

Effects of Digital Media on Pakistani Culture: A Study of University Students of Punjab, Pakistan

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ABSTRACT

Aim of the Study: Digital media has made this world global village. Youth is heavy consumer of digital media. Frequently access to digital media without any boundaries may impose various effects. Study was designed in the perspective to explore relationship among technology and culture innovation. Due to globally access, digital media presumed vital role in cultural imperialism. The basic aim of current research study was to know the effects of digital media on Pakistani culture. Youth acts as symbolic representation of any society and to assess any cultural elements, university is best place where freedom of gender brings significant changes.

Methodology: In the perspective of “Uses & Gratification Theory” and “Social Learning Theory”, current study was conducted in public sector universities of Punjab Pakistan. It was survey-based study and data was collected from (N=2237) students including male and female from six (6) high statistical enrolled students’ universities from three parts of Punjab province i.e., south, center and north Punjab.

Findings: The study revealed that digital media has captured most of the time of students and proved itself vital part of life. Furthermore, digital media is source of importing foreign culture and fading Pakistani culture among the youth of Pakistan.

Conclusion: The study concluded that digital media is key source of cultural aspiration among youth. Foreign culture looks dominant over the digital media and Pakistani youth adopting the foreign culture and getting away from local culture.

Keywords: Digital Media, Cultural Effects, University Students.

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 (Safar & Khan, 2020; Safdar & Khan, 2018). 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 way to more liberal and inspired continuation (Shabir et al., 2015; Khan et al., 2018). Internet technology has revolutionized human existence with the doubt that digital technology and social media has already major impact on culture (Furedi, 2015; Shabir et al., 2014; Hassan et al., 2019; Aral & Walker, 2012). Marshall McLuhan originated the concept of

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global village. He stated that the level of opinion or concepts not occurs but change the patterns or sense ratio of perception gradually and without any resistance. For example, television changed our sense of living and mental processes (McLuhan, 2003; Bakshy et al., 2011).

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 (BBC, 1999; Copeland & Jack, 2008). Power of digital media is subject of unease for the society at large. Digital media for the modern societies of 21st century it is important issue of concern. Due to fast and rapid growth of digital media technologies, world has become global village (Safdar et al., 2018a; Shabir et al., 2015). 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 (Graham, Milligan & Weingart, 2013) but also has greater influenced on the life of widely spread people belonging to different societies and culture (Boyd & Ellison, 2007; Briggs & Burke, 2009).

Present technological time 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 (Groesen, 2015). 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 and Twitter etc. Now, from little activity to big event are the show times of social media (Boyd & Ellison, 2007; Safdar et al., 2018b; Shabir et al., 2014). 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 (West & Mace, 2010).

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 (Weller, 2013). 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 (Screen, 2011; Simpson et al., 1996). It has become possible only due to the digital media that provides equal opportunity to everyone to become the part of global communication (Gromov & Gregory, 2018). Due to the use of digital technologies, not only developed countries have been influenced but also developing countries suffering to maintain their identity in term of culture and religion (Riaz, 2012).

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 (Shabir et al., 2015b; Katz et al., 1974; Lerner, 1958; Prescott, 2012). 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 (Riaz, 2012; Mathwick, 2002; Putnam, 1995). Infect, 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 (Safdar & Khan, 2020; Safdar et al., 2020). Access to digital media has significant correlation with cultural values among female of Pakistan (Safdar, Mehood & Shahzad, 2020). 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.

Pakistani Culture

Being Islamic state, Pakistan has Islamic culture. Cultural philosophers and poets of Pakistan argued that culture is very complicated phenomenon that requires sacrifices and hardships to achieve it. Muslim culture especially in Pakistani culture based on the principles of tolerance, peacefulness, collectiveness and patience. Culture can also be identified by the customs and traditions followed by meticulous

societies (Pak Culture, 2011). In this way, with the advancement of technology, there is need to blurs the conversation of effects of digital media on Pakistani culture. Digital media has influenced on day-to-day life of people not only Pakistan but also all over the world. It has been observed that digital media by its nature has globally access, by reach, communication and development.

Culture is a broad term used to identify any society that have lot of cultural elements that may include behaviour, language, ideas, beliefs, customs, codes, institutions, tools, techniques, work of arts, ceremonies mode of dress, manners, ethical values, social interaction, religious uniformity and educational values etc. As Allama Muhammad Iqbal the great poet of Sub-Continent that gave the dream of Pakistan defined the culture as, “culture means mental, spiritual and physical activities of Nation” (Iqbal in Sheikh Muhammad Ashraf, 1965). Different factors affect culture differently (Shabir et.al. 2013). So due to limited time period and sources, the current research study only explores some elements of culture that includes customs, social interaction, ethical values, religious values and educational values of culture.

Habits that cultivated consistently are called culture. In other words it can be said that cultivated habits over a period of time is called culture. In history it is proved that culture of one time need not to be culture of another time. Day to day lifestyle leads to culture. Individuals life style collaborate community and community collaboration make societies that aggregate adopt way of life style that is called culture of that society (Ravi, 2012). According to different geographical areas, beliefs, religions, life style, different societies have different cultures. In modern age, the concept of culture has been categories into sub sections that formally known as media culture, work culture, mass culture, work culture and cultural hegemony etc.

Culture is an identity of any society or nation that identifies the life style of individuals of that society. Culture is sweetness and light of few and unkindly and raw masses adopt that sweetness and light (Arnold, 1965). Personality is one identical part of culture. Collaboration of human mind that programmed collectively that distinguishes members of one human group from those of another is called culture (Geerth & Hofstede, 1984). Culture may be defined as; the learning of persons through complicated web of information that leads individual to perform deed, practice and perceptions (Campbell, 2000). Human made components of the society, institutions, patterns, values, symbols and behaviour is called culture (Banks, 1984). The way, in which people get experience consistently, interpret that experience and respond to the world around (Marshall, 2002).

Literature Review

Acerbi (2016) argued in his research entitled “A Cultural Evolution Approach to Digital Media” that in present era digital media have enormous diffusion and have strong influence on behaviour of vast human population. The study deals with cultural transmission biases that simply “copy the majority” in the context of digital media. The presence of transmission biases can be justified easily in small scale societies. The major element of transformation of culture is cheap and fast transmission on digital media. The study concluded that more popular and prestigious personalities belonging to dominant class are copied by middle and low-level class and their culture is followed by their followers on the basis of their attraction towards their fans.

Hasebrink et al. (2015) conducted research entitled “changing pattern of media use across cultures: A challenge for longitudinal research”. This study was European audience survey bases in perspectives of historical context of ongoing societal requisition of digital media. They argued that internet diffusion does not occur same in all countries and comparison of audiences across nine countries surveyed to interpret in term of changes over time. The study further concluded evidence from Germany, Denmark and Belgium that shed light on current changes at country level. The study concluded that no longer seems suitable to focus on growth of single media and their social uses.

Tavnir, Shovo, Mohsin (2014) stated in their article entitled “Cultural Globalization and Shifting the cultural identity of Youth: Satellite TV perspective” that culture has variety of ingredients that may have attitudes, values and norms that shape the human behavior. The objective of the study was to know about the cultural disseminating through satellite channels on youth. The study concluded strong impacts of satellite broadcasting on youth in term of dressing pattern, language, behavior, food habits and cultural festivals. Furthermore, study concluded that majority of the respondents not aware from their Bangladeshi culture and cannot differentiate between their own culture and western culture. Bangladeshi education system has failed to realize youth about own traditions and culture. Due to globalization, not only youth but middle-aged people also not aware about local culture. Due to this factor, Bangladeshi culture is fading its identity.

Joag (2012) presented article in Global Awareness Society International 21st annual conference New York City, entitled “Impact of the digital technology on Culture: Lessons from a Pilot Study”. Joag defines culture as, “People’s values, norms, customs, beliefs, morals and all other habits and capabilities that regulate their behavior in society is called culture”. Culture is ala around and much enveloping that affects people’s thinking and acting. In present age, digital media has opened multi-dimensional ways of communication and information transfer. Digital media has provided entertainment and has changed the way lives of people. In his article he gave suggestion that how impact of digital media on youth can be explored to the youth that are more sensitive segment of every society. He concluded that to get valid results, indirect questions should be asked to respondents rather than direct questions.

Adegbiyi et al., (2012) research “The use of internet by undergraduate students in selected universities in Nigeria” explored accessibility of internet to students and their experiences in using internet. To gathered data, random sampling method used and questionnaire was prepared to fill by the four hundred students of science, education, social sciences arts and agriculture departments. It concluded that undergraduate students have not adequate access to internet in their universities. On the use of internet, the study concluded that students very often use search engines, Facebook and World Wide Web. Videos, Skype, Twitter and You tube were seldom used. Due to high cost of internet usage, undergraduate students have lack of knowledge of internet usage skills. So, study recommended to government that internet should make sure access to students of universities and proper workshops should be conducted to trained students to use internet for their betterment of educational skill and development of society.

Ayesha and Sajida (2015) conducted research “Vulnerability of cultural values in the era of information communication technology”. The basic aim of the study was to know about the challenges regarding culture among the students in the age of ICT. For data gathering, survey method used and questionnaire used as tool whereas sample size of study was seventy-two students studying in public sector university of Rawalpindi. The study concluded that the use of ICT has weakened social, cultural and moral values of young generation that leading towards destruction of moralities in the society.

Ali, Khalid & Hassan (2015) study “Impact of Indian dramas on language and dressing of females of village Sehowal, Sialkot” explored the firing of Indian culture and its adoption in village areas of Pakistan. Through survey, data collected from 100 females belonging to village areas aged 16 to 30 years that were viewing cable TV minimum since last two years. The study examined the level of viewing, favorite watching time, favorite channels and consumption patterns. Age group, demographic characteristics and mental status were the key point to be checked. The study concluded that even village women of Pakistan are adopting Indian culture and prefer to wear dress according to the shown in the TV and they also use Hindi words intentionally or unintentionally.

Juni (2014) conducted study “Impact of Global Media on the Culture of Pakistan: A Case Study of Youth of Layyah City”. Global media and Pakistani culture were the key points discussed in research. In global media, he selected cable TV and explored the role of cable TV in promotion of foreign culture in Pakistan. Using survey and content analysis method, study concluded that young generation of Layyah heavily influencing by the cable TV. Furthermore, study concluded that foreign channels are more

popular among the new generation and these foreign channels are getting far youngsters from Pakistani culture and has caused many moral destruction and ethical values.

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. Data gathered from 308 respondents including half males and half female purposive and convenient sampling technique. The study concluded that rural people watch PTV prime time broadcasting to gratify themselves and entertainment. Furthermore, these dramas have considerable impact on life style of rural people. Rural people prefer to watch PTV dramas as compare to other programs. They are influenced by modern life style shown by the dramas.

Moazzam et.al (2014) research entitled “Exposure to foreign media and changing in cultural traits- A study conducted in District Sargodha and Multan” explored that true cultural representation is done by elite class and youth that adopt any change first and after that remaining society follow them. Survey method adopted to get views of people about foreign media and cultural change in our youth. From both universities i.e., university of Sargodha and Multan, 150 students were selected as sample. Multi stages sample technique was used. Questionnaire used as tool to gathered data. Study concluded that digital media affecting our young generation seriously and leading them to negative direction. Furthermore, study concluded that foreign channels playing significant role changing Pakistani culture with foreign culture that causing change in language and life style. Media has finished the difference among local culture and foreign culture and due to this reason, identical culture and diversity is in danger.

Naseer et al. (2014) conducted research entitled, “A Sociological analysis of cultural imperialism of international media on Pakistani youth”. The core objective of the study was to know about the cultural imperialism on Pakistani youth. When local media adopt the foreign culture to broadcast, then the viewers also affected. There are dozens of channels that getting away from the Pakistani culture and making their broadcast more glamorous filled with foreign culture that is causing language change, traditional change, ethical change and thinking of people. It is reality that true representation of culture is presented by educational and youth class, that firstly adopt cultural values and after that rest of the society follow that changes. Survey methodology was used to collect the data from 150 students belonging to Bahauddin Zakariya University Multan and University of Sargodha. The study concluded that international media leading our generation to wrong way in negative sense. International media has fundamental role in replacing Pakistani culture to foreign culture in term of language, life style and other social aspects. Furthermore, study concluded that youngsters more attract to international media that bring changes in their cultural identity and morality.

Zareen (2013) study entitled “Presentation of Indian programs through Pakistani media” aimed to know about the effects of Indian programs showed by the Pakistani media in term of opinion, behavior, interests and liking and disliking of Indian programs showed by the Pakistani media among the youth of Pakistan. This survey-based research conducted in University of Gujrat to collect the data from the students of various departments. Sample size was 105 students belonging to social sciences departments having 42.9% male and 57.1% female respondents. Questionnaire was used as tool to gather data containing 30 questions. The study concluded that Pakistani youth like Indian programs due to presence of celebrities in programs, good music, attractive sets etc. Due to these factors, Indian culture is incisive in Pakistani society. The study suggested that PEMRA should take action so Indian programs be restricted on Pakistani channels.

Khan et al. (2013) research “Impact of mass media in Pakistan on social, ethical and economical ground” aimed to explore the mass media impact on Pakistani society. Mass media inform people, educate people and entertain people with positive and negative impacts. Not only has this but mass media had greater impact on economy. To examined the impact of mass media different age groups according to their conditions and experiences in which mass media had used by the people, adopted survey method and

questionnaire used as tool to gathered data. Non-probability convenience sampling method used to collect the data. Sample size of the study was 200 respondents. The study concluded that there is no association among age groups, frequently accessed contents, entertainment and people’s view regarding impact of media on people’s ethics and economy.

Akbar, Raheem, Hashmi (2013) research project entitled “Aspects and Importance of Digital Media in Pakistan” stated that in the present age, digital media has gained importance not only in Pakistan but also round the world. Digital media has dropped significant impacts on Pakistan. In their study they discussed impact of digital media and comparison its usage in developed countries and in Pakistan and identify gaps potential and importance of digital media in Pakistan. Pakistan is 7th in ranking that has wonderful latent for digital media. Lack of knowledge and interest has slowdown development of Pakistan by using digital media. Pakistan welcomed technology in 1990’s but still has not fully aware of use of digital technology. It is due to the lack of research on digital media. In study they suggest some measures to adopt digital technology to make country more develop.

Hussain and Iqbal (2013) study “Usage and impact of Information Technology in Electronic Media in Pakistan” stated that in present age, information technology has vital role in impacting individuals live. Technology is available in verity of shapes and nature of work. Due to IT, media’s work has become easy. Getting news form news agencies, page making, scanning and editing photos, audio video data, electronic information sources, online publishing all are the face of information technology that is being used in media organizations. In short information technology has boom up the media industry and has causes global village.

Statement of Problem

Digital 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 role of digital media in 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, current research study explored the effects of digital media on Pakistani culture.

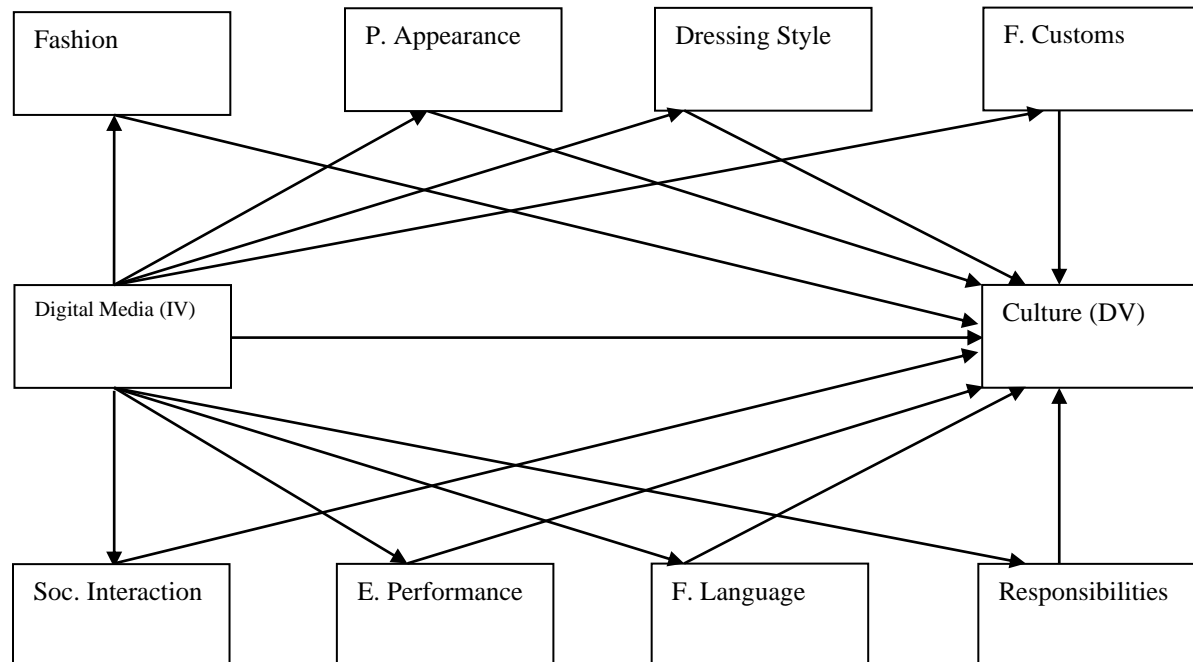


Figure 1: *Research Model*

Proposed research model dealt with eight cultural elements including fashion, personal appearance, dressing style, foreign customs, social interaction, educational performance, foreign language and domestic responsibilities to explore their correlation that how digital media affecting these cultural elements and these cultural elements affecting overall culture of Pakistan.

Hypotheses

- H1: The more use of digital media, the more inspiration towards new fashion.
- H2: The more use of digital media, the more changes in personal (physical) appearance.
- H3: The more use of digital media, the more change in dressing style.
- H4: The more use of digital media, the more negative impacts Pakistani customs.
- H5: The more use of digital media, the less social interaction.
- H6: The more use of digital media, the less educational performance.
- H7: The more use of digital media, the more use of English language.
- H8: The more use of digital media, the less domestic responsibilities.

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 Pakistani culture”. 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. Population of research was university students and researchers adopted multi stages sampling technique to collect data from the targeted public.

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 (HEC, 2017).

Table 1: *Public Sector Universities in Punjab*

Universities in Punjab	Data
Public Sector universities/DAI's chartered by the Government of Punjab	27
Public Sector universities/DAI's Chartered by Government of Pakistan	5
Total Public Sector Universities/DAI's in Punjab	32
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.

Table 2: *Universities under study*

Sr. No.	University	Area
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 twenty five hundred (2500) male and female students of public sector top rated enrolled student universities of Punjab. The returned questionnaires were 2237. So response rate was 89%.

Table 3: *Sample Division of Selected Public Sector Universities/DAI's in Punjab*

Sr.	Name of University	Student's Statistics	Respondents per University	Students per Area
1	Bahauddin Zakariya University Multan	21444 17.35%	434	Southern Punjab 815 32.60%
2	Islamia University of Bahawalpur	18807 15.22%	381	
3	University of Punjab Lahore	32481 26.28%	658	Central Punjab 1506 60.21%
4	University of Sargodha	22219 17.98%	449	
5	University of Agriculture Faisalabad	19705 15.94%	399	
6	Arid Agriculture University Rawalpindi	8895 7.19%	179	North Punjab 179 7.19%
Total population of selected Universities		123551 100%	2500	2500 100%

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.

Variable Measures

Digital Media Use. Respondents were asked to answer that how many hours they use digital media daily? (1=up to 2 hours, 2= 2 to 4 hours, 3=more than 4 hours). Results of exploratory factor analysis showed that three items were loaded in a single factor. The item average created scale (M=1.87, SD=.840).

Digital media use and inspiration towards new fashion. Respondents were asked to answer what they think about digital media inspires towards new fashion. (1=Yes, 2=No, 3=To some extent). Results of exploratory factor analysis showed that three items were loaded in a single factor. The items showed high reliability and were average created scale (M=1.66, SD=.910).

Digital media use and changing personal appearance. Respondents were reported to answer what they think about digital media use changing their personal appearance. (1=Yes, 2=No, 3=To some extent). Results of exploratory factor analysis showed that three items were loaded in a single factor. The items showed high reliability and were average created scale (M=1.94, SD=.841).

Digital media use and changing dressing style. Respondents were reported to answer what they think about digital media use changing their dressing style. (1=Yes, 2=No, 3=To some extent). Results of exploratory factor analysis showed that three items were loaded in a single factor. The items showed high reliability and were average created scale (M=2.04, SD=.871).

Digital media use and adoption of foreign customs. Respondents were reported to answer what they think about digital media use affecting their customs. (1=Yes, 2=No, 3=To some extent, 4=Don't know). Results of exploratory factor analysis showed that four items were loaded in a single factor. The items showed high reliability and were average created scale (M=2.49, SD=1.083).

Digital media use and less social interaction. Respondents were reported the answer what they think about digital media use decreasing their social interaction. (1=Yes, 2=No, 3=To some extent). Results of exploratory factor analysis showed that three items were loaded in a single factor. The items showed high reliability and were average created scale (M=1.88, SD=.773).

Digital media use and less educational performance. Respondents were reported the answer what they think about digital media use decreasing their educational performance. (1=Yes, 2=No, 3=To some extent). Results of exploratory factor analysis showed that three items were loaded in a single factor. The items showed high reliability and were average created scale (M=1.78, SD=.854).

Digital media use and learn foreign language. Respondents were reported to answer what they think about digital media use increasing the use of foreign language like English. (1=Yes, 2=No, 3=To some extent). Results of exploratory factor analysis showed that three items were loaded in a single factor. The items showed high reliability and were average created scale (M=1.64, SD=.864).

Digital media use and less domestic responsibilities. Respondents were reported to answer what they think about digital media use decreasing their domestic responsibilities. (1=Yes, 2=No, 3=To some extent). Results of exploratory factor analysis showed that three items were loaded in a single factor. The items showed high reliability and were average created scale (M=1.80, SD=.799).

Control Variables. University, background, class, residence and overall use of digital media were used as covariates. Respondents were asked to report their university (1=Islmia University, 2=Bahauddin Zakariya University, 3=Punjab University, 4=Agriculture University, 5=Sargodha University, 6=Arid University) (M=3.03, SD=1.630). In addition class variable i.e. (1=BS, 2=Master, 3=MPhil, 4=PhD) (M=1.74, SD=.856) were controlled as because this variable found to associated with digital media use. Background variable associated with rural or urban (1=Urban, 2=Rural) (M=1.63, SD=.482) as this variable also associated with different level of educated families and residential environment related to (1=Home, 2=Hosteller) (M=1.60, SD=.489) as this factor associated with freedom to use digital media. Finally overall digital media use was controlled, considering that it would be closely linked to the variables of interests, including the behaviour of cultural effects. It was measured by reporting three

questions regarding the frequency of usage of digital media (1=Daily, 2=Three days in a week, 3=According to need) ($M=1.86$, $SD=.969$) and time spend on using digital media (1=Up to two hours, 2=Up to two to four hours, 3=More than four hours) ($M=1.94$, $SD=.837$) and timing of using digital media (1=Morning 8 AM to 12 PM, 2=Afternoon 12 PM to 4 PM, 3=Evening 4 PM to 7 PM, 4=Night 7 PM to 12 AM) ($M=3.13$, $SD=.976$).

Procedures

Table 4: *Demographics of Respondents*

Sr. No.	Demographic Characteristics	Description of Characteristics	<i>F</i>	%
1	University	Punjab University Lahore	585	26.2
		Agriculture University Faisalabad	358	16.0
		Sargodha University Sargodha	403	18.0
		Bahauddin Zakariya University Multan	388	17.3
		Islamia University Bahawalpur	342	15.3
		Arid Agriculture University Rawalpindi	161	7.2
		Total	2237	100.0
2	Background	Urban	1503	67.2
		Rural	734	32.8
		Total	2237	100.0
3	Gender	Male	1171	52.3
		Female	1066	47.7
		Total	2237	100.0
4	Class	BS	1169	52.3
		MA/MS	636	28.4
		M.Phil	327	14.6
		PhD	105	4.7
		Total	2237	100.0
5	Residence	Hostel	978	43.7
		Home	1259	56.3
		Total	2237	100.0

N=2237

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, gender male or female, class from BS to PhD and residence that either students come from home daily or hostels.

Table 5: *Reliability*

Reliability analysis			
	Level	A	Items
	Digital Media Use (IV)	0.801	09
	Cultural Effects (DV)	0.720	18

Instrument used for data collection have 27 items in total. Scale reliability analysis has been conducted to measure the inter item reliability of each variable used for this research study and values corresponding each variable along with their each dimension is mentioned above.

A total of 16 items were developed to collect a response rate from potential sample of 2237 university students. Questionnaire consisted 9 items on independent variable (Digital Media Use) and 18 items on dependent variable (Cultural Effects) As per the given direction of aforementioned authors the values for

each of variables fulfilled the acceptable standard of greater than 0.6 therefore it indicates that scale used for collecting the response from potential sample for this particular research is reliable. Individual values for independent, and dependent variable along with their dimensions is given in the table mentioned above.

Table 6: *Descriptive Statistics*

	N	Min	Max	Mean	S.D
Digital Media Use	2237	1.00	3.00	1.7714	.38316
Cultural Effects.	2237	1.00	3.00	1.4678	.76108
Valid N (list wise)	2237				

The information displayed in the table above provides the various numerical values for descriptive statistics for both variables and their respective dimensions. It can be observed from the information that strategic orientation is a cumulative for its potential driver's digital media use and cultural effects. The mean value of digital media use is 1.7714 and Std. Deviation is 0.38316 and Mean Value of cultural effects is 1.4678 and Std. Deviation is 0.76108.

Results

Correlation shows the relationship among variables. The outcomes values of correlations between -1 and 1, whereas negative values shows negative correlation, zero shows no correlation and positive value shows positive correlation. The researchers used statistical correlation to check the correlation among digital media use and cultural effects on youth. The correlation will be positive if values of X increase caused increment in value of Y i.e. of the use of digital media use increase among youth and their cultural values also changed then correlation will be positive. In this way if due to use of digital media if they have no cultural changes then no correlation will be considered and if due to use of digital media youth away from modern culture and adopt local culture then correlation will be considered as negative.

Table 7: *Measuring correlation of assumed hypotheses (N=2237)*

		1	2	3	4	5	6	7	8	9	10	11	12	M	SD
1	Gender	1	.851**	.086**	.029	-.022	.081**	-.014	.048*	.004	-.012	.010	-.015	1.48	.500
2	Class		1	.067**	.021	-.030	.030	-.042*	.033	.001	-.011	-.018	-.014	1.72	.881
3	Digital Media Use			1	.037**	.067**	.070**	.023**	.009**	.102**	.075**	.046**	.066**	1.87	.840
4	New fashion inspiration				1	.254**	.286**	.047*	.168**	-.022	.211**	.190**	.160**	1.66	.902
5	Personal appearance					1	.371**	.071**	.101**	.039	.183**	.125**	.093**	1.97	.845
6	Dressing style						1	.071**	.062**	.002	.192**	.118**	.143**	1.99	.866
7	Customs							1	.019	.144**	.056**	.250**	.157**	2.50	1.102
8	Social interaction								1	-.040	.098**	.126**	.031	1.84	.791
9	Education									1	.048*	.112**	.117**	2.36	1.048
10	Use of English language										1	.101**	.080**	1.65	.865

11	Domestic responsibilities	1	.139**	3.03	1.091
12	Culture	1	2.04	.955	

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

The table 5 shows the correlation among measured variables. The correlation shows that digital media use and inspiration towards new fashion trends ($r=.037^{**}$, $p<0.01$) were significantly and positive correlation with digital media use. The correlation among digital media use and changing in personal appearance ($r=.067^{**}$, $p<0.01$) also shows positive correlation. Correlation among digital media and change in dressing style ($r=.070^{**}$, $p<0.01$) shows positive correlation. Digital media use and adaptation of foreign customs ($r=.023^{**}$, $p<0.01$) shows significant positive correlation. Digital media use and less social interaction ($r=.009^{**}$, $p<0.01$) shows significant correlation. Digital media use and education performance ($r=.102^{**}$, $p<0.01$) shows positive correlation that negate the null hypothesis. Digital media use and learn English language ($r=.075^{**}$, $p<0.01$) shows positive correlation and digital media use and less domestic responsibilities ($r=.046^{**}$, $p<0.01$) shows positive correlation of assumed hypothesis.

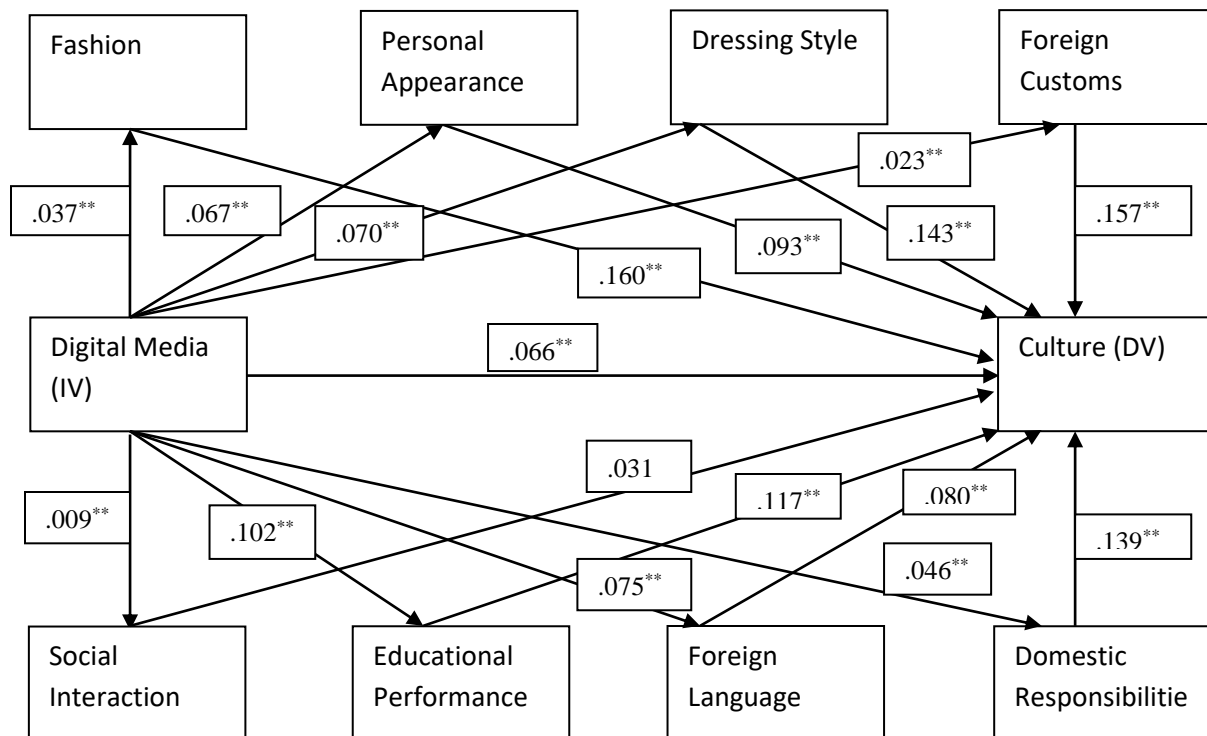


Figure 2: Research Findings

The figure 2 shows the research findings of assumed hypotheses. Relationship of assumed hypotheses shows significant and positive correlations among all assumed hypotheses. Furthermore, results shows that the use of digital media has positive relationship among all cultural indicators i.e., fashion, personal appearance, dressing style, acceptance of foreign customs, social interaction, educational performance, learning of foreign language and domestic responsibilities.

Discussions

Current study dealt with digital media use and effects on cultural values among university students of Punjab Pakistan. Study was assumed eight hypotheses and data was gathered from target public (male and female students of government universities in Punjab Pakistan) through survey method. To validity of hypothesis, statistical test was used. From the results, first hypothesis digital media use and inspiration

towards new fashion trends was supported as majority of respondents were agreed that due to digital media usage, they have attracted towards new fashion. The study of Acerbi (2016) was also related to this study as he was check cultural evaluation approach to digital media and argued that digital media has strengthen its roots in youth and vital source of cultural transmission and mostly users attracts to these cultural values and “copy the majority”. The second hypothesis of study digital media use and change in personal appearance was also supported as digital media provides new themes of personal look as celebrities share frequently their personal appearance snaps on digital media in modelling style that cause of attraction among youth. Hasebrink et al. (2015) study changing pattern of media use across cultures provide evidence to support current study as Hasebrink et al. survey based study concluded that technological, industrial and cultural factors in pattern of media use causes longitudinal changes. Third hypothesis digital media use and change in dressing style was supported and showed significant association among assumed hypothesis. The study of Ayesha and Sajida (2015) concluded that youth especially students are attracting towards new dressing styles as they seen on digital media. The forth hypothesis digital media use and attraction towards foreign customs was supported. Majority of respondents agreed that they prefer to celebrate foreign customs with peer and friends. The study of Juni (2014) impact of global media on the culture of Pakistan concluded mass media has greater impacts on people of Pakistan. These media channels are keeping away our new generation from local culture of Pakistan. Tanvir, Shovo and Mohsin (2014) study cultural globalization and shifting the cultural identity of youth is important study with theme that satellite broadcasting has more influence on cultural values and behaviour of youth. Moazzam (2014) study also explored that foreign media has greater impact on culture and has caused in change in language, behaviour and life style. Naseer et al. (2014) study cultural imperialism of international media on Pakistani youth also highlighted cultural effects on Pakistani youth. As he argued that local media adopt the foreign culture to broadcast, then the viewers also affected. His study concluded that youngsters more attract to international media that bring changes in their cultural identity and morality. The fifth hypothesis digital media use causes less social interaction also supported by research study that majority of youth always remains busy in digital media use and do not prefer to go and meet the people face to face. They just like to keep in touch on social media or texting on cell phones. The sixth hypothesis digital media use causes less educational performance was rejected as majority of respondents argued that excessive use of digital media has not affected their educational performance. The seventh hypothesis digital media use and more use of foreign language also supported. Ayesha and Sajida (2015) study concluded that the use of ICT has weakened social, cultural and moral values of young generation that leading towards destruction of moralities in the society. The eighth hypothesis the use of digital media and domestic responsibilities also supported and respondents argued that more digital media has affected their domestic responsibilities and have make them lazy towards their household responsibilities. In the light of discussion, the study confirms that digital media use has greater impacts on cultural values on youth especially on youth of Pakistan.

Conclusion

Current research study explored impacts of digital media on Pakistani culture. The study explored that digital media is more significant among university students as a device to get any sort of data. Digital media has significant role motivating youth towards new styles as computerized media is passage to enter in world with no obstacle. Elite society and culture caught more space on media and consistently keep in conversation among youth and affect youth towards physical appearance, for example, shaving style, and hair style has gotten changed. Changing in dressing style of young pals is because what they seen on online media adopted by celebrities. Uninhibitedly admittance to external world through computerized media has kept far away youth from Pakistani traditions. Youth sees occupied with performing unfamiliar traditions in various capacities. Besides, face-to-face meetings among youth are fading as they have engaged themselves in online media. They are occupied with reaching their companions and individual living far away from them through online media and expanding new contacts however they don't go to meet their close to living companions, family members and colleagues. Digital media has likewise changed the education style. Students get moment admittance to digital media and get data and

information about any point. Copying culture has cultivated among youth set on digital media by elite society. Trendsetters motivate the youngsters by making trends on online platforms. Due to frequently use of digital media, the use of English language is more common among youth. Not only this but also excessive use of digital media has affected youngsters home duties severely.

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Conflict of Interest

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