. The point of the examination of this research is to recognize the response change that occurs due to Facebook messages and the effects and impacts they have on the users. For this purpose, the case study of a campaign run by Punjab Food Authority on Facebook is examined. The Punjab Food Authority is an office of Punjab Government whose current director is Ayesha Mumtaz. The purpose for the establishment of this department is to main the health standards in the province. The research study is based on the triangular methodology that consists of content analysis and survey technique (questionnaire) and interviews. The purposive sampling has been used in the research study as it only aims at the users and members of Facebook and its linked pages. The data has been collected through the content analysis based on a timeline in which Facebook messages were posted by the campaign owners between 28thJuly 2015 to 2ndOctober 2015 on their own pages as well as the linked ones. Afterwards, a survey technique was used and the questionnaires were distributed among the population of 400 users and members of Facebook. The last part of research methodology was based on the interview session conducted that included ten general managers of the Lahore based restaurants that had been selected through the e poll. The data emerging from the methodology shows Facebook messages play a significant role in forming and settling the opinions of their users but this opinion formation does not lead towards the response change of the users and members of Facebook.

Key Words: Messages, Public, Public Opinion, Positive Public Opinion, Public Response, Positive Public Response

Introduction

The study depends on a campaign conducted by the Punjab Food Authority which is an office of the Provincial Administration of Punjab, Pakistan. It is set up under the demonstration of Punjab Food Authority Act 2011 in July 2012 and the present executive of the office is Ayesha Mumtaz who accepted this position in 2015. This division is set up for the assurance that protected and solid nourishment is given to the country or shoppers of Pakistan. Furthermore, the conducted raids on the nourishment units incorporate more than 500 eateries and issued a notice to approximately 284 people involved in the food business to enhance the cleanliness conditions.