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Effects of Digital Media on Cultural Values of Female University Students of Punjab, Pakistan

ABSTRACT

Digital media has made this world global village. Female university students are heavy consumer of digital media. Frequently access to digital media without any boundaries may impose various effects. The basic aim of current research study was to know the effects of digital media on cultural values of female university students belonging to Punjab, Pakistan. Youth especially female acts as symbolic representation of any society and to assess any cultural elements, university is best place where freedom of gender brings significant changes. Current study was conducted in public sector universities of Punjab Pakistan. It was survey based study and data was collected from 584 female students. Study was historically theme of "Social Learning Theory" and "Uses and Gratification Theory". The study revealed that digital media has captured almost all the factors of life of students and proved itself vital part of life. Furthermore, digital media is source of importing foreign culture and fading Pakistani culture among the females of Pakistan.

Keywords: Digital Media, Female University Students, Cultural Effects

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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. 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). 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. 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). 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).

Now a day's sharing of pictures, audio video messages are very common. Digital media provides the sub category of social media that has caused of social interaction among the people of the world. Due to digital media, the distances have been closed and brought the world as small town or village where does the facility of closer understand among the individuals. It has become possible only due to the digital media that provides equal opportunity to everyone to become the part of global communication. Due to the use of digital technologies, not only developed countries have been influenced but also developing countries 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. 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). 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.

Defining Digital Media

Digital media refer to the media that is convertible into machine readable code. Computer works with machine code (binary code). Digital media is such type of soft data that can be process by the computer. Digital data can be created, modified, viewed, distributed, destroyed and saved on digital devices. The common term used for digital media is internet. Internet is collection of millions of computers that are connected with each other with telecommunication links. Internet has variety of websites that gives information to the people according to their choice (Briggs & Burke, 2009).

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).

Digital media is used by digital devices that have ability to process digital data. Digital devices are such devices that have ability to receive data, process data, save data and sent data to other devices. Digital devices consist on input devices, output devices, storage devices, communication devices, process devices and other necessary devices. Among university students, desktop computer, laptops, cell phones and tablet PC are more popular to access digital data. These digital devices work as multipurpose devices simultaneously. Commonly used digital devices are desktop computers, laptops, tablets and cell phones.

Digital media features include exchange of information in the form of emails, conducting business dealings with the facility of e-commerce, huge encyclopaedia, download and upload of data such as songs, movies, video games, software, news, entertainment, weather information, colleges and universities results, jobs adds, audio video chatting, online shopping, online banking etc. In this way, majority of youth especially college and universities students using internet that have causes many beneficial and negative physical and social effects. The use of digital media requires attention and so much time of users. So there is need to analyse and realize the effects of digital media especially on youth who are in majority in using digital media (Mathwick, 2002).

Digital media is broad term that has posse's uncountable elements. But in the current research study, only four core elements have been taken to conduct the research study. These four core elements include social media, entertainment websites that have audio video collections in the form of songs and movies, informational websites like e-newspapers, e-magazines, encyclopaedia and search engines and educational websites like e-books, research journals and university websites.

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 distinguish 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).

Pakistani Culture

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 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) 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 sty and educational values of culture.

Objectives

- ❖ To know about the effects of digital media on educational life of university students.
- ❖ To know about the effects of digital media on social interaction among university students of Punjab Pakistan.
- ❖ To know about the effects of digital media on customs of university students.
- ❖ To know about the effects of digital media on personal appearance of university students.
- ❖ To know about the effects of digital media on dressing style of university students.
- ❖ To know about the effects of digital media on using language among university students.

- ❖ To know about the level of inspiration of students towards new trends of culture.

Historical Perspectives of Digital Media

Historical research about digital media goes back in the late 1940s. The first invented computer was based on vacuum tube and magnetic drums technology. It was the time when era of digital computer started (Clavert & Noret, 2009). History of digital media creates research dilemmas, particularly about stability between digital methods and chronological understanding. Every digital research concentrated on technological potential and cunning of digital tools (Weller, 2013). Since digital historical sources from 1990's and on words, digital communication is obviously growing (Prescott, 2012).

The main question is here to what extent historians require to understand about digital techniques and software. Are they digitally literate? Yes of course, every research deals with deep understanding of methods used for delivering answers. But complete knowledge about digital method is challenging for the scholars to know about programming languages, statistical modelling and the way algorithms used for data mining. The inner computational knowledge restricted researcher's software is step too far as technical side of data collection remains black box process that hard to access (Groesen, 2015).

Another question that historian faced whether understanding history is just by analysing and looking at digital sources. For understanding digital media, no one can deny the essential relevance of digitally born sources. Due to broad range of digital world, every source gave limited picture of digital media. Awareness about digital data and software is ever more guiding modern world about digitalization. Historical digital knowledge relies on availability of data and tools at that time. Software plays vital role in determining stuff elements (Prescott, 2012).

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. 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 and 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 behaviour. 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, behaviour, 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 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 and 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, favourite watching time, favourite 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, behaviour, 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.

Theoretical Framework

For the current research study, the researcher found Social Learning Theory and Uses and Gratification Theory more suitable to use as general phenomena to investigate specific problem. Due to internet, this world has become global village and every piece of information can be accessed round

the clock. Internet is a collection of information related to every topic of world and has worldwide information that attracts, educate, entertain and inform the public globally.

Current research study deals with the use of digital media and its effects on Pakistani culture among university female students. As various researchers found that adaptation of culture highly depend of material that is disseminated through verity of mediums that individuals receives continuously. So with the concept of digital media's effects on cultural values, this research study highly relates with social learning theory as universities are hub of students that increase their social contents in verity of ways and may have highly acceptance rate of cultural material with the use of digital media.

Uses and gratification is approach used to understand why and how individuals use specific media to satisfy their particular needs. With the diverging effects of media theories, it is question that what does media do to people. This theory also focuses with the concept that what people do with media. With the concept based on cultural impacts, this theory is positivistic in its approach and focuses on communication at mass media scale. This theory explain that why people prefer to use one medium or program while ignoring other. Blumler and Katz's gave the concept of uses and gratification that suggest that users have great role in choosing and using media. People take active part in communication process and are goal oriented in media usage. According to the results of this theory, user seeks channel or source that best fulfil their needs. Furthermore, this theory gave the concept that users have alternative choices to fulfil their desires (Blumer & Katz, 1974, Blumler & Gurevitch, 1974).

Research Methodology

It is method that a researcher adopts 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.

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.

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 was conducted in three highest student enrolled public universities of Punjab province. From selected three public sector universities, one university is selected from Southern Punjab one 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. Northern Punjab, Central Punjab and Southern Punjab. For current research study three selected public sector universities were Bahauddin Zakariya University Multan, Punjab University Lahore and Arid Agriculture University Rawalpindi.

Sample Size

Due to limited time and resources sampling was done. Sample size may vary on nature of research. For current research study, researcher filled the questionnaire from five hundred eighty-four (584) female students of public sector top rated enrolled student universities of Punjab selected one from South, one from Central and one from North Punjab.

Table 2
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 34.15%	198	Southern Punjab 198 33.90%
2	University of Punjab Lahore	32481 51.73%	295	Central Punjab 295 50.51%
3	Arid Agriculture University Rawalpindi	8895 14.16%	91	North Punjab 91 15.58%
Total Population of selected Universities		62780 100%	584	584 100%

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 one university was selected from Southern Punjab, one 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 select five departments from each faculty for data collection.

Results

Table 3
Demographics of Respondents

Sr. No.	Demographic Characteristics	Description of Characteristics	F	%
1	University	Punjab University Lahore	295	50.5
		Bahauddin Zakariya University Multan	198	33.9
		Arid Agriculture University Rawalpindi	91	15.6
		Total	584	100.0
2	Background	Urban	321	55.0
		Rural	263	45.0
		Total	584	100.0
3	Class	BS	322	55.1
		MA/MS	177	30.3
		M.Phil	63	10.8
		PhD	22	3.8
		Total	584	100.0
4	Residence	Hostel	269	46.1
		Home	315	53.9
		Total	584	100.0

N=584

Note: Above table shows the demographics of respondents. Demographics of respondents include university to whom they belong as data was collected from three 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 hostels.

Table 4
Internet Exposure Inspiring New Fashion Trends

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	417	71.4	71.4	71.4
No	27	4.6	4.6	76.0
To some extent	140	24.0	24.0	100.0
Total	584	100.0	100.0	

The above table shows the frequency distribution about use of internet and level of inspiration towards new fashion trends. According to results, 71.4% respondents agreed and YES due to internet usage they have inspired towards new fashion trends. 4.6% respondents disagreed with this statement and 24.0% respondents said to some extent they have inspired towards new fashion due to internet usage.

Table 5
Effect of Internet Usage on Personal Appearance

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	273	46.7	46.7	46.7
No	138	23.6	23.6	70.4
To some extent	173	29.6	29.6	100.0
Total	584	100.0	100.0	

The above table shows the frequency distribution about personal appearance. As the results showed that 46.7% respondents said YES due to internet usage, their personal appearance has been changed. 23.6% respondents said NO their personal appearance has not been changed due to internet usage. On the other hand, 29.6% respondents said to some extent their personal appearance has changed due to internet usage.

Table 6
Exposure to internet is Changing Dressing Style

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	234	40.1	40.1	40.1
No	145	24.8	24.8	64.9
To some extent	205	35.1	35.1	100.0
Total	584	100.0	100.0	

The above table shows the frequency distribution of dressing style. According to results, 40.1% respondents said YES due to internet usage, their dressing style has been significantly changed. 24.8% respondent said due to internet usage, their dressing style has not been changed, whereas 35.1% respondents said to some extent their dressing style has changed due to internet usage.

Table 7
Effect of Internet on Customs

	Frequency	Percent	Valid Percent	Cumulative Percent
Positive	119	20.4	20.4	20.4
Negative	230	39.4	39.4	59.8
No effect	89	15.2	15.2	75.0
Don't know	146	25.0	25.0	100.0
Total	584	100.0	100.0	

The above table shows the frequency distribution of effects of internet on customs. According to results, 20.4% respondents said that internet has affected on their customs positively. 39.4% respondents said internet has affected their customs negatively. 15.2% respondents said internet has not effects on their customs and 25.0% respondents said they don't know about this situation.

Table 8
Internet Usage Decreasing Social Interaction

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	252	43.2	43.2	43.2
No	188	32.2	32.2	75.3
To some extent	144	24.7	24.7	100.0
Total	584	100.0	100.0	

The above table shows the frequency distribution of social interaction. According to results, 43.2% respondents said YES due to internet usage, their social interaction has been decreased. 32.2% respondents said NO their social interaction has not been decreased due to internet usage, whereas 24.7% respondents said to some extent their social interaction has been decreased due to internet usage.

Table 9
Effect of Internet on Education

	Frequency	Percent	Valid Percent	Cumulative Percent
Positive	141	24.1	24.1	24.1
Negative	83	14.2	14.2	38.4
Both	319	54.6	54.6	93.0
No effects	21	3.6	3.6	96.6
Don't know	20	3.4	3.4	100.0
Total	584	100.0	100.0	

The above table shows the frequency distribution about effects of internet on education. According to results, 24.1% respondents said internet has affected their education positively. 14.2% respondents said internet has affected their education negatively. 54.6% respondents said internet has affected their education both positively and negatively. Whereas 3.6% respondents said internet usage has not affected their education and 3.4% respondents said they don't know about this situation.

Table 10
Internet Usage Improve English Language

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	358	61.3	61.3	61.3
No	77	13.2	13.2	74.5
To some extent	149	25.5	25.5	100.0
Total	584	100.0	100.0	

The above table shows the frequency distribution of effects of internet on use of language. According to results, 61.3% respondents said YES due to frequently use of internet, the use of English language among them has been increased. 13.2% respondents said No due to internet usage, the use of English language has not been increased, whereas 25.5% respondents said to some extent use of English language has been increased due to internet usage.

Table 11
Effects of Internet on Domestic Responsibilities

	Frequency	Percent	Valid Percent	Cumulative Percent
Positive	55	9.4	9.4	9.4
Negative	147	25.2	25.2	34.6
Both	216	37.0	37.0	71.6
No effects	119	20.4	20.4	92.0
Don't know	47	8.0	8.0	100.0
Total	584	100.0	100.0	

The above table shows the frequency distribution about effects of internet on performing domestic responsibilities. According to results, 9.4% respondents said internet has affected positively on their domestic responsibilities. 25.2% respondents said internet negatively affected their domestic responsibilities. 37.0% respondents said internet has affected their domestic responsibilities both positively and negatively. 20.4% respondents said internet has no effects on their domestic responsibilities. Whereas 8.0% respondents said they don't know about this situation.

Hypothesis Testing

Cross Tabulation and Chi-Square Tests

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

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

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

	Is internet exposure inspiring you towards new fashion trends?			Total	Pearson Chi-Square	P-Value
	Yes	No	To some extent			
Background Rural	198	11	54	263	35.573	.000
Urban	219	16	86	321		
Total	417	27	140	584		

N=584

< 5% level of significance

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

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

		Is internet using is affecting your personal appearance?			Total	Pearson Chi-Square	p-Value
		Yes	No	To some extent			
Background	Rural	125	52	86	263	14.605	.003
	Urban	148	86	87	321		
Total		273	138	173	584		

N=584

< 5% level of significance

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

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

		Exposure to internet is changing your dressing style?			Total	Pearson Chi-Square	p-Value
		Yes	No	To some extent			
Background	Rural	109	56	98	263	3.271	.195
	Urban	125	89	107	321		
Total		234	145	205	584		

N=584

< 5% level of significance

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

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

		How internet is affecting your customs?				Total	Pearson Chi-Square	p-Value
		Positive	Negative	No effect	Don't know			
Background	Rural	48	105	45	65	263	22.211	.001
	Urban	71	125	44	81	321		
Total		119	230	89	146	584		

N=584

< 5% level of significance

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

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

		Internet using is decreasing your social interaction?			Total	Pearson Chi-Square	P-Value
		Yes	No	To some extent			
Background	Rural	115	91	57	263	2.628	.269
	Urban	137	97	87	321		
Total		252	188	144	584		

N=584

< 5% level of significance

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

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

		How internet is affecting education?					Total	Pearson Chi-Square	P-Value
		Positive	Negative	Both	No effects	Don't know			
Background	Rural	60	35	150	10	8	263	1.397	.845
	Urban	81	48	169	11	12	321		
Total		141	83	319	21	20	584		

N=584

< 5% level of significance

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

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

		Due to internet, have you increased the use of English language?			Total	Pearson Chi-Square	P-Value
		Yes	No	To some extent			
Background	Rural	161	38	64	263	24.643	.001
	Urban	197	39	85	321		
Total		358	77	149	584		

N=584

< 5% level of significance

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

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

		How internet is affecting your domestic responsibilities?					Total	Pearson Chi-Square	P-Value
		Positive	Negative	Both	No effects	Don't know			
Background	Rural	24	68	88	61	22	263	3.664	.453
	Urban	31	79	128	58	25	321		
Total		55	147	216	119	47	584		

N=584

< 5% level of significance

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

Conclusion

Current study revealed effects of digital media on Pakistani culture. 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 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 has 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.

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