

## EFFECTS OF DIGITAL MEDIA ON CULTURAL VALUES OF MALE UNIVERSITY STUDENTS OF PUNJAB, PAKISTAN

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### Abstract

*Due to rapid innovations and digital development, this world has become a global village. Digital media is significant source of information and communication. Youth is heavy consumer of digital media. Frequently access to digital media without any boundaries imposes various effects. The basic aim of current research study is to know the effects of digital media on cultural values of male university students. Youth acts as symbolic representation of any society and to assess any cultural elements, university is the best place where freedom of gender brings significant changes. The Current study was conducted in public sector universities of Punjab Pakistan. It was survey based study and data was collected from 1300 male students. Study was historically theme of "Social Learning Theory" and "Uses and Gratification Theory". The study revealed that digital media has captured almost all the factors of life of students and proved itself vital part of lives. Furthermore, digital media is source of importing foreign culture and fading local culture among the youth of Pakistan.*

### Key words

Digital media, University students, Cultural effects.

### Introduction

All over human history new communication technologies have had significant impact on culture. Inexorably in early stages of using such technologies, the effects and impacts of such innovations were feebly understood. In present times, digital media is to be considered object of glorification by its technophile advocates. Public is informed that digital media especially internet is transforming human life on the

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way to more liberal and inspired continuation. Internet technology has revolutionized human existence with the doubt that digital technology and social media has already major impact on culture<sup>1</sup>.

Digital media refers media encoded in digital format, usually to be transmitted and addicted on electronic devices such as smart phones, desktop computers, laptop or notebook computers etc. Digital media range broad dissemination involves audio video recording, e-books, emails, instant messaging, blogs, web searching and more recently social media. While, digital media started to be developed with the formation of digital computers in 1940s, but its powerful cultural impacts can be traced back only in three to four decades with prevalent dispersion of computers and especially the internet<sup>2</sup>.

With the development of technology, our lives have also been developed and digital media is major cause of development of human life. New technology has heavily influenced our lives as digital media is working in the form of internet round the clock. Power of digital media is subject of unease for the society at large. Digital media for the modern societies of 21<sup>st</sup> century is important issue of concern. Due to fast and rapid growth of digital media technologies, world has become global village. Using mobiles, laptops and desktop computers as tools, people of all over the world are closely in touch with each others with the help of wireless technology. This rapid growing technology has not only strengthened the widely spread societies and has shifted electronic media on internet but also has greater influence on the life of widely spread people belonging to different societies and culture<sup>3</sup>.

The present era is called digital era that has changed the world. Digital media has strong influence on our lives. For the purpose of communication, information, entertainment and education, we use digital media frequently. Our life style has been changed due to digital media. Individuals and world communities are being connected due to digital media and are present in the shape of You Tube, Facebook, Twitter etc. Now, from little activity to big event are the show times of social media<sup>3</sup>. Now the use of desktop computer and laptop has decreased and all that functions have been shifted on mobile phones. It means that now computers are available in the shape of cell phones that have the qualities of less weight, wireless, easy to handle by keeping in pocket or even in hands<sup>4</sup>.

Now a day's sharing of pictures, audio video messages are very common. Digital media provides the sub category of social media that has caused of social interaction among the people of the world. Due to digital media, the distances have been closed and brought the world as small town or village where does the facility of closer understand

among the individuals. It has become possible only due to the digital media that provides equal opportunity to everyone to become the part of global communication. Due to the use of digital technologies, not only developed countries have been influenced but also developing countries are suffering to maintain their identity in term of culture and religion.<sup>5</sup>

Digital media is such thing that cannot be banned. Newspapers, TV channels and Radio transmission can be banned but digital media is free because no specific country is owner of digital media. Internet services, Social media like Facebook, Twitter, You Tube, Whatsapp messages cannot be banned due to the satellite communication. In recent times, in Tunisia, Libya and Egypt, digital media played vital role in campaigns against the rulers. Heavy use of search engines like Yahoo and Google are the proof of popularity of digital media<sup>5</sup>. Infact, in spite of positive facts, there are some question about digital media that will be the future of cultural values, religious values, ethical values and educational values of people? These entire raised questions must have to be answered. This is the actual theme of the research to explore the effects of digital media including internet, mobile phones, and social media, on the culture of Pakistan.

### **Historical Perspectives of Digital Media**

Historical research about digital media goes back in the late 1940s. The first invented computer was based on vacuum tube and magnetic drums technology. It was the time when era of digital computer started<sup>17</sup>. History of digital media creates research dilemmas, particularly about stability between digital methods and chronological understanding. Every digital research concentrated on technological potential and cunning of digital tools<sup>18</sup>. Since digital historical sources from 1990's and on words, digital communication is obviously growing<sup>19</sup>.

The main question is here to what extent historians require to understand about digital techniques and software. Are they digitally literate? Yes of course, every research deals with deep understanding of methods used for delivering answers. But complete knowledge about digital method is challenging for the scholars to know about programming languages, statistical modelling and the way algorithms used for data mining. The inner computational knowledge restricted researchers software is step too far as technical side of data collection remains black box process that hard to access<sup>20</sup>.

Another question that historian faced whether understanding history is just by analysing and looking at digital sources. For

understanding digital media, no one can deny the essential relevance of digitally born sources. Due to broad range of digital world, every source gave limited picture of digital media. Awareness about digital data and software is ever more guiding modern world about digitalization. Historical digital knowledge relies on availability of data and tools at that time. Software plays vital role in determining stuff elements<sup>19</sup>.

### **Objectives**

- To know about the effects of digital media on educational life of university students.
- To know about the effects of digital media on social interaction among university students of Punjab Pakistan.
- To know about the effects of digital media on customs of university students.
- To know about the effects of digital media on personal appearance of university students.
- To know about the effects of digital media on dressing of university students.
- To know about the effects of digital media on using language among university students.
- To know about the effects of digital media on domestic responsibilities of university students.
- To know about the effects of digital media inspiring male students towards new fashion trends.

### **Theoretical Framework**

For the current research study, the researcher found Social Learning Theory and Uses and Gratification Theory more suitable to use as general phenomena to investigate specific problem. Due to internet, this world has become global village and every piece of information can be accessed round the clock. Internet is a collection of information related to every topic of world and has worldwide information that attracts, educate, entertain and inform the public globally.

Current research study deals with the use of digital media and its effects on Pakistani culture among male university students. As various researchers found that adaptation of culture highly depend of material that is disseminated through variety of mediums that individuals receives continuously. So with the concept of digital media's effects on cultural values, this research study highly relates with social learning

theory as universities are hub of students that increase their social contents in verity of ways and may have highly acceptance rate of cultural material with the use of digital media.

Uses and gratification approach is used to understand why and how individuals use specific media to satisfy their particular needs. With the diverging effects of media theories, it is question that what does media do to people. This theory also focuses with the concept that what people do with media. With the concept based on cultural impacts, this theory is positivistic in its approach and focuses on communication at mass media scale. This theory explain that why people prefer to use one medium or program while ignoring other. Blumler and Katz's gave the concept of uses and gratification that suggest that users have great role in choosing and using media. People take active part in communication process and are goal oriented in media usage<sup>33,34</sup>.

### **Research Methodology**

It is method that a researcher adopt to complete his/her work. Actually it is procedure adopted to conduct research. It is strategy of investigation. It consists of outline that researcher must follow throughout the research process. Current research study employed the methodology of survey to find out the "Effects of digital media on cultural values of male university students". Survey is data collection method from the target public. It is a useful technique to collect the relevant data in easy and effective way. To assess the effects of digital media on Pakistani culture, the researcher use the survey method. This method is most popular form of data collection for social sciences as well as mass communication research.

### **Punjab: The Study Province**

Punjab is the major province of Pakistan with highest population and has many metropolitan cities of the country. Punjab is the most developed and progressive province of Pakistan and its capital is Lahore.

### **Public Sector Universities in Punjab Province**

There are totally 32 public sector universities/DAI's in Punjab, including 27 universities/Degree Awarding Institutes chartered by Government of Punjab and 5 universities/Degree Awarding Institutes chartered by Federal Government<sup>35</sup>.

**Table: Public Sector Universities in Punjab**

<b>Universities in Punjab</b>	<b>Data</b>
Public Sector universities/DAI's chartered by the Government of Punjab	27
Public Sector universities/DAI's Chartered by Government of Pakistan	5
<b>Total Public Sector Universities/DAI's in Punjab</b>	<b>32</b>
Student's Statistical data of public sector universities/DAI's in Punjab	283122

**Study Area**

Current research study is conducted in six highest student enrolled public universities of Punjab province. From selected six public sector universities, three universities are in Central Punjab, two universities are in Southern Punjab one is from North Punjab. In this way, researcher kept in mind representation from three sides of Punjab equally on the basis of students enrolled in universities i.e. Northern Punjab, Central Punjab and Southern Punjab. For current research study six selected public sector universities are Bahauddin Zakariya University Multan, The Islamia University of Bahawalpur, Punjab University Lahore, Sargodha University Sargodha, Agriculture University Faisalabad and Arid Agriculture University Rawalpindi.

<b>Sr. No.</b>	<b>University</b>	<b>Area</b>
1	The Islamia University of Bahawalpur.	Southern Punjab
2	Bahaddin Zakariya University Multan.	
3	Punjab University Lahore.	
4	Agriculture University Faisalabad.	Central Punjab
5	Sargodha University, Sargodha.	
6	Arid Agriculture University, Rawalpindi.	North Punjab

**Sample Size**

Due to limited time and resources sampling is done. Sample size may vary on nature of research. For current research study, researcher chose the sample size of thirteen hundred (1300) male students of public sector top rated enrolled student universities of Punjab. The returned questionnaires were 1171. So response rate was 90%.

**Table: Selected Public Sector Universities/DAI's in Punjab (Excluding Virtual University & Government College University of Faisalabad)**

Sr.	Name of University	Student's Statistics	Respondents per University	Students per Area
1	Bahauddin Zakariya University Multan	21444 17.35%	226	Southern Punjab
2	Islamia University of Bahawalpur	18807 15.22%	198	424 32.60%
3	University of Punjab Lahore	32481 26.28%	342	Central Punjab
4	University of Sargodha	22219 17.98%	234	783
5	University of Agriculture Faisalabad	19705 15.94%	207	60.21%
6	Arid Agriculture University Rawalpindi	8895 7.19%	93	North Punjab 93 7.19%
<b>Total population of selected Universities</b>		<b>123551 100%</b>	<b>1300</b>	<b>1300 100%</b>

### Sampling Technique

Sampling is done from large population due to limited time and cost. Sampling can be done in one or more stages. Nature of sampling may change in every stage and final stage provides the required sample unit. Current research study consists on multi stages sampling technique. At first stage, the researcher used purposive technique to select the top enrolled public sector universities of Punjab in which two universities selected from Southern Punjab, three universities selected from Central Punjab and one university from North Punjab. Also at second stage, the researcher used purposive sampling to select faculty and at third stage, the researcher used random sampling to selects five departments from each faculty for data collection.

**Results****Table 1: Demographics of Respondents**

<b>Sr. No.</b>	<b>Demographic Characteristics</b>	<b>Description of Characteristics</b>	<b>F</b>	<b>%</b>
1	University	Punjab University Lahore	290	24.8
		Agriculture University Faisalabad	170	14.5
		Sargodha University Sargodha	190	16.2
		Bahauddin Zakariya University Multan	190	16.2
		Islamia University Bahawalpur	170	14.5
		Arid Agriculture University Rawalpindi	161	13.7
		<b>Total</b>	<b>1171</b>	<b>100.0</b>
2	Background	Urban	860	73.4
		Rural	311	26.6
		<b>Total</b>	<b>1171</b>	<b>100.0</b>
3	Class	BS	695	59.4
		MA/MS	236	20.2
		M.Phil	162	13.8
		PhD	78	6.7
		<b>Total</b>	<b>1171</b>	<b>100.0</b>
4	Residence	Hostel	812	69.3
		Home	359	30.7
		<b>Total</b>	<b>1171</b>	<b>100.0</b>

**N=1171**



**Note:** Above table shows the demographics of respondents. Demographics of respondents include university to whom they belong, as data was collected from six universities of Punjab Pakistan. Respondent's background i.e. rural or urban, class from BS to PhD and residence that either students come from home daily or hostellers.

**Table 2: Is internet exposure inspiring you towards new fashion trends?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	757	64.6	64.6	64.6
No	87	7.4	7.4	72.1
To some extent	327	27.9	27.9	100.0
Total	1171	100.0	100.0	

The above table shows the data about inspiration towards new fashion trends. Results showed that 64.6% respondents said YES internet exposure inspired them towards new fashion trends. 7.4% respondents disagreed with this statement and 27.9% respondents said to some extent internet exposure inspired them towards new fashion trends.

**Table 3: Is internet using is affecting your personal appearance?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	439	37.5	37.5	37.5
No	313	26.7	26.7	64.2
To some extent	419	35.8	35.8	100.0
Total	1171	100.0	100.0	

The above table shows the data about effects of internet on personal appearance. Results showed that 37.5% respondents said YES internet has affected on their personal appearance. 26.7% respondents disagreed with statement and 35.8% respondent said to some extent internet has affected on their personal appearance.

**Table 4:Exposure to internet is changing your dressing style?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	484	41.3	41.3	41.3
No	297	25.4	25.4	66.7
To some extent	390	33.3	33.3	100.0
Total	1171	100.0	100.0	

The above table shows the frequency distribution about effects of internet on dressing style of university boys. According to results, 41.3% respondents said YES due to frequently use of internet; their dressing style has been changed. 25.4% respondents said NO internet has not affected on adopting new dressing styles, whereas 33.3% respondents said to some extent internet has affected in changing their dressing style.

**Table 5:How internet is affecting your customs?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Positive	270	23.1	23.1	23.1
Negative	349	29.8	29.8	52.9
No effect	229	19.6	19.6	72.4
Don't know	323	27.6	27.6	100.0
Total	1171	100.0	100.0	

The above table shows the frequency distribution of effects of internet on customs. As the results, showed that 23.1% respondents said internet has affected their customs positively. 29.8% respondents said internet has affected their customs negatively. 19.6% respondents said internet has no effects on their customs; whereas27.6% respondents said they don't know about this situation.

**Table 6:Internet using is decreasing your social interaction?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	424	36.2	36.2	36.2
No	497	42.4	42.4	78.7
To some extent	250	21.3	21.3	100.0
Total	1171	100.0	100.0	

The above table shows the frequency distribution of effects of internet on social interaction. According to results, 36.2% respondents said YES due to internet their social interaction has been decreased. 42.4% respondents said NO due to internet usage, social interaction has not been decreased and 21.3% respondents said to some extent their social interaction has been decreased due to internet usage.

**Table 7:How internet is affecting your education?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Positive	371	31.7	31.7	31.7
Negative	108	9.2	9.2	40.9
Both	627	53.5	53.5	94.4
No effects	37	3.2	3.2	97.6
Don't know	28	2.4	2.4	100.0
Total	1171	100.0	100.0	

The above table shows the frequency distribution of effects of internet on education. According to results, 31.7% respondents said internet has posed positive impacts on their education. 9.2% respondents said internet negatively affected their education. 53.5% respondents said internet has both positive and negative effects on their study. 3.2% respondent said internet has no effects on their study and 2.4% respondents said they don't know about this situation.

**Table 8:Due to internet, have you increased the use of English language?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	704	60.1	60.1	60.1
No	160	13.7	13.7	73.8
To some extent	307	26.2	26.2	100.0

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	704	60.1	60.1	60.1
No	160	13.7	13.7	73.8
To some extent	307	26.2	26.2	100.0
Total	1171	100.0	100.0	

The above table shows the frequency distribution about role of internet in increasing use of English language among students. As the results showed that 60.1% respondents YES due to frequently use of internet and chatting with friends their English language has improved and the use of English among friends has been increased. 13.7% respondents said NO the use of English language has not been increased due to intent usage and 26.2% respondent said to some extent use of English has been increased due to internet usage.

**Table 9:How internet is affecting your domestic responsibilities?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Positive	98	8.4	8.4	8.4
Negative	285	24.3	24.3	32.7
Both	379	32.4	32.4	65.1
No effects	310	26.5	26.5	91.5
Don't know	99	8.5	8.5	100.0
Total	1171	100.0	100.0	

The above table shows the frequency distribution about effects of internet on domestic responsibilities. According to results, 8.4% respondents said internet has putted positive impacts on their domestic responsibilities. 24.3% respondents said internet has negatively affected their domestic responsibilities. 32.4% respondents said internet has both positive and negative impacted on their domestic responsibilities. 26.5% respondents said internet has no affects on their domestic responsibilities and 8.5% respondents said they don't know about this situation.

**Cross Tabulation and Hypothesis Tests**

For current study survey method used and data collected from public sector university students of Punjab, Pakistan. Results made by applying cui-square test.

$$\chi^2 = \sum_{i=1}^n \left( \frac{(O_i - e_i)^2}{e_i} \right) \text{ and under } H_0 \chi^2 \sim \chi^2_{\alpha, (c-1)(r-1)}$$

**Hypothesis 1: The more use of digital media, the more inspiration towards new fashion.**

		Is internet exposure inspiring you towards new fashion trends?				Pearson Chi-Square	P-Value
		Yes	No	To some extent	Total		
Background	Urban	562	61	237	860	8.897 <sup>a</sup>	.039
	Rural	195	26	90	311		
Total		757	87	327	1171		

N=1171  
< 5% level of significance  
P-value is less than 5%. Hypothesis supported.

**Hypothesis 2:The more use of digital media, the more changes in personal appearance.**

		Is internet using is affecting your personal appearance?				Pearson Chi-Square	P-Value
		Yes	No	To some extent	Total		
Background	Urban	311	230	319	860	3.077 <sup>a</sup>	.215
	Rural	128	83	100	311		
Total		439	313	419	1171		

N=1171  
< 5% level of significance  
P-value is less than 5%. Hypothesis supported.

**Hypothesis 3:The more use of digital media, the more change in dressing style.**

		Exposure to internet is changing your dressing style?			Pearso P-n Chi- Value Square	
		Yes	No	To some extent	Total	
Background	Urban	356	213	291	860	5.731 <sup>a</sup> .026
	Rural	128	84	99	311	
Total		484	297	390	1171	

N=1171

< 5% level of significance

P-value is less than 5%. Hypothesis supported.

**Hypothesis 4: The more use of digital media, the more negative impacts Pakistani customs.**

		How internet is affecting your customs?				Pearso P-n Chi- Value Square	
		Positive	Negative	No effect	Don't know	Total	
Background	Urban	206	245	165	244	860	3.965 <sup>a</sup> .265
	Rural	64	104	64	79	311	
Total		270	349	229	323	1171	

N=1171

< 5% level of significance

P-value is less than 5%. Hypothesis supported.

**Hypothesis 5: The more use of digital media, the less social interaction.**

		Internet using is decreasing your social interaction?			Pearso P-n Chi- Value Square	
		Yes	No	To some extent	Total	
Background	Urban	314	364	182	860	.145 <sup>a</sup> .930
	Rural	110	133	68	311	
Total		424	497	250	1171	

N=1171

< 5% level of significance

P-value is greater than 5%. Hypothesis rejected.

**Hypothesis 6: The more use of digital media, the more educational performance.**

		How internet is affecting education?						Pearson Chi-Square	P- Value
		Positive	Negative	Both	No effects	Don't know	Total		
Background	Urban	286	74	453	26	21	860	4.555 <sup>a</sup>	.336
	Rural	85	34	174	11	7	311		
Total		371	108	627	37	28	1171		

N=1171

&lt; 5% level of significance

P-value is less than 5%. Hypothesis supported.

**Hypothesis 7: The more use of digital media, the more use of English language.**

		Due to internet, have you increased the use of English language?				Pearson Chi-Square	P-Value
		Yes	No	To some extent	Total		
Background	Urban	520	111	229	860	11.629 <sup>a</sup>	.000
	Rural	184	49	78	311		
Total		704	160	307	1171		

N=1171

&lt; 5% level of significance

P-value is less than 5%. Hypothesis supported.

**Hypothesis 8: The more use of digital media, the less domestic responsibilities.**

		How internet is affecting your domestic responsibilities?						Pearson Chi-Square	P- Value
		Positive	Negative	Both	No effects	Don't know	Total		
Background	Urban	69	210	273	223	85	860	9.043 <sup>a</sup>	.060
	Rural	29	75	106	87	14	311		
Total		98	285	379	310	99	1171		

N=1171

&lt; 5% level of significance

P-value is less than 5%. Hypothesis supported.

## Conclusion

The current study revealed effects of digital media on Pakistani culture. The study concluded that digital media is more important among university students as a tool to get any kind of information. Digital media is playing important role inspiring students towards new fashion as digital media is gateway to enter in world without any hurdle. Dominant society and culture capture more space on media and always keep in discussion among youth and have more effects on youth hence personal appearance such as shaving style, and hair style has become changed. Changing in dressing style is because as they seen and share such material that is used by celebrities.

Freely access to outer world through digital media has kept far away youth from Pakistani customs. Youth sees engaged in performing foreign customs in different functions. Furthermore, it is also concluded that social interaction is increasing among youth as they have engaged themselves in their cell phone as other tools used to access digital media. They are engaged in contacting their friends and fellow living far away from them through social media and increasing new contacts. Digital media has also changed the education style. Students get instant access to digital media and get information and knowledge about any topic. Culture of copy paste have become popular among university students, however digital media has proved more incentive for students to improve their educational performance. Due to frequently access to digital media and continuously chatting and typing, the use of English language has been increased among youth and while talking, they use English words more frequently. On the other hand, more engagement in digital media has severely affected domestic responsibilities of young generation.



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