



ALLAMA MUHAMMAD IQBAL AND SOCIAL NETWORKING

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ABSTRACT

Technological gadgets changes the whole scenario of learning and sharing dramatically. These technologies have very strong impact on every field of life. Physical World changed into electronic format. Social networking sites play vital role in fast communication. Social Networking sites are mind makers of any society. This emerging technology change the whole picture. Social networking is the grouping of the individuals in the shape of small communities or a subdivided peer group. Sharing of information is quiet easy through these sites. Social network grouping is possible in every field of life Social media is forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos). (<https://www.merriam-webster.com/>, 2018) The present study was conducted to examine the trends of using social media for the sharing about the National poet of Pakistan Allama Mhammad Iqbal. Data was collected through the detail analysis of Social Networking sites (SNSs) to explore the presence of Allama Iqbal on SNSs. The findings revealed that face book is the most used media for sharing about Allma Iqbal followed by the Blogs in Pakistan. It was observed during research that the SNSs related to Allama Iqbal starts from 2008. Results exposed that a high ratio of these sites were created in the year 2010.

KEY WORDS Allama Iqbal, Social Networking, Facebook, Twitter, Blogs, sites

WHAT IS SOCIAL MEDIA (SM)?

Social media can be defined as that the websites and applications used for social networking called social media.

“The best way to define social media is to break it down. Media is an instrument on communication, like a newspaper or a radio, so social media would be a social instrument of communication.” (Nation)

“A term used to describe a variety of Web-based platforms, applications and technologies that enable people to socially interact with one another online. Some examples of social media sites and applications include Facebook, YouTube, Twitter, blogs and other sites that have content based on user participation and user-generated content (UGC).” (social media, 2014)

This might be a site that doesn't simply provide for you data, yet interacts with you while providing you that information.

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This association could be as straightforward as requesting your remarks or giving you a chance to vote on an article, or it might be as mind boggling as Flixster suggesting films to you dependent upon the evaluations of other individuals with comparable investment. Think of regular media as a one-way street where you can read a newspaper or listen to a report on television, but you have very limited ability to give your thoughts on the matter. Social media, on the other hand, is a two-way street that gives you the ability to communicate too.

The Oxford English Dictionary Online (2010) defines social networking as:

“The use of dedicated websites and applications to communicate with other users, or to find people with similar interests to one’s own.”

It is easy to confuse social media with social news because we often refer to members of the news as "the media." Adding to the confusion is the fact that a social news site is also a social media site because it falls into that broader category, but social news is not the same thing as social media. Social news is social media; social networking and wikis are also social media.

INTRODUCTION OF SOCIAL NETWORKING WEBSITES

Boyd defined “social network sites as web-based services that allow individuals to (1)construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system. The nature and nomenclature of these connections may vary from site to site.” (Elliso, 2013)

HISTORY OF SOCIAL NETWORKING WEBSITES

Sixdegrees.com was the first SNSs launched in 1997. It allowed users to list their profiles, provide a list of friends and then contact them but it was not able to attract people at that time and was shutdown three years later. There was few SNSs launched after Sixdegrees.com like Wikipedia (2001), Friendster (2002), MySpace (2003). The major notable SNS was Facebook launched in 2004 followed by Twitter (2006) launched as a social networking and micro blogging site. Curtis (2013) Claims about the estimated Internet users would double by 2015 nearly 60 percent of Earth's population. Till 2013 Facebook user total climbed to 1.11 billion, Twitter had 500 million registered users, with more than 200 million active. LinkedIn had 225 million users, while MySpace had 25 million users. (Curtis, 2013)

SOCIAL NETWORKING WEBSITES IN PAKISTAN

Social media is such a broad term; it covers a large range of websites. But the one common link between these websites is that enable us to interact with the website as well as



other visitors. From the beginning of social network sites (SNSs) pulled in a huge number of clients, many of them have integrated these sites into their daily practices.

These tools are increasingly used by individuals of all ages all over the world as well as in Pakistan according to a web survey by The News Tribe reveal that Facebook and Twitter is what Pakistanis crazy for. Other social networking sites including Google+, LinkedIn and Interest have so far not gained momentum in the country which is considered as one of the fastest growing state when it comes to Internet use.

Abbasi (2012) express his views about the top SNSs in Pakistan claims that Facebook, the world's largest social networking site, tops in liking of Pakistanis as majority them use it instead of other networking sites. The second choice of the web users is Twitter as they like to spend most of the time tweeting happenings around. (Abbasi, 2012)

COMMON SOCIAL NETWORKING SITES IN PAKISTAN

Social networking has developed like a flame in the past few years. In Pakistan it has turned into a need of youth and the extent that the corporate world is concerned it is a successful medium of showcasing for them now. Online networking is broadly main stream in Pakistan; social sites such as Twitter and Facebook have become quite common in use especially by the youth here followed by Blogs, MySpace and LinkedIn. (Abideen, 2013)

ALLAMA IQBAL AND NETWORKING WEBSITES

Sir Muhammad Iqbal, (1877-1938) commonly known as Allama Iqbal, was a philosopher and poet with literary work in both the Urdu and Persian languages. Iqbal, a poet of international fame, is recognized as the greatest poet of the subcontinent in this century. His message is a guiding light to the world and is likely to acquire greater significance with the beginning of the new millennium. Iqbal is commemorated widely in Pakistan. There is a need to understand Iqbal thoughts and philosophy in the light of his poetry. Thousands books, research articles, and reviews are written by the known writers, philosophers, researchers and critics in urdu and English as well. 21st century is the century of information and technology. World becomes these days as global village. In this present Era it is more necessary to understand Allama Iqbal's poetry. Specially our new generation which is called the IT generation needs to understand Allama Iqbal. social media is one of the most important tool of this century .Just few are using this tool to get and share knowledge of Iqbal.

The present study explore the pattern of utilizing SNSs for sharing of data and knowledge related to the Allama Iqbal.

A. Facebook

This social networking service was introduced with the purpose of linking friends in Harvard University in 2004. Thereafter, the company expanded to other universities then colleges. Eventually, they invited corporate communities. In Pakistan facebook is most popular tool for socialization. There are many useful pages were created to share information about Iqbal on facebook. These pages were created by individuals and most of them were created in 2010



or after the year 2010. Different titles of page shows the multidimensional subject approach with reference to Iqbal i.e.

- Allama Iqbal aur Ishqe Ehle Bait
The aim behind the creation of this page to convey the real message of Iqbal about Muhammad o Aal e Muhammad s.a.a.w. Page was created in 2010 and wins near about 2688 likes and 2720 followers till October 2021.
- Allama Iqbal the Poet of Thoughts
This page was created in 2011 from a public profile of Sialkot. This page provides detail information about Allama Iqbal and his life and poetry and its followers are 24000.
- Allama Iqbal Poems
The official Facebook Page of urdu world.com created in 2012 and has near about 7000 like till 2021.
- Allama Iqbal
This is a Community Page about Allama Iqbal created in 2009 having near about 7,780,403 likes till 2021. This face book page has some excellent videos of Iqbal poetry.
- Allama Iqbal (Politician)

This page was created in August 29, 2009, named Allama Sir Muhammad Iqbal, its name was changed in 2016, it is very active page having 213k Likes. It has website <http://www.allamaiqbal.com>

- Allama M iqbal
This face book page was an Initiative of International Iqbal Society in 2009. This page excellent likes ratio as till Oct 2021, this page have 5,358,436 likes.
- Allama Iqbal 'S Poetry
This is also a Community Page about Allama Iqbal having 8081 likes. Its members are 2.6k till 2021. This page was created in 2010.
- Poetry of Allama Iqbal and the youth of Pakistan
According to the admin of this page they want the promotion of Iqbal's poetry and philosophy at national and international level. This page was created in 2012. This page has near about 7881 likes.
- Allama Iqbal the Poet of Rising Sun
This facebook page was created in 2011 with the status of Community Page about Allama Iqbal, having 1000+ likes.
- Allama Iqbal Poetry
This is another community Page about Allama Iqbal which was created in 2011 and 12000 likes.
- Allama Iqbal Urdu Poetry
Allama Iqbal Urdu Poetry is Public group page. This page was created in 2014. its likes ratio is very high 203k, its members are 203707 till oct 2021.
- Dr. Allama Muhammad Iqbal
This page was created in 2009 and 12k likes.



- Allama Iqbal Stamps Society
This page was created in September 2013. This is community organization Page. It has 6011 likes. Its website is <http://www.allamaiqbalstamps.blogspot.com/>.
- Dabistan e Iqbal
Dabistan e Iqbal is community page, created by Dabistan e Iqbal in 2012. Excellent likes ration having 61604 likes till September 2021. Its website is <http://dabistaneiqbal.org/>.
- Fikr e Iqbal (Education website)
This page Named Fikr e Iqbal was created in 2014. its likes ratio is very high with 97 k likes till Oct 2021.

B. Blogs

The word blog is taken from the words web log, but is more than a simple diary hosted on the internet. There are many blogs running for sharing of Iqbal's poetry and thoughts. These blogs covering different areas of knowledge related to Iqbal like life, poetry, education, family and Iqbal as political leader. Although there were many blogs who share poetry of Iqbal and huge knowledge about Iqbal but this study discuss only those blogs which were totally based or related to Allama Iqbal. Some important blogs discussed under.

- Iqbaliyat

This blog was created in 2008 for sharing of poetry and related knowledge. Comprehensive knowledge about Iqbal is available through this blog. This blog has 290 register members. The language of this blog is English and Roman Urdu. Iqbal's poetry was updated in roman Urdu with English translations.

- Aallama Iqbal for us

The language of this blog is Urdu and huge material related to Iqbal family and poetry available here. This blog provide comprehensive information about the family of Iqbal by separate links providing information under the headings of Mother of Iqbal, Father of Iqbal, Ali Bakhsh House Hold Servant of Allama Iqbal, Shiekh Ata Muhammad, Wives of Iqbal, Javed Iqbal on Allama Iqbal.

- Miqbalpoetry

This blog was created in 2010 with more than 100 registered members. The language of this blog is Roman Urdu but poetry of Iqbal was share in Urdu language also. It was a small blog of information where short introduction of Iqbal displayed and shared some poetry of Iqbal.

C. Wikis

A wiki is more of a "total website" than a blog. The presence of the great philosopher was also observed during searching.

- Wikipedia

A page related to Allama Iqbal created in Wikipedia under the title of Muhammad Iqbal. Comprehensive information available through this page about Allama Iqbal, Covering almost every aspect of his life i.e Early life, Education, Books,

- Wikiquote

Wiki quote is an important link where quotations of important personalities of the world available. It is the freequotecompndium that anyone can edit. small number of iqbal's quotations were available here.

D. Twitter

Twitter is a social networking and microblogging service. "Originally intended for people to post answers to the question "What am I doing" in 140 characters or less, but has evolved into much more than that." (Mathews, 2013). Due to its restriction of text-based posts of up to 140 characters its not a popular medium for sharing related to Iqbal but during searching near about ten twitters account relatec to Allama Iqbal was found having different subjects i.e. "Iqbal Lahori", "Poet_Iqbal", "IqbalPoetry", "Marghdeen", "shaeremaghrib", "iqbaliyat". ect.

CONCLUSION

The aim of this study was to make an appraisal of the trends of using social media for sharing of knowledge about one of the great poet of 20th century, Allama Iqbal. Based on the findings of the study following conclusions drawn:

- Social networking sites are very popular in Pakistan since 2010.
- Face book is most popular medium for sharing about Allama Iqbal in Pakistan.
- Few Blogs are also created by individuals and organizational level to share poetry and related information about Allama Iqbal.
- Most of the data shared on social networking sites related to the Iqbal's poetry.
- Less than five blogs were available about Allama Iqbal.

Allama Iqbal the SHAIR E MASHRIQ, the HAKEEM UL UMMAT, Thinker Of Pakistan, its our moral duty and the need of time that we understand the spirit of "Kalam e Iqbal" and try to spread his poetry throughout the world by using the social networking.the results of above research shows that there are just few face book pages, blogs, twiter pages and wikis. There is need to increase this ratio. There are just few websites , although those are doing well about "IQBALIYAT".

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