



DIGITAL MEDIA USE AND CULTURAL ASPIRATION AMONG FEMALE OF PAKISTAN: A STUDY OF THREE PUBLIC SECTOR UNIVERSITIES

Dr Ghulam Safdar^{1*}, Prof. Dr Abdul Wajid Khan²

¹Department of Arts & Media, Foundation University Islamabad, Pakistan

²Department of Media Studies, The Islamia University of Bahawalpur, Pakistan

Article Info

*Corresponding Author

Email Id: safdarsting@gmail.com

Email Id: drwajidkhan.media@iub.edu.pk

Abstract

New media popularly known digital media has caused border free communication and has made this world global village. Youngsters especially female are substantial consumer of digital media. Commonly access to digital media without any limits may enforce numerous effects. The study was aimed to know the effects of digital media on cultural values of female studying in public sector universities of South Punjab, Pakistan. Youth particularly female acts as symbolic depiction of any society and to assess any cultural elements, university is best place where freedom of gender brings significant changes. Conceptualizing with media dependency theory, current study was conducted in South Punjab and three public sector universities were selected for data collection. It was survey-based study and using multi-staged sampling technique data was collected from n=378 female students. Findings of the study showed that accessing cultural contents are most favourite hobby among females. The study exposed that digital media has seized almost all the factors of life of students and proved itself vital part of life. Moreover, digital media is cause of importation foreign culture and declining Pakistani culture among the female of Pakistan.

Keywords

Digital media, Female university students, Cultural effects, South Punjab



1. Introduction

Present era is called digital era that has changed the world. Digital media has strong influence on our lives. For the purpose of communication, information, entertainment and education, we use digital media frequently (Khan, Safdar, Ashraf, 2018; Shabir *et al.*, 2015a). 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 YouTube, Facebook, Twitter etc. Now, from little activity to big event are the show times of social media (Boyd & Ellison, 2007; 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).

With the development of technology, our lives have also been developed and digital media is major cause of development of human life (Graham *et al.*, 2013; Gromov & Gregory, 2018). 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. Present age is digital age whereas use of social media is very common (Shabir *et.al.* 2014; Safdar *et al.*, 2020). Using

mobiles, laptops and desktop computers as tools, people of all over the world are closely in touch with each other's 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; Shabir *et al.*, 2015b).

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 (Safdar *et al.*, 2020a). 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 (Putnam, 1995). It has become possible only due to the digital media that provides equal opportunity to everyone to become the part of global communication (Safdar & Khan, 2020c). 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 (Safdar *et al.*, 2020b). Internet services, Social media like Facebook, Twitter, You Tube, Whats app messages cannot be

banned due to the satellite communication (Hassan *et al.*, 2019). 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; Shabir *et al.*, 2015c). In fact, in spite of positive facts, there are some questions 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.

1.1 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 categorized into sub sections that formally known as media culture, work culture, mass culture, work culture and cultural hegemony etc. (Safdar *et al.*, 2018). 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 (Geertz, 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 behavior is called culture (Banks, 1984). The way, in which people get experience consistently, interpret that experience and respond to the world around (Marshall, 2002).

1.2 Pakistani Culture

Pakistan has rich culture with multi light colors. 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 behavior, 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. (Lerner, 1958). 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) So due to limited time period and sources, the current research study only explores some elements of culture that includes customs, social interaction, physical appearance, dressing style and educational values of culture.

2. Literature Review

Safdar & Khan (2020) conducted research to encounter digital media use and religious and moral effects on female. The study was survey based and data was collected from young women of graduate and post graduate level. The findings of the study revealed that accessing digital content is more favorite among young women but accessing religious contents found very less. Study concluded that female found more interested to access dressing, beauty content rather than religious content. Safdar & Khan (2019) conducted research study to evaluate digital media use and effects on cultural values of

male studying in public sector universities of Punjab Pakistan. Study was survey based and population of study was students of public sector universities of Punjab. Using random sampling technique, researcher distributed questionnaire consisted on 25 close-ended questions regarding digital media and Pakistani culture. The results revealed that digital media use is more common among university students and frequently access to digital content strongly affecting youth of Pakistan. Dressing style, physical appearance, hair style, language style and educational learning style is changing among youth of Pakistan. The element of foreign culture seems more visible rather than local culture among university students of Punjab Pakistan.

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 behavior 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.

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.

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.

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. According to him, due to globalization developing countries 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 influenced 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.

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 gather 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.

3. Rationale and Theoretical Perspective of The Study

Media has extended its shape from traditional media to worldwide digital media. Digital media provides not only the opportunity of two-way communication, where discussion of any topic leads to more engagement of users in broader scenario but also provide the platform where every medium is available in the form digital form. It has been proved by various researches that excessive flow of information and data across the globe leads to various effects on users. Secondly, the availability of micro devices like cell phones used to access the digital content has made more opportunity to connect everywhere without arranging specific devices and thirdly, cheap internet packages made users able to stay connect round the clock. This media dependency

leads to only information acceptance but also may cause of external values acceptance floating from dominated societies to lower societies to shape popular culture. Pakistan is an Islamic state and has culture deep rooted with Islamic values. Youth is considered symbolic identification of any culture especially female where religion has pointed out their rights clearly regarding their

dressing, personal appearance, hejab or veil and domestic responsibilities. The current research study deals digital media's effects in Pakistani perspectives on young women studying in universities check out their digital content exploring experience and impact on their cultural values.



Figure 1: Dependency & Flow of Cultural Values

4. 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 “Digital media use and cultural aspiration among female”. 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 digital media use and cultural aspiration among female, the researchers adopted the survey method. This method is most popular form of data collection for social sciences as well as mass communication research.

3.1 Hypothesis

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 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 more 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.

3.2 South Punjab: The Study Area

South Punjab is the proposed province of Pakistan with 29 million populations. This region takes up 48.5% territory of Punjab.

3.3 Universities/DAI's in South Punjab

According to Higher Education Commission of Pakistan, there are total 15 universities/degree awarding institutes in South Punjab, including 13 public sector and 2 private sector universities/

degree awarding institutes. Furthermore, from these 15 universities 9 are general category universities whereas remaining includes in agriculture sciences, science & technology and medical sciences categories. (HEC, 2020).

Table 1: Public Sector Universities in South Punjab

Universities in Punjab	Data
Public Sector universities/DAI's chartered by the Government of Punjab	12
Public Sector universities/DAI's Chartered by Government of Pakistan	1
Total Public Sector Universities/DAI's in Punjab	13
Student's Statistical data of public sector universities/DAI's in South Punjab	62016*

Source: <https://www.hec.gov.pk/english/services/students/PCD/Documents/Universitywise%20.pdf>

* data of 4 universities not identified.

3.4 Study Area

Current research study was conducted in three public sector universities (general category) of South Punjab province. From selected three public sector universities, one university selected from Bahawalpur, one from Multan and one from Dera Ghazi Khan. In this way, researchers kept in mind representation from three sides of South Punjab equally on the basis of students enrolled in universities. For current research study three selected public sector universities were Bahauddin Zakariya University Multan, The

Islamia University of Bahawalpur and Ghazi University Dera Ghazi Khan.

3.5 Sample Size

Due to limited time and resources sampling was done. Sample size may vary on nature of research. For current research study, researchers distributed questionnaire among four hundred (400) female students of selected public sector universities of South Punjab. In response 378 questionnaire were returned. Hence the response rate was 94.5 percent.

Table 2: Selected Public Sector Universities/DAI's of South Punjab

Sr.	Name of University	Student's Statistics	Respondents per University
1	Bahauddin Zakariya University Multan	28216 58.99%	223
2	The Islamia University of Bahawalpur	15535	121

		32.01%	
3	Ghazi University Dera Ghazi Khan	4574	34
		9.00%	
	Total population of selected Universities	48325	378
		100%	

3.6 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 researchers used purposive technique to select the public sector a (general

category) university of south Punjab in which one university was selected from Bahawalpur, one from Multan and one university from Dera Ghazi Khan. Also at second stage, the researchers used purposive sampling to select faculty and at third stage, the researchers used random sampling to selects five departments from each faculty for data collection.

5. Results

Table 3: Demographics of Respondents

Sr.	Demographic Characteristics	Description of Characteristics	F	%
1	University	Bahauddin Zakariya University Multan	223	58.99
		The Islamia University Bahawalpur	121	32.01
		Ghazi University Dera Ghazi Khan	34	9.00
		Total	378	100.0
2	Background	Urban	255	67.47
		Rural	123	32.53
		Total	378	100.0
3	Class	BS	217	57.40
		MA/MSc	106	28.04
		M.Phil	43	11.37
		PhD	12	3.17
		Total	378	100.0
4	Residence	Hostel	173	45.76
		Home	205	54.24
		Total	378	100.0

N=378

Note: Above table shows the demographics of respondents that include university to whom they

belong as data was collected from three universities of South Punjab Pakistan.

Respondents' background i.e. rural or urban, student comes from home daily or living in class from BS to PhD and residence that either hostels.

Table 4: Questions and response of respondents

Question	Response	F	%
Is internet exposure inspiring you towards new fashion trends?	Yes	217	57.40
	No	27	7.15
	To some extent	134	35.45
	Total	378	100.0
Is internet using is affecting your personal appearance?	Yes	173	45.76
	No	82	21.70
	To some extent	123	32.54
	Total	378	100.0
Exposure to internet is changing your dressing style?	Yes	184	48.68
	No	89	23.54
	To some extent	105	27.78
	Total	378	100.0
How internet is affecting your customs?	Positive	79	20.90
	Negative	190	50.26
	No effect	89	23.54
	Don't know	20	5.30
Internet using is decreasing your social interaction?	Total	378	100.0
	Yes	96	25.40
	No	188	49.74
	To some extent	94	24.86
The use of internet increasing your educational performance?	Total	378	100.0
	Yes	309	81.75
	No	21	5.55
	To some extent	48	12.70
Due to internet, have you increased the use of English language?	Total	378	100.0
	Yes	258	68.25
	No	17	4.50

Question	Response	F	%
Is internet exposure inspiring you towards new fashion trends?	Yes	217	57.40
	No	27	7.15
	To some extent	134	35.45
	To some extent	103	27.25
	Total	378	100.0
More use of internet negatively affecting your domestic responsibilities?	Yes	119	31.48
	No	216	57.14
	To some extent	43	11.38
	Total	378	100.0

4.1 Hypothesis Testing

For current study survey method was used and data was collected from female studying in public

sector universities of South Punjab, Pakistan.

Results made by applying chi-square test.

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

Table 5: Mean, Standard Deviation, P-value and association of assumed hypotheses

Hypotheses	M	S.D	χ^2	Df	P	Association
The more use of digital media, the more inspiration towards new fashion	1.76	.822	35.573 ^a	2	.000	Significant
The more use of digital media, the more changes in personal appearance	1.66	.732	23.119	2	.001	Significant
The more use of digital media, the more change in dressing style	1.59	.779	19.992	2	.001	Significant
he more use of digital media, the more negative impacts Pakistani customs	1.88	.812	29.440	2	.001	Significant
The more use of digital media, the less social interaction	1.23	.623	2.628	2	.269	Not Significant
The more use of digital media, the more educational performance	1.56	.778	31.397	2	.000	Significant

The more use of digital media, the more use of English language	1.70	.880	24.643	2	.000	Significant
The more use of digital media, the less domestic responsibilities	1.79	.813	3.664	2	.453	Not Significant

Significant P-value at <0.05

M=Means, SD=Standard Deviation, X²=Chi-Square Value, DF=Difference, P=Probability Value

6. Discussion

Current study dealt with digital media use and cultural effects on female university students of South Punjab Pakistan. Study was assumed eight hypotheses and data was gathered from target public (female) using survey method. To verify the hypotheses, chi-square test was applied. 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 modeling 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 supported. 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 behavior of youth. Moazzam (2014) study also explored that foreign media has greater impact on culture and has caused in change in language, behavior 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 less social interaction was not supported. The sixth hypothesis digital media use causes higher educational performance was supported. The seventh hypothesis digital media use and language learning was 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. While the eighth hypothesis, digital media use causes less domestic responsibilities was not supported. 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.

7. Conclusion

Current study revealed digital media use and cultural aspiration among female. The study concluded that digital media is more important among university's female students as a tool to get any kind of information. Digital media is playing important role inspiring females towards new fashion as digital media is gateway to enter in world without any hurdle. Dominant society and foreign culture capture more space on media and always keep in discussion among females and have more effects on female's personal appearance such as hair style. Changing in dressing style is because as they seen and share such

material that is used by film actors, models and celebrities and females always tries to follow their ideal personalities to look same as they see on media. Freely access to outer world through digital media has kept far away youth from Pakistani customs. Females look engaged in performing foreign customs in different functions. Furthermore, it is also concluded that social interaction is increasing among females they make more friends and are engaged in contacting their friends and fellow round the clock and get-together meetings conducted after short time span is common activity of female university students. Digital media has also changed the education style. Students get instant access to digital media and get information and knowledge about any topic. Culture of copy paste have become popular among university students, however digital media has proved itself as incentive for students to improve their educational performance to some extent. Due to frequently access to digital media and continuously chatting and typing, the use of English language has also been increased among females and while talking, they use English words more frequently. More surprisingly, more engagement in digital media found no effects on domestic responsibilities of female. They perform their domestic responsibilities as it is as they were performing before the use of digital media. The study highlighted the dependency perspectives on media that flow of information without barriers have caused in variations in societies that leads from outer world to local elite society that make cultural trends and lower society

adopt that values to shape popular culture of that society.

References

- Acerbi A. (2016). A Cultural Evolution Approach to Digital Media. *Frontiers in Human Neuroscience*.10:636.
- Ali, Khalid & Hassan (2015). "Impact of Indian dramas on language and dressing of females of village Sehawal, Sialkot". *Online journal of Communication and Media Technologies*. 5(1),159-173.
- Allama Muhammad Iqbal, (1965) *The Reconstruction of Religious Thought in Islam*, Sheikh Muhammad Ashraf, Lahore, p. 73
- Arnold M. (1965). "Culture and Anarchy. *The Complete Works of Matthew Arnold*". Vol.5. The University of Michigan Press.
- Ayesha A., Sajida R. (2015). "Vulnerability of cultural values in the era of information communication technology". *The Explorer: Journal of social sciences*. 1(3), 78-81.
- Banks J. (1984). "Teaching Strategies for Ethnic Studies, 5th ed." Englewood Cliffs, NJ: Prentice-Hall.
- Boyd D., Ellison N. B. (2007). Social network sites: definition, history, and scholarship. *J. Comp. Med. Commun.* 13, 210–230.
- Campbell D. E. (2000). "Choosing Democracy, 2nd ed." Englewood Cliffs, NJ: Prentice-Hall.
- Geert D. H., Hofstede (1984). "Culture's consequences: international differences in work-related values". SAGE. London.
- Graham, Milligan & Weingart (2013) *Exploring Big Historical Data. Digital Methods*. Cambridge, MA: The MIT Press.
- Gromov, Gregory R. (2018). History of Internet and WWW: The Roads and Crossroads of Internet History in How it all began: a brief history of the Internet by Alice Keefer and Tomas Baiget [Online] available <http://www.netvalley.com/intval1.html> (1-1-2018).
- Hasebrink U., Jensen K.B., Bulck H.V.D., Holig S., Maesele P. (2015). Changing Patterns of Media Use Across Cultures: A Challenge for Longitudinal Research. *International Journal of Communication*. 9, 435–457
- Hassan T.U., Shabir G., Safdar G., Hussain J.M. (2019) Social Media Defy Spiral of Silence Theory and Provides Baseline for new Spiral of Social Media Theory: Ground Perspective. *Pakistan Journal of Social Sciences (PJSS)*, 39(4), 1549-1558.
- HEC (2020). List of recognized universities/DAI's in Pakistan. [Online] Available <https://www.hec.gov.pk/english/universities/pages/recognised.aspx> (23-11-2020).
- Juni M. S. (2014). "Impact of Global Media on the Culture of Pakistan: A Case Study of Youth of Layyah City". *International Journal of Innovation and Applied Studies*. 8(3), 1008-1014.
- Khan A.W., Safdar G., Ashraf M. (2018) "Effects of Mobile Phone Usage on Social Behaviors of University Students: A Case study of

- Islamia University of Bahawalpur, Pakistan". *Global Media Journal Pakistan Edition*. 11(1), 1-26.
- Lerner, D. (1958). *The Passing of Traditional Society: Modernizing the Middle East*. Glencoe ILL.: The Free Press.
- Marshall, P. L. (2002). *Cultural Diversity in Our Schools*. Belmont: Wadsworth.
- Moazzam N., Manj Y.N., Riaz F., Awan K.A., Siddique A., Shahzadi S., Ahamd T., Ahmad Z. (2014). "Exposure to foreign media and changing in cultural traits- A study conducted in District Sargodha and Multan". *Scholars journal of arts, humanities and social sciences*, 2(4B), 563-570.
- Naseer M., Nawaz Y, Azhar Z., Andleeb Z., Ahmad U., Riaz F. (2014). A Sociological analysis of cultural imperialism of international media on Pakistani youth. *Mediterranean Journal of Social Sciences*, 5(3), 523-532.
- Pakistan Culture (2011) National Curriculum for Pakistan Culture Grade XI-XII. Govt. of Pakistan. Ministry of Education Islamabad. [Online] Available http://pctb.punjab.gov.pk/system/files/Pakistan%20Culture%20XI_XII.pdf (27-11-2017).
- Putnam, R. (1995). Bowling alone: America's declining social capital. *Journal of Democracy*. 6, 65-78.
- Riaz S. (2012). "Effects of New Media Technologies on Political Communication". *Journal of Political Studies*, 1(2), 161-173.
- Safdar G., Javed M.N., Amin S. (2020a). Use of Internet for Educational Learning among Female University Students of Punjab, Pakistan. *Universal Journal of Educational Research*, 8(8), 3371-3380.
- Safdar G., Khan A.W. (2018). Effects of Digital Media on Cultural Values of Male University Students of Punjab, Pakistan. *Pakistan-Annual Research Journal*, 54, 1-19.
- Safdar G., Khan A.W. (2020b). Digital Media Use and Religious, Moral and Cultural Effects on Female University Students of Punjab, Pakistan. *Ulum-e-Islamia*, 27(1), 113-129.
- Safdar G., Khan A.W. (2020c). E-Learning: Current Scenario of Internet and Educational Learning among University Students of Punjab, Pakistan. *Journal of Educational Research*, 23(1), 171-185.
- Safdar G., Mahmood M.T., Shahzad M. (2020). Effects of Digital Media on Cultural Values of Female University Students of Punjab, Pakistan. *Journal of Social Sciences & Humanities*, 28(1), 233-254.
- Safdar G., Shabir G., Khan A.W. (2018). Media's Role in Nation Building: Social, Political, Religious and Educational Perspectives. *Pakistan Journal of Social Sciences (PJSS)*, 38(2), 387-397.
- Shabir G., Hameed Y.M.Y., Safdar G., Gilani S.M.F.S. (2014). The Impact of Social Media on Youth: A Case Study of Bahawalpur City. *Asian Journal of Social Sciences & Humanities* 3(4), 132-151.
- Shabir G., Iqbal Y.W., Safdar G. (2014). "Demographics' Differences in Social

Networking Sites Use: What Communication Motives Does it Gratify?" *International Journal of Social Work and Human Service Practice*, 2(5), 184-194.

Shabir G., Safdar G., Hussain T., Imran M., Seyal A.M. (2015b). "Media Ethics: Choosing the Right Way to Serve". *Research on Humanities and Social Sciences*, 5(3), 80-85.

Shabir G., Safdar G., Imran M. (2013) "Cultural Effects of Urdu Dramas of Geo and Hum TV on Women: A case study of Bahawalpur, Pakistan". *The Women-Annual Research Journal*. 5, 102-120.

Shabir G., Safdar G., Imran M., Seyal A.M., Anjum A.A. (2015c). "Process of Gate Keeping in Media: From Old Trend to New". *Mediterranean Journal of Social Sciences*, 6(1S1), 588-593.

Shabir G., Safdar G., Jamil T., Bano S. (2015a). "Mass Media, Communication and Globalization with the perspective of 21st century". *New Media and Mass Communication*, 34, 11-15.

Tanvir S., Shovo T.A., Mohsin K.F. (2014). "Cultural Globalization and Shifting the Cultural Identity of Youth: Satellite TV Perspective". *Bangladesh Research Publication Journal* 10(1), 1-24.

West J., Mace M. (2010). Browsing as the killer app: explaining the rapid success of Apple's iPhone. *Telecommunication Policy* 34, 270–286.