

Cultural Aspiration across the Borders: Measuring the Cultural Effects of Online Media on Pakistani Youth

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ABSTRACT

Online media acts as a platform that multiple networks are only a click away. The main goal of this research project was to find out more about effects of online media on Pakistani culture targeted public university students belonging to government universities of Central Punjab Pakistan. The survey documented students' online media usage patterns as well as demographic information about respondents, such as whether they lived in hostels or at home, their class, whether they were urban or rural, and whether they were male or female. The information was gathered through the use of survey methods. Three public universities with the highest student statistical rate were chosen for a total sample size of n=1346 respondents including male and female using multi-level sample technique. The study focused how they think about online media as medium of cultural information like fashion trends, dressing styles, physical appearance, customs, language, religion and moral values in their lives. According to the findings, online media has engulfed practically every area of university students' lives. Assumed hypothesis proved that students looked inspired towards new fashion trends, dressing style, physical appearance, foreign customs, frequently use of foreign languages, far away from religious activities. But there was not found any association among less moral values and use of online media.

Keywords: Online Media, Cultural Effects, University Students, Central Punjab.

Introduction

Online media is broad term that covers each corner of human life. Online media is used by different digital devices like desktop computers, cell phones, laptop and tablet. All types of websites containing different types of data are included in online media. These websites may contain audio video data, simple text, pictures or link to other pages. These websites may categories in variety of segments like social website, informational websites, search engines, educational websites, games websites, business websites, entertainment websites and health websites etc. Social media like Facebook, Twitter, YouTube, audio, video files such as movies, songs, dramas entertainment programs, online TV channels, printed material like newspapers, magazines, electronic books on internet also fall in the category of online media (Bakshy *et al.*, 2011, Aral & Walker, 2012).

Our lives have progressed in tandem with technological advancements, and internet media is a major driver of human progress. New technology has had a significant impact on our lives, as online media in

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the form of the internet is available 24 hours a day, seven days a week. For the general public, the power of internet media is a source of concern. For 21st-century modern society, online media is a major source of concern. The globe has become a global village as a result of the rapid proliferation of online media technology. With the help of wireless technology, individuals all over the world are in close contact with each other, using mobile phones, laptops, and desktop computers as tools. This rapidly evolving technology has not only reinforced widely dispersed civilizations and pushed electronic media to the internet, but it has also had a stronger impact on the lives of people from many societies and cultures. (Boyd & Ellison, 2007).

All over creature history new communication technologies have had noteworthy impact on culture. Inexorably in premature stages of using such technologies, the effects and impacts of such innovations were feebly understood. The general public is informed that online media, particularly the internet, is revolutionising human life and leading to a more liberal and inspiring future. With the uncertainty that digital technologies and social media have already had a huge impact on culture, internet technology has transformed human existence (Furedi, 2015).

Online media refers to digitally encoded content that is typically transferred and consumed via electronic devices such as smartphones, desktop computers, laptops, and notebook PCs. Online media includes audio and video recording, instant messaging, blogs, e-books, emails, web searching, and, more recently, social media. While digital media dates back to the early 1940s with the invention of digital computers, its cultural impact can only be traced back three to four decades with the widespread usage of computers, particularly the internet (Briggs & Burke, 2009).

In spite that, social media in particular, have today massive reach. In example, till June 2016, only Facebook was more than 1.8 billion active users. Impact of digital media on behaviour of huge part of human inhabitants is commonly accepted. As a result, academic notice for digital media has matured swiftly in diverse disciplines. But in specific, online media has key role in cultural evolution as enormous dissemination of digital media influences human cultural behaviour (Acerbi, 2016).

It is impossible to prohibit the use of online media. Newspapers, television channels, and radio broadcasts can all be restricted, but online media is unrestricted since no single government owns it. Due to satellite connection, internet services, social media such as Facebook, Twitter, You Tube, and Whatsapp communications cannot be censored. In recent years, online media has played a critical part in anti-government activities in Tunisia, Libya, and Egypt. The widespread use of search engines such as Yahoo and Google demonstrates the growth in online media (Riaz, 2012). However, although the favourable statistics, there are some concerns regarding the future of people's cultural, religious, ethical, and educational ideals as a result of online media. All of the above-mentioned concerns must be addressed. The research's main focus is on the influence of online media, such as the internet, mobile phones, and social media, on Pakistani culture.

Online media is magical lamp that obeys the order of its master whatever so he demands. In this technological era, everything is connected to it. Whereas users depends on online media, there online media have some impacts on its users. Online media internet related technology that is being used by every kind of individuals. It is approach to web as data set that incorporates internet based data including social and communicative platforms including twitter, Instagram, Giffy, Vine and Facebook etc. The use of online media methods has been extended its areas to databases, generated sensors, automobiles and drones technology. Online media methods built upon computational turn whereas computational approaches ever more reflects number of disciplines including social sciences, arts and humanities. Due to online media not only text based communication has improved but also shifted to visual oriented platforms (Hutchinson, 2016).

New technologies have dramatically changed the way of communication. Twentieth century have had made significant effects of radio, television, film, desktop publishing, fast printing and electronic mails.

Digital technologies have made possible communication more common and visible (Golan, Johnson, Wanta, 2010). Radical advancement in technology first applied communicational process. Forms of social organizations, characteristics and stages of societies are resolute by medium of the times. Computer internet technologies, telecommunication, satellite communication and cable television are determining societies in a different way by giving more intercultural and inter-societal connectivity in recent times (Narula, 2006).

Importance of Study

Culture is identical factor of any nation. Pakistani culture is mixture of Islamic and Hindustani culture. Pakistani culture is flexible that can easily absorb the elements of other culture. Present era is the era of online media. Acceptance and rejection of any culture can be seen in young people of any society or nation. In Pakistani universities almost all the students access online media. It is reality that when a nation adopts technology, it absorbs some positive and negative qualities of that technology. Students are the future of Pakistan, so it is necessary to check the effects of online media on the cultural values of students of Pakistani universities.

Statement of Problem

Online media can act as development tool and at the same time can act as cancer disease. The trend to adopt foreign culture in youth of Pakistan is alarming. There is need to find out the main factors behind motivation of youth towards foreign culture. How these trends inhale in the young generation? All these points need to explore. Pakistan is Islamic state where Islamic values are the core identical values of the nation. So this research study explored the effects of online media on Pakistani culture.

Literature Review

In his paper "A Cultural Evolution Approach to Digital Media," Acerbi (2016) argues that in today's world, digital media has a wide distribution and a great influence on the behaviour of a large human population. In the context of online media, the study looks at cultural transmission biases that simply "copy the majority." According to the findings, more well-known and prominent characters from the dominant class are emulated by the middle and lower classes, and their culture is adopted by their followers as a result of their appeal to their admirers.

Hasebrink *et al* (2015) study, "Changing Patterns of Media Use Across Cultures: A Challenge for Longitudinal Research," was a European audience survey that took into account the historical background of on-going societal demand for online media. The study indicated that focusing on the expansion of single media and their social uses is no longer appropriate.

Sajida, Ayesha's (2015) study, "Vulnerability of cultural values in the Information and Communication Technology Era," sought to learn more about the cultural issues faced by students in the Information and Communication Technology Era. The study concluded that the usage of ICT has damaged young people's social, cultural, and moral values, resulting in the loss of morals in society.

The study "Impact of Indian dramas on language and attire of ladies of village Sehowal, Sialkot" by Ali, Khalid, and Hassan (2015) looked into the influence of Indian culture and its adoption in Pakistani local locations. According to the findings, even Pakistani village women are absorbing Indian culture and prefer to dress in the manner depicted on television, as well as using Hindi words intentionally or unconsciously.

The study "Impact of Global Media on the Culture of Pakistan: A Case Study of Youth of Layyah City," published in 2014, found that external channels are more popular among the public of Pakistan, and that these foreign TV channels are attracting young people of Pakistani towards their culture and getting far from local culture, resulting in many moral and ethical values being destroyed (Juni, 2014).

In their article "Cultural Globalization and Shifting the Cultural Identity of Youth: Satellite TV Perspective," Tavnir, Shovo, and Mohsin (2014) investigated how, in today's era, satellite broadcasting has a greater cultural inspiration than traditional aspects such as beliefs, societal values, and age-old norms. In terms of dressing patterns, language, conduct, food habits, and cultural events, the study found that satellite broadcasting had a significant impact on young.

Juni *et al.* (2014) study "Impact of Pakistan Television (PTV) dramas on rural culture: A case study of District Layyah" aimed to investigate impact of PTV prime time dramas on rural culture. Study conducted survey method to collect data and questionnaire used as tool. The study concluded that rural people watch PTV prime time broadcasting to gratify themselves and entertainment. They are influenced by modern life style shown by the dramas. Different elements like dressing, songs, comedy and romance shown in dramas attract people towards watching. Dramas show modern dressing and life style that get impact on rural life and local culture.

The study "Exposure to foreign media and changing in cultural traits- A study conducted in District Sargodha and Multan" by Moazzam *et al.* (2014) found that authentic cultural depiction is done by the elite class and youth who adopt any change first and then the rest of society follows. According to the findings, online media has a huge impact on our young generation, driving them in a negative direction and playing a key part in blending Pakistani culture with foreign culture, resulting in changes in language and lifestyle.

The purpose of Naseer *et al* (2014) study, "A Sociological Analysis of Cultural Imperialism of Foreign Media on Pakistani Youth," was to learn more about the cultural imperialism of international media on Pakistani youth. According to the findings, international media is influencing our generation in a bad way. In terms of language, lifestyle, and other social factors, international media plays a critical role in replacing Pakistani culture with foreign culture. Changes in their cultural identity and morality are brought about by international media. The use of alcohol, smoking, and love affairs depicted in the worldwide media are all big negative factors affecting Pakistan's young demographic.

The Present Study

The present study dealt with online media effects on cultural values on Pakistani youth. In any society, youth considers status symbolic of culture identification. Study was hypothesized that online media use is source of inspiration towards new fashion (H1), online media use changing personal appearance (H2), online media use for changing dressing style (H3), online media use for adoption of foreign customs (H4), online media use for learn foreign language (H5), online media use causes less religious activities (H6), and online media use causes less ethical values (H7).

Method

The current study used a survey method as its research strategy. A current research study was undertaken in three of Central Punjab's public universities with the biggest student enrolment. One institution from Lahore, one from Sargodha, and one from Faisalabad was chosen from a group of three public sector universities. In this method, the researcher ensured that high statistics students registered in universities such as Punjab University Lahore, Sargodha University Sargodha, and Agriculture University Faisalabad were evenly represented from three sides of central Punjab. The current study employs a multi-stage sampling technique. The researcher first utilised a purposive technique to choose the top enrolled public sector universities in central Punjab, including one from Lahore, one from Faisalabad, and one from Sargodha. The researcher employed purposive sampling to pick faculty in the second stage, then purposive sampling to select five departments from each faculty for data collection in the third stage.

Results

Table 1: *Demographics of Respondents*

Sr. No.	Demographic Characteristics	Description of Characteristics	<i>f</i>	%
1	University	Punjab University Lahore	585	43.46
		Agriculture University Faisalabad	358	26.59
		Sargodha University Sargodha	403	29.94
		Total	1346	100.0
2	Background	Urban	872	64.8
		Rural	474	35.2
		Total	1346	100
3	Gender	Male	650	48.3
		Female	696	51.7
		Total	1346	100
4	Class	BS	648	48.1
		MA/MSc	418	31.1
		M.Phil	209	15.5
		PhD	71	5.3
		Total	1346	100
5	Residence	Hostel	523	38.9
		Home	823	61.1
		Total	1346	100

N=1346

Note: The demographics of responders shown in the table above. As data was obtained from three institutions in Central Punjab, Pakistan, respondents' demographics include the university to which they belong. Respondents' backgrounds, such as whether they are from a rural or urban area, if they are male or female, what class they are in (from BS to PhD), and whether they live at home or in hostels.

Table 2: *Descriptive Statistics*

	N	Min	Max	M	S.D
University	1346	1	3	1.86	.846
Faculty	1346	1	3	1.88	.718
Background	1346	1	2	1.35	.478
Gender	1346	1	2	1.52	.500
Class	1346	1	4	1.78	.894
Residence	1346	1	2	1.61	.488
Online media use and exposure to fashion trends	1346	1	3	1.62	.887
Online media use and effect on appearance	1346	1	3	1.94	.861
Online media use and changing your dressing style	1346	1	3	1.97	.872
Online media use and effects on customs	1346	1	4	2.50	1.112
Online media use and use of English language	1346	1	3	1.61	.857
Online media use and effects on religious activities	1346	1	5	2.72	1.317
Online media use and effects on moral values	1346	1	5	2.83	1.227
Valid N (listwise)	1346				

Table 2 shows the descriptive statistics of the variables. Table shows the n=1346 total number of respondents, min factor, max factor, means value and standard deviation of the variables.

Table 3: *Correlation among variables*

	1	2	3	4	5	6	7	8	9	10	11	12	13
University	1												
Faculty	-.065*	1											
Background	.063*	.351**	1										
Gender	.021	.394**	.712**	1									
Class	.005	.471**	.793**	.839**	1								
Residence	.008	.346**	.588**	.819**	.688**	1							
Online media use and exposure to fashion trends	.057*	.112**	.092**	.080**	.049	.073**	1						
Online media use and effect on appearance	.122**	.034	-.011	.022	.026	.036	.254**	1					
Online media use and changing your dressing style	.077**	.075**	.046	.128**	.057*	.118**	.280**	.393**	1				
Online media use and effects on customs	.101**	-.068*	-.023	.001	-.018	-.023	.047	.062*	.071**	1			
Online media use and use of English language	.014	.091**	.023	.022	.030	.031	.201**	.150**	.201**	.068*	1		
Online media use and effects on religious activities	-.045	.001	.066*	.117**	.106**	.081**	.038	.079**	.026	.238**	.103**	1	
Online media use and effects on moral values	.000	.021	.092**	.112**	.095**	.074**	.045	.084**	.073**	.245**	.091**	.363**	1

**.< 0.01, *. < 0.05 (2-tailed)

Table 3 shows the correlation among the variables and demographic characteristics of the respondents of university students of central Punjab, Pakistan.

Table 4: *Mean, Standard Deviation, P-value and association of assumed hypotheses*

Hypothesis	Mean	Std. Deviation	Person Chi-Square	Df	P-Value	Association
Online media use is source of inspiration towards new fashion.	1.62	.887	66.453	4	.000	Significant
Online media use changing personal appearance	1.94	.861	22.505	4	.000	Significant
Online media use for changing dressing style	1.97	.872	16.789	4	.002	Significant
Online media use attracts towards foreign customs	2.50	1.112	28.388	6	.000	Significant
Online media use to learn foreign language	1.61	.857	25.469	4	.000	Significant
Online media use causes less religious activities	2.72	1.317	46.373	8	.000	Significant
Online media use causes less ethical values	2.83	1.227	13.659	8	.091	Not Significant

Significant P-value at <0.05

Discussion

The current study focused on Pakistani youth's use of online media and its cultural implications. The study was based on seven hypotheses, and data was collected through a survey method from the target audience (university students). The chi-square test was employed to determine the validity of the hypothesis. The first hypothesis, that online media use is a source of inspiration for new fashion, was validated by the findings, with the majority of respondents agreeing that online media use had drawn and encouraged them to try new things. Acerbi (2016) study cultural evaluation to online media examined that online media has reinforced its origins in youth as a vigorous source of cultural transmission, and that most users "copy the majority." The study's second hypothesis, that online media use is changing personal appearance, was also supported because online media presents new themes of personal appearance, as celebrities routinely upload personal appearance snaps on online media in a modelling style, which attracts youth. Hasebrink *et al* (2015) investigation of shifting patterns of media use across cultures provides evidence to support the current study, since their survey-based analysis indicated that technological, industrial, and cultural elements in pattern of media usage create longitudinal changes. The third hypothesis, that online media consumption induces changes in wearing style, was confirmed, and there was a substantial correlation between the three hypotheses. The study by Ayesha and Sajida (2015), titled Vulnerability of cultural values in the era of information and communication technology, looked into cultural difficulties among youth and found that young people, particularly students, are drawn to new dressing styles as shown on social media. The fourth hypothesis, that internet media consumption invites people to learn about other cultures, was likewise confirmed. Majority of respondents agreed that they prefer to celebrate foreign customs with peer and friends as these activities creates more understanding and bring them close with each other. The study of Ali, Khalid and Hassan (2015) explored that adoption of foreign culture especially Indian culture among Pakistani youth especially females is very high. Fifth hypothesis of study online media use to learn foreign language was also supported. Respondents replied that frequently use of online media caused more use of foreign languages especially English language. Juni's (2014) study on the impact of global media on Pakistani culture found that mass media had a higher impact on Pakistanis. These media outlets are isolating our next generation from Pakistani culture. Sixth hypothesis online media use causes less religious activities was also supported. Easy access to online media has engaged youth in such activities that has damaged the character of youth and have kept them away from religious activities. Tanvir *et al.* (2014) conducted an important study on cultural globalisation and shifting the cultural identity of young, with the premise that satellite broadcasting has a greater impact on youth's cultural values and behaviour. Seventh hypothesis online media use causes less ethical values was rejected as majority of respondents said they have not loose ethical/moral values due to online media usage. Juni *et al.* (2014) study effects of dramas on culture explored that mass media have strong influence on life style of people. Media has engaged individuals in continuously connected with media. Various cultural values have been changed due to media especially in women adoption of new cultural values is very high. According to Moazzam (2014), foreign media has a higher impact on culture and has resulted in changes in language, behaviour, and lifestyle. The cultural imperialism of worldwide media on Pakistani young, as studied by Naseer *et al.* (2014), also emphasised cultural effects on Pakistani youth. As he stated, when local media broadcasts foreign culture, the viewers are likewise affected. His research found that young people are more drawn to international media that affects their cultural identification and morality. According to Ayesha and Sajida's (2015) study, the use of ICT has damaged young people's social, cultural, and moral values, resulting in the loss of morals in society. In light of the discussion, the study confirms that online media has a bigger impact on Pakistani youth's cultural values.

Conclusion

University is the place where each student tries to attract others and want to look differently. To fulfil these requirements of students, internet plays vital role to give access to outer world at any time and any place due to lowest package rates. In response of internet as source of new trends regarding culture, the study found that majority of respondents agreed with statement that less or more internet is learning source regarding cultural new trends and majority of respondents accepted that due to frequently use of internet, they have inspired with new fashion trends as they keep in touch with groups that updates them with regular happening in their environment. The main visible element of culture is personal look. In the regards, study found that majority of respondents was agreed with statement that internet usage have affected their personal look and they have molded themselves according to the demand of modern societies. They have adopted hair style of those as they see in their celebrities, they preferred to wear those cloths in which they feel themselves more dominant to others, their walking, talking and presentation style has been changed as they think more suitable for them. In culture, custom is important factor that discriminate among various cultures. In this regard, study found that internet has affected Pakistani customs negatively. Attraction towards foreign customs, the color of local customs has been fade. Young generation especially university students are forgetting their customs by adopting foreign customs with the slogan of modernity. Religion and education are more significant and influential factors of culture. In the regards, study conducted that the use of English language has been increased as frequently chatting and commenting with friends has make fluency in reading, writing and speaking English words among university students. In religious point of view, respondents admitted that internet is good source of getting religious information but very less amount of internet users search and get religious information. Furthermore, respondents argued that the use of online media has not negatively affected their religious activities. In the concept of morality, selected respondents of government university students belonging to Punjab Pakistan admitted that online media has posed less or more negative impacts on their moral values.

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