

Digital Media Use for Cultural Grooming and Learning New Cultural Trends among Young Pakistani Women

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ABSTRACT

Aim of the Study: The core aspire of this research was to explore digital media use for Cultural Grooming and Learning New Cultural Trends among Young Pakistani Women targeted public sector university students of Punjab, Pakistan.

Methodology: The study recorded student's digital media usage pattern and demographic information of respondents. A sample size of 1157 respondents were taken from six selected public sectors universities with highest student statistical rate using multi-level sample technique.

Findings: The study found that Pakistani women use digital media as medium of cultural information like fashion trends, dressing styles, physical appearance, customs and use of language in their lives.

Conclusion: The study concluded that digital media has captured almost all aspects of lives of university students. Assumed hypothesis proved that students looked inspired towards new fashion trends, dressing style, physical appearance and frequently user of foreign languages. But there was not found association among adaptation of foreign customs and use of digital media.

Keywords: Digital Media, Cultural Grooming, Learning Trends, Female Students.

Article History

Received:
January 26, 2023

Revised:
March 18, 2023

Accepted:
March 27, 2023

Published:
March 30, 2023

Introduction

Digital media is broad term that covers each corner of human life. Digital 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 digital 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 digital media (Bakshy et al., 2011, Aral & Walker, 2012).

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 21st century it 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 influenced on the life of widely spread people belonging to different societies and culture (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. 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. Internet technology has revolutionized human existence with the uncertainty that digital technologies and social media has already major impact on culture (Furedi, 2015).

Digital media refer media programmed 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 in recent times social media. While, digital media came into development with the formation of digital computers in early 1940s, but its powerful cultural impacts can be traced back only in three to four decades with prevalent dispersion of computers and particularly the internet (Briggs & Burke, 2009).

In spite that, social media and digital 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, digital media has key role in cultural evolution as enormous dissemination of digital media influences human cultural behaviour (Acerbi, 2016).

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 (Riaz, 2012). 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. 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.

Digital 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 digital media, there digital media have some impacts on its users. Digital 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 digital media methods has been extended its areas to databases, generated sensors, automobiles and drones technology. Digital media methods built upon computational turn whereas computational approaches ever more reflects number of disciplines including social sciences, arts and humanities. Due to digital 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).

Defining 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 differentiates 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).

Pakistan has rich culture with multi light colours. 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 includes behaviour, language, ideas, customs, beliefs, codes, institutions, tools, techniques, work of arts, ceremonies mode of dress, manners, ethical values, social interaction, religious uniformity and educational values etc. As Allma 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). So due to limited time period and sources, the current research study only explores some elements of culture that includes, fashion trends, dressing style, personal appearance, customs, social interaction, ethical values, religious values and educational values.

Cultural Evolution

Cultural evolution is comparatively topical scientific field that studies human and non-human cultural behaviour. Usually cultural indicators seen in societal life style, the way of daily working style adopted by individuals (Mesoudi, 2015). Commonly, cultural behaviour defined as behaviour transmitted through social learning, divergent to individual learning or inherited legacy (Henrich & McElreath, 2003).

Cultural by means posses magical attraction from poor societies towards elite societies. Dominant culture is like pigs that fetch individuals towards it and keep far away from their local or regional culture.

The peculiarity between non-cultural and cultural behaviour is not prickly one but it works quite well for realistic purposes (Morin, 2015). Mutual working among individuals shows cultural look. Cultural evolution is identified by uniquely human forms of cooperation whereas they work mutually having the same working order (Turchin et al., 2013; Boyd, Richerson, 2009). Cultural evolution means indigenous knowledge of plants and properties (Reyes Garcia et al., 2008). Cultural evolution takes place with the use of language where adaptation of other language such as native or foreigner langue is increased among individuals in their common life style (Kirby et al., 2015; Tamariz et al., 2014).

Folding calling names also is also spreading fashions in contemporary culture (Bentley et al., 2004). The basic theme of all above studies is that cultural phenomenon is population level cumulative of individual level interaction. Establishing modern cultural evaluation goes back to Cavalli Sforza and Feldman work in (1981) and Boyd and Richerson work in (1985). Works of these authors were based on mathematical calculation. They developed formalism to link micro processes of transmission. They measured different directions of transmission such as from parents to children among peers etc. their study shows that cultural transmission based on biases that causes evolution and adaptation of new culture.

Explanation of cultural patterns may be seen in role of individuals with focusing on fact that widely spread beliefs usually depends on them who generally attractive to human minds. Digital media has psychological affects especially online activities that attract individuals to participate and share such material that may cause of attraction for others and way to adopt more popular things among the users of digital media (Attrill, 2015). Cultural evolution is growing field that mentioned, add an overt interest for micro to macro level that how individual psychology pressure inhabitants level dynamics and vice versa. Furthermore, naturalistic and quantitative structure provided by cultural evolution seems absolutely suited for modern digital media. Wide spread digital media offers to social sciences the availability of vast range of data on human behaviour (Lazer et al., 2009).

Cultural evaluation approach is in enhanced position to make sense of quantitative data that a digital media use quasi robotically produces. Whereas physicist and computer scientists had rapidly made use these data as diffusion of information in digital social network (Adamic et al., 2014 Cooney et al., 2016; Weng et al., 2012; Del Vicario et al., 2016). All these work contribute significantly that includes quantitative analysis and models and offer precious insights on online activities. Cultural evaluation offers privileged perception to look at digital media including human behaviour and methodological attitude to quantitative analysis.

Copy Paste Culture

Different individuals copy the others to look as same to whom they impressed. In this way the trend of copying others and paste on himself increases. Evolutionary point of view, for example, copying from parents and other close family members makes consequently ideal common sense. Family members share common inherited interest and will be willing to move positive information. In slow and small scale societies have two significant qualities. They had time to learn themselves an extensive part of cultural range of the society and second they must have done it efficiently as they arrived to old age. Age biased social learning is an additional usual approach (Henrich, 2016).

Though, particular expertises posses only few people or for expertises that show unpredictability in people mean some people are very good at them and others are not. Age and kin based strategies are not mainly effective. So, an substitute is to try to measure directly the capability of others. In this way, copying other successful individuals is suggested by cultural evolutionists such as experimental approach of (Mesoudi, 2011). Every individual have lot of choices to copy different celebrities but not copy all. This way of assessing to copy particular individual but not to other is possible solution prestige biased

social learning. This concept of copy specific individual Henrich defines it as “second order cultural learning” (Henrich, 2016).

Every popular individual try to make him/her self sign of difference, respect, love or simply check from whom other people are learning, and follow those individuals as cultural models. Prestige is important factor to copy others. Prestige social learning is that you follow to whom you give more prestige. So the element of prestige biased involved in social learning and skills are ignored. Usually individuals give prestige to someone because only he/she belong to influential family but no posses any particular skills. So, this problem of copying without any skill is minor in small scale societies. Of course, today the situation is that usually in advertisements we reliance on celebrities that usually measured good candidate for cultural evolutionary difference (Henrich, 2016).

The acting ability of Shahid Afridi are improbable to associate with his know-how in dandruff free hairs, still the story goes, the achievement of Unilever brand of shampoo depends upon the existence of performer in the advertisement. Digital media (internet) especially social media would perhaps drive thing even more, due to swiftness of interactions and of addition and number of virtual communities. The actual risk for the society is not that advertisement shows imitator, supposed favourite shampoo brand of celebrities, but the social media users try to copy the skill that are actually not exist at all such as blowing hairs with hand to show no dandruff. Usually this way of acting of Shahid Afridi not exists in real life environment (Barkow et al., 2012).

Internet and social media usage could be examine that whether this media correlates with higher special concentration to global cues of reputation or just local ones keeping in mind the potential perplexing factors of mass media like television and cinema. Furthermore, concentration to global cues of reputation does not need to be injurious, particularly in rapid changing and extremely interconnected societies. While it may be argued that performing abilities may not necessarily be relevant and the digital media allow giving prestige to programmers, surgeons or philanthropists in a way that would not be promising in local environment. Researches on these kinds of influencers are in early years and results are not irrefutable (Aral and Walker, 2012; Bakshy et al., 2011).

We do not know, for every advertisement of Shahid Afridi did not succeed. It is not sure that every advertisement with celebrity succeeded. For example Shoukat Khanam hospital fund raising campaign of Imran Khan that usually being conducted from many years and how many campaigns succeeded lacking of presence of celebrity. Furthermore results of Bakshy et al. (2011) suggested that there is strong association among content and prestige. People usually follow that celebrity to whom they give more prestige. The more interesting probability is that usually low-cost societies like shampoo brand to choose or which dressing and hair style that is usually adopted by their favourite celebrity. But this choice will be less effective and important for high cost societies.

It is also reality that this cultural evolution of following is limited to some extent. It depends differently on different subject. It means that reputation biased epidemics of radicalism might not be such a pragmatic threat. On the other side, Afridi would not be perhaps able to motivate smokers to quit the smoking. So, there are some persuasive evidences of effects of personality prestige social learning in low-scale societies (Henrich and Broesch, 2011). From the experiments of (Chudek et al., 2012; Atkisson et al., 2012) showed that how automatic digital media has influences on users of modern societies remains open. Morin (2015) argued that “Flexible imitators” that use social media as prestige selectively or social cues, depends on different factors such as cost factor among societies.

Furthermore (Heyes, 2016b) stated that social learning strategies explicitly meta-cognitive in some circumstances. It means that strategies used in learning targets may change from condition to condition. For example young persons of specific domain of technology usually copy digital natives instead of copying general young individuals (Heyes, 2016a). So, by keeping in mind all of above cases, researcher will try to explore the cultural effects of digital media on government owned university students belonging to Punjab Pakistan with the perspectives of dressing style, personal look, social contents, social

participation, educational, religious and moral effects. Also, it is more probability that there are more students of low and middle scale societies who are registered in government universities and the effects of digital media may high on such students belonging to these societies.

Digital Media as Cultural Hub

Since the development of computer and internet technologies, the impact on human being is rapidly growing. Internet is way of communication, booking and banking transaction, remote group activities such as chatting, playing online game, entertainment, problem discussion and solution even numerous sort of cooperation or conflict. Furthermore, internalization process internalizing instruments that forming core of higher psychological functions. Usually external instruments presented to people through social contacts. Hence, communication is essential for human psychological development for acquiring culture norms and correct behaviour patterns (Vioskounsky, 1998).

Internet technology represents latest and possibly the most complex tools that influence cultural development. Computer technologies have ability to effect minds in motivating and important way (Salomon, 1990). Computer software seems semiotic instrument by its nature. Internet has provided common way to access web for communication, work activities or entertainment even sharing cultural values among the masses of the globe. Global computer network give universal access to new ways of communication and cognition. So every individual tries to put impact on others by highlighting himself more or by simply following their ideals. Internet is cultural hub as all cultures are presented on internet with their own identity. The crowd follows that culture which has more attraction for others (Rice & Love, 1987).

In last few decades, internet diffusion linked to the rise of cyber culture. The term cyber culture refers to particular model of beliefs and attitudes on the qualities of being online (Castells, 2001; Bell et al. 2004). In the initial decades of internet, cyber culture often defined pioneering groups those people who created and were early user of internet (Himanen, 2002). In the start of 21st century, the diffusion of internet attract a large number of users from all the nations and new members become part of global network. Since the development of internet, scientists continuously worked to shape internet design and development (Castells, 2010).

Internet as cultural hub referred to as utilization and content construction, social interaction, patterns of online communities, identity formation and expression within digital social space. Online activity is conceived different from offline activity. At online people may be geographically away, having different experience, different hours of work but they share identical interests and common sense of belonging. Being online, individuals feel themselves freer from any constraints related with their offline personalities and social roles. Being online, people have chance to articulate their real and inner selves as they want to be (John et al. 2004; Sherry, 1999).

Literature Review

Acerbi (2016) argued in his research entitled “A Cultural Evolution Approach to Digital Media” that in present era digital media have vast dissemination 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. The study compares the technological, industrial and cultural factors in patterns of media use to understand longitudinal changes. They argued

that internet diffusion does not occurred 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.

Ayesha, 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.

Juni (2014) conducted study “Impact of Global Media on the Culture of Pakistan: A Case Study of Layyah City”. Global media and Pakistani culture were the key points discussed in research. According to him, due to globalization developing counties are facing problems. 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.

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. In the present era, satellite broadcasting is more cultural influence rather than traditional factors like societal values, belief and age old norms. 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 their own traditions and culture. Education system is working according to the western thoughts. 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.

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. Different factors getting away our society from Pakistani culture and causes change in language, behavior, life style etc. They dealt foreign media with Pakistani culture. 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. Youngsters frequently prefer to see international media for gratification and change their cultural identity. In the name of entertainment, youth adopting foreign life style, physical look and language changes. Media has finished the difference among local culture and foreign culture and due to this reason, identical culture and diversity is in danger.

Naseer, Nawaz, Azhar, Andleeb, Ahmad, Riaz (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. To get views of the people that how international media is affecting our young generation. 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. Questionnaire consisting sixty five close ended questions was used as tool to collect the data. 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. Use of alcohol, smoking and love affairs showed by the international media are major negative points that affecting young generation of Pakistan.

The Present Study

The present study dealt with digit media use for cultural grooming and learning new cultural trends and comparison with peer among young Pakistani women's. In any society, youth considers status symbolic of culture identification. Study was hypothesized that digital media use is source of inspiration towards new fashion (H1), digital media use changing personal appearance (H2), digital media use for changing dressing style (H3), digital media use for adoption of foreign customs (H4), and digital media use for learn foreign language (H5).

Method

Current research study dealt with survey method as research design. From four provinces of Pakistan, Punjab is largest province of Pakistan in population as 53% of total population live in Punjab (PBS, 2018). Current research study conducted in six highest student enrolled public universities of Punjab Pakistan. From selected six public sector universities, two universities selected from South Punjab, three from Central Punjab and one 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. Islamia University of Bahawalpur from South Punjab, Punjab University Lahore, Sargodha University Sargodha and Agriculture University Faisalabad from Central Punjab and Arid Agriculture University from North Punjab. Current research study consisted 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 from south, three from centre and one from north Punjab were selected. 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. The target public of study was female university students of class ranging BS level to PhD level. Questionnaire was distributed among 1300 respondents (depending upon enrolled statistics in each district). In return 1157 questionnaires were returned. In this way response rate was 89%.

Measures

The data collection tool (questionnaire) was designed in Urdu (National Language) for data collection. It seemed necessary to reduce complexity of understating questions among the respondents. After data collection, tool was again translated into English language for processing in SPSS and data presentation.

Digital media use for 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 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 for changing dressing style. 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=2.04, SD=.871).

Digital media use and adoption of foreign customs. Respondents were reported to answer what they think about digital media use changing their personal appearance. (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 learn foreign language. 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=1.64, SD=.864).

Control Variables. University, background, class, residence and overall use of digital media were used as covariates. Respondents were asked to report their university (1=Islamia 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 if could be closely linked to the variables of interests, including the behaviour of cultural grooming. 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).

Results

Table 1: *Demographics of Respondents*

Sr. No.	Demographic Characteristics	Description of Characteristics	F	%
1	University	Punjab University Lahore	295	25.5
		Agriculture University Faisalabad	188	16.2
		Sargodha University Sargodha	213	18.4
		Bahauddin Zakariya University Multan	198	17.1
		Islamia University Bahawalpur	172	14.9
		Arid Agriculture University Rawalpindi	91	7.9
		Total	1157	100.0
2	Background	Urban	734	63.4
		Rural	423	36.6
		Total	1157	100.0
3	Class	BS	564	48.7
		MA/MS	374	32.3
		M.Phil	172	14.9
		PhD	47	4.1

		Total	1157	100.0
4	Residence	Hostel	458	39.6
		Home	699	60.4
		Total	1157	100.0

N=1157

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 hostelryes.

Table 2: *Correlation, Means and Standard Deviation of variables (N=1157)*

	Variables	1	2	3	4	5	6	7	8	9	M	SD
1	Digital media use for inspiration towards new fashion	1	.266**	.296**	.045	.198**	.010	.063*	-.009	-.003	1.66	.910
2	Digital media use changing personal appearance		1	.368**	.069*	.109**	.040	-.036	-.003	.064*	1.94	.841
3	Digital media use for changing dressing style			1	.100**	.170**	-.025	-.043	-.041	.104**	2.04	.871
4	Digital media use and adoption of foreign customs				1	.067*	.035	-.080**	-.050	.083**	2.49	1.083
5	Digital media use and learn foreign language					1	-.005	-.010	.007	.021	1.64	.864
6	University						1	-.160**	-.189**	-.124**	3.03	1.630
7	Background							1	.277**	.097**	1.63	.482
8	Class								1	-.006	1.74	.856
9	Residence									1	1.60	.489

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

The correlation between measured variable along with means and standard deviation are presented in Table 2. The correlation showed that both digital media use and inspiration towards new fashion trends ($r=.296$, $p<.001$) and change in personal appearance ($r=.368$, $p<.001$) were significantly and positively correlated with change in dressing style and giving support to H1 and H2 and H3. Whereas digital media use and change in dressing style ($r=.170$, $p<.001$) was not associated with adoption of foreign customs ($r=.067$, $p<.005$) reject H4. On the other hand, digital media and learn foreign language ($r=.098$, $p<.001$) were significantly and positively correlated with change in personal appearance and change in dressing style supporting H5.

Discussions

Current study dealt with digital media use and cultural grooming and learning new cultural trends among female university students of Punjab Pakistan. Study was assumed five hypotheses and data was gathered from target public (female university students) 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 and inspired 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) entitled vulnerability of cultural values in the era of information communication technology explored challenges regarding culture among youth was also 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 rejected. Majority of respondents disagreed that they don't 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 and use of foreign language was also supported. Ayesha, 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. In the light of discussion, the study confirm that digital media has greater impacts on cultural grooming and learning new cultural trends on youth especially on females of Pakistan.

Conclusion

Current research study explored "Digital Media Use for Cultural Grooming and Learning New Cultural Trends among Young Pakistani Women" The study concluded that there is common concern of university students especially females about internet. University is 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 not much affected Pakistani customs. Furthermore 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.

Acknowledgements

None.


Conflict of Interest

Author declared no conflict of interest.

Funding Source

Author received no funding to conduct this research.

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