MEDIA USE HABITS OF YOUTH:
EXPLORING TRENDS, PREFERENCES AND EFFECTS
ON SOCIAL CAPITAL

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IN THE NAME OF ALLAH,
THE MOST BENEFICENT, THE MOST MERCIFUL
ABSTRACT

This research study was designed to explore the media use habits of youth with special focus on the latest trends and preferences in media use and the effects of the Internet based modern media on the social capital of Pakistani youth. The survey of 500 young people of 17 to 30 years of age studying in the various colleges and universities of the twin cities of Rawalpindi and Islamabad explored many interesting facts. The study also tested the Time Displacement Hypothesis of Robert Putnam (1995) to explore the effects of the Internet based new media on the social capital of youth.

The results showed that the Female respondents were getting more exposure to TV, Radio, Film and Mobile Phone, while Male respondents were having more exposure to Newspapers and Internet. Rural Areas youth was having more exposure to the traditional media i.e. TV, Radio and Newspaper, while, Urban youth was getting more exposure to Internet, Film and Mobile Phone. The youth was mostly using Internet and Mobile Phone for gratification of their needs while exposure to Radio was found very low.

Television was mostly used for Information and Entertainment, Radio for Entertainment and Education, Newspaper for Information and Education, while, the Internet was mostly used for Information, Education, Music/Film/Video and E-Mail purposes. Facebook was found as the most popular social networking site, second was Skype, while Twitter was the least popular among the youth. Social Networking Sites were mostly used for Chatting purposes.

The trend of ‘Multitasking’ was also found present among the youth but not to a large extent. Interestingly, the Trend of visiting Net Cafes was found diminished. Mobile Phone was given great preference by youth. The Trend of using Tablet was not found very high. The Trend of surfing restricted/pornographic sites for watching Movies and Video Clips was found very low among the youth. The habit of meeting friends through the physical visits was found
declining and it was found that mostly the youth was contacting friends through text messages and Mobile Phone calls.

The Pearson Correlation showed that the Youth’s Exposure to Internet had no effect on frequency of their Interaction/Discussion on various issues with the family members. Similarly, no relationship was found between the use of the Internet based modern media and feeling of loneliness. The results of Multiple Regression infer that the use of internet based modern media has badly affected youth’s habit of exercise/games, however, it had no effect on the Social Capital, Displacement of Time, Life Patterns and Daily Routines of Pakistani youth, contrary to the Putnam's Time Displacement Hypothesis (1995). However, the study supports the Uses and Gratification theory.
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CHAPTER No. 1
INTRODUCTION
1.1 INTRODUCTION

The modern communication technologies are nowadays most widely used by the people especially by the young people all over the world to gratify their media needs and to know about other traditions, places, cultures and history of the world. So, in this way, the new communication technologies on one hand have provided better communication strategies while on other hand they have bridged the gaps between the people living in different corners of the world. These developments have thus resulted in the phenomenon of globalization or global village as foreseen by Marshal McLuhan several decades ago. It is, therefore, the media studies are now more focused to conduct researches on the use of the new communication technologies and gadgets, which have become most popular throughout the world especially amongst the youth of our times.

Anstandig (2011) in his article “The Class of 2011: How Teens Interact with Media” for Radio-Info.com's, Radio’s Online Community, concludes that “the teens today are the most digitally connected generation we have ever seen”. He also refers to a study, released by Nielsen in June 2011 about teens’ media use habits. According to the study, an American Teenager watches TV for about 03 hours and 20 minutes, uses computer for about 52 minutes, makes calls through mobile phone for about 6 minutes, watches videos on MP3 player, listens to music on MP3 Audio player, uses DVR for about 8 minutes, uses internet for about 23 minutes, sends and receives text messages, watches DVD for about 17 minutes, watches online and mobile videos, reads newspapers to a small extent, spends about 25 minutes for console gaming, also plays computer games. So, the Nielson study concludes that the youth today have a wide variety of modern communication gadgets and media choices available to gratify their media needs and this is perhaps the reason that there is a wide diversity in the use of the various media outlets by youth.
Bryant and Thompson (2002) conclude that “we have become information dependent and information oriented society, therefore, it can truly be called that we are living in the information society.” So, it can truly be said that we are living in the information age, where people all the time need to gratify various kinds of media needs like education, information, surveillance and entertainment and also seek information about the happenings of the world. To gratify their media needs, the people now have many choices from the traditional media (newspaper, radio and television) to the more interactive and friendly new media especially the Internet based social media, mobile phone etc.

Among the new communication technologies, Internet is the most important and vital medium which has brought about a revolution in the world of communication and made the world similar to a global village. The adoption of a new technology or medium depends on the need or choice of a person. For example, if a person wants to remain update all the times with all the latest information, then he will certainly go for the latest technology or medium. Davison (1959) concludes that the new media is the result of the convergence of the features of traditional media with latest communication technology i.e. the Internet.

Though the new media have brought about a communication revolution throughout the world and are also providing better gratifications to the needs of media users. However, the new media has also brought a concern that it has the capacity to displace the existing or the traditional media. This concern gets strength with the idea that the people do have limited time. So, if people will spend too much time with one medium, they will have left with them less time for other media outlets. McComb (1972) concluded that “both time and money jointly constrain the growth of mass media in the marketplace.” Likewise, the concern about media effects is gaining strength with every passing day as the media now has become an inevitable part of youth by taking a large portion of their time. The function of the media may
be information, education, entertainment or watchdog function, however, the main purpose of media is to gratify the needs of users.

With the availability of a variety of media outlets like television, Internet, newspapers, radio, social networking sites, film and mobile phone etc., the youth has now a huge media choice around the clock. Due to this variety of media choices and depiction of so many foreign traditions through media, it’s really very easy for youth to fall victim to the cultures portrayed through media. Furthermore, the cultures from a developed world are usually welcomed by the youth of less developed countries and soon they become trends in these countries. It’s a matter of fact that majority of media users experience bad effects on their daily routines and lifestyle after exposure to new communication technologies especially the internet based new media including its displacement effects. Many studies have been conducted to explore the displacement effects of emerging media, including radio (Lazarsfeld, 1940; Mendelsohn, 1964), television (Belson, 1961; Williams, 1986), and Internet (Althaus and Tewksbury, 2000; Kayany and Yelsma, 2000; Lin, 2001).

According to Nie and Erbring (2000), the readership of the newspapers has faced considerable reduction due to the use of Internet. However, Kayany and Yelsma (2000) did not see any displacement effect of the Internet on newspapers reading for seeking of information. Kayany and Yelsma have further elaborated that the Internet had no displacement effect on the television and newspapers for entertainment functions. In fact, many studies have been conducted to explore the displacement effects of various media outlets, which have produced contradictory results and no definite conclusion about which media is displaced by which media.
Putnam (1995b) found positive correlation between the watching of television and erosion of the social capital after controlling some variables, however, he didn’t find any positive correlation between reading of newspaper and erosion of social capital. Mostly, the media studies focussing on the displacement effects make stress on the displacement of functions and time. Kayany and Yelsma (2000) concluded that the use of Internet displaced most of the time previously spent watching the television and after that the use of telephone and reading of newspaper were also displaced by Internet use. Similarly, Robinson (1981) concluded that watching of too much television displaced non media activities alongwith displacement of radio listening.

Mutz and Roberts (1993) presented three hypotheses of displacement, which are 1) “the more, the less”, meaning that if children give too much time to television, they will given less time to other important activities; 2) “the more, the more” meaning that children participating in one activity actively will also participate in other activities. So, if the children are using the existing media at a greater extent, then they will also go for the new media; 3) “marginal activities” hypothesis means that the time, which the children spent watching television must have been displaced from some other non-media or media activities, which might be much important and vital for their physical and psychological well being.

Initially, the media researches were focussing on the access of people to various media outlets. After that the researchers turned towards the investigation of media usage and allocation of time to various media outlets. During the last few decades, the television viewing has increased dramatically and similarly, the Internet has snatched most of the time from the daily schedule of today’s youth. So, it is important to explore and bring to light the time allocated by youth to various media outlets and media activities. It is also important to study the various purposes of the use of various media like television, newspaper, radio,
Internet and social networking sites. Therefore, this study examines the actual media usage of youth and how the media usage changes their daily lives by investigating the frequency of exposure to various media, new media trends and priorities in using different media, level of physical activities, interpersonal communication, social interaction, relationships with the family, and loneliness.

1.2 WHAT IS SOCIAL CAPITAL?

The concept of ‘Social Capital’ relates to the social relationships and cooperation to grab the collective benefits in a society. It can be said that the social capital is the nitty-gritty of social relations and social connections. It also refers to social trust, which helps us in achieving mutual objectives. Simply social capital is having the interpersonal communication or a cup of tea with family, friends, relatives etc. According to the concept of social capital, the more we have strong relationship and connection with people around us, the more there will be feeling of trust. According to Brehm and Rahn (1995) “the causation mainly flows from joining to trusting, however, the most important thing is that the social connection and trust move together simultaneously.”

The base of social capital is social networks which produce trust among the people in a society and is a powerful asset like the physical assets. “Along with economic capital, social capital is a valuable mechanism in economic growth” (Investopedia). Likewise, according to many scholars, the social capital is the glue of social relationships and social networks (Putnam, 1993a, 1993b; Newton, 1997). Moreover, Putnam also concludes that the social capital enhances the individuals’ reputation and economic development, which ultimately promotes the feelings of reciprocity and trust in society, which is necessary for achieving collective benefits (Putnam, 1995a).
Social capital is not only a concept being studied in the discipline of mass communication but it is also under discussion in other disciplines like political science and sociology. Durkheim (1938) concluded that “individuals possess two levels of consciousness; one relates to private experience and other to social associations. Disruptions in social level connections ultimately influence individual level behaviour.” According to Coleman (1990), the social capital is based on social relationships and therefore, it is not tangible. Likewise, Loury (1987) described that the social capital is not the property of anybody, which can be exchanged easily among the people.

Putnam (1995b) concluded that the social capital can be defined as “social connections”. He further elaborated that there are two factors in the social capital; the one is civic engagement and the other is social trust. So, the social capital is the name of relationships which are developed and maintained by the citizens in a community to get mutual achievements in community life (Brehm & Rahn, 1997; Newton, 2006).

According to Foley & Edwards (1997), though the concept of social capital has been conceptualized by many scholars, but it is still over simplified and under theorized. Putnam (995b) concluded that due to exposure to media, there was decline in the social capital of the American citizens. However, Coleman (1990) provided the foundation of social capital concept and said that “Social capital is productive, making possible the achievement of certain ends that would not be attainable in its absence.”

While discussing the social capital and after the review of the above literature about the concept of social capital, one thing is quite clear that the concept of the social capital has been defined differently by different researchers and usually the notions of trust, life
satisfaction, social networks, social relationships and civic engagements have been used to explain the concept of social capital (Putnam, 1993, 1995; Brehm & Rahn, 1997; Putnam, 2000; Lin, 2001; Newton, 2006).

It can truly be said that “the social capital is the resources available to people through their social interactions” (Lin, 2001; Putnam, 2004). It means that the people will be having more social capital if they will be having more social contacts and relations after making large number of interactions with the people around them like family, friends, relatives, colleagues, etc. (Resnick, 2002). It is, therefore, Joinson (2008) concluded that the use of social networking sites and other social media is increasing day by day especially among the youth of our times because they want to stay in-touch with their friends and also want to make new friends to enhance their social networks.

The most important products of the social capital are the social networks and social relationship which ultimately produce mutual understanding and trust. the trust is very important for the collective achievements and activities (Putnam, 2004). According to Lin (2001), social capital also provides opportunities and information which is important for life achievements and well being of individuals.

Actually, there are three domains of the social capital as explained by Scheufele and Shah (2000), which include interpersonal, intrapersonal and behavioural domains. Here, the domain of the interpersonal social capital is relating to the trust and understanding among the individuals. The domain of intrapersonal refers to the life satisfaction of the individuals, while the behavioural domain relates to the social activities and social participation of people as explained by Scheufele and Shah.
Likewise, Putnam (2000) concluded that “bridging and bonding are two forms of social capital.” He further elaborated that the bridging refers to the social networks of the individuals which are formed for the exchange of information which usually important for survival. Similarly, the bonding characteristic of the social capital is related to close connections (family, friends, relatives etc.), which usually provide much vital emotional support. This study also attempts to study the impact of modern media especially the internet based media on the social capital of the youth in Pakistan.

1.3 MASS MEDIA IN PAKISTAN

The Television, Newspapers, Radio, Cinema, Mobile Phone and Internet based media like the Social Networking Sites are the most popular and commonly used mass media outlets in Pakistan. The Pakistani media is subjected to the cross media ownership and media chains. Moreover, Pakistan’s media sociology is controlled by five big media groups, which are The Jang group, The Dawn group, The Nawa-i-Waqt group, The Express group and The Dunya group (Media in Pakistan, 2009).

It is important to note that the latest information and communication technologies have brought revolutionary changes in the media system in Pakistan and have also played vital role in the mushroom growth of media especially the electronic media in Pakistan. So, the media users in Pakistan are now enjoying a great variety of media content and offering. The important mass media outlets, especially the focus of this research study are briefly discussed below with special reference to the media use habits of youth, latest media trends, preferences in media use and the displacement effects of media especially the Internet based new media on the youth in Pakistan.
1.3.1 TELEVISION

After 1950, the television has got revolutionary development and has become almost the most important part of the people not only in Pakistan but all over the world. The character of television has changed tremendously with the passage of time. As far as the evolution of television in Pakistan is concerned, it was introduced in the lives of the Pakistanis in 1960s with the objective of education. After that the functions of information and entertainment were also added in the list of objectives of the television. The television viewing increased manifold during the 1970s and 1980s. It is a matter of fact the viewing of television increases with the increase in the age. However, with the passage of time, the concerns about the ill effects of television on the audience especially the children and youth gained strength. However, to study the impact and effect of television on its viewers, the time spent watching television should be chalked out (Media in Pakistan, 2009).

In 1960s, when the television was introduced in Pakistan, there was only one television channel i.e. Pakistan Television (PTV). However, with the arrival of the 21st Century, the Pakistan witnessed the mushroom growth of the private television channels and the present figure of private television channels in Pakistan is more than 80, along with 06 additional government owned television channels. About 100 percent urban households are enjoying cable television with the availability of general, as well as specialized television contents like dramas, films, sports, religions, cooking, politics and fashion etc. The Pakistan Television and ATV are being on terrestrial system while the popular private Television channels being on cable system include: Samaa News, Express News, Geo News, Aaj News, Dunya News, Khyber News, Abb Tak News, Jaag News, ARY News, Hum TV, KTV, AVT Khyber, Ten Sports, Zaiqa TV, Channel 5, Filmazia, and Masala TV (Gallup Pakistan, 2005).
With the mushroom growth in the private television channels in Pakistan, significant awareness has being observed among the citizens especially in the fields of health, democracy, politics and social development. Likewise, the media education has also been found improved in Pakistan. Though, the youth are consuming many different mass media outlets like Internet, television, newspapers, music, mobile phone and social networking sites, however, it is usually said that the television is the most common mass media outlet among the users of every age (Media in Pakistan, 2009). Similarly, according to Siraj (2009), “Cable television is bringing the world closer to the Pakistani viewers.”

**Time Spent Watching TV**
The Television Bureau of Advertising released a study in America (available online), which says that in America, the women were found spending on the average more than five hours per day watching television. Similarly, men were found watching television for more than 4.5 hours per day while children and teens were found watching television for about 3.5 hours per day. Similarly, a study of Nielsen Company (2009) also concluded that the use of the television in America has increased all time high in 2008-09, wherein, the people in America were found spending about five hours per day watching television (Reuters).

As far as the watching of television in Pakistan is concerned, it has been observed that since the evolution of television in 1960s, its use is continuously increasing among the viewers of all ages including the youth and especially nowadays due to the political unrest and instability in the country, all the times the people prefer to get information on news and current affairs through television. Sometimes, even the viewers spend the whole day in front of television for the surveillance especially when there is some political crisis or unrest in the country (Media in Pakistan, 2009).
Television and Behaviour

Many research studies have made efforts to explore the concerns that the watching of too much television erodes the social capital of viewers, disrupts the interpersonal communication and also cultivates negative habits among the viewers like eating disorders, getting away from exercises and physical activities. These concerns are also supported by the Cultivation Hypothesis that the heavy viewers of television take the world as the television portray it. For example, heavy television viewers think that the world is mean and threatening. As Clarke & Fredin (1978) concluded that “Television viewing appears to have an inhibiting effect on learning.”

Though, the television is now the most favourite information source especially regarding the politics. However, on the other the hand, the heavy viewing of television may cause the erosion of the social engagement, which may ultimate disturb the verbal proficiency. As according to Morgan & Gross (1982), the watching of television has negative relationship with the verbal proficiency. Similarly, Schramm, Lyle and Parker (1961) investigated the effects of television watching on the children as regards to behavioural, physical and cognitive harms. It was found that the heavy viewing of television was causing displacement of their time from house chores, physical activities, listening to radio, and giving time to reading etc. Furthermore, it was observed that the families especially the families with children were having more television sets than before, however, the television set has not remained the centrepiece of family gatherings.

Television and Displacement of other Activities

Another very important and big concern, which has been studied by various studies is that the heavy viewing of television displaces the time of the children and youth, which was otherwise to be given to activities, which are much vital for the social, physical and mental
development of the youth. Putnam (1995) also blames the television for eroding the social capital of the American society. Majority of such studies meant to explore the displacement effects of the television have been made to study the displacement effects of television on children and youth due to the reason that they are more vulnerable than adults and old age viewers (Mutz & Roberts, 1993).

It is also a big concern is that the activities, which are functionally equivalent to the television may be displaced by viewing of television. Mutz and Roberts (1993) also concluded that since the television gratifies the users’ needs of relaxation, education, time passing, entertainment and information, etc. and therefore, the activities which serve the similar functions are at risk to be displaced by the viewing of television with the increase in the time given to watching of the television.

1.3.2 RADIO

The most widely used traditional mass medium is Radio, which reaches the people immediately and serves the functions of education, information and entertainment. Actually, accuracy, balance, and clarity having achieved together can produce a credible medium. Because of its economy and capacity to reach the large audience immediately, Radio has grown rapidly. When we see the history of Radio in Pakistan, we see that the part of the Sub-Continent, which later constituted Pakistan, got the Peshawar Broadcasting Station, which was inaugurated before the freedom of Pakistan on March 6, 1935 by the Governor of NWFP. On April 1, 1937, All India Radio took over the Peshawar Radio Station from the NWFP Government. The same year Lahore Radio Station was inaugurated. So, at the time of independence, there were only two Radio Stations in Pakistan, one at Peshawar and second at Lahore (PBC official website).
After the independence of Pakistan, the Pakistan Broadcasting Service raised the mission to spread the broadcasting service throughout the country. Later on, the Pakistan Broadcasting Service became Radio Pakistan and subsequently, it became ‘Pakistan Broadcasting Corporation’ (PBC) on December 20, 1972. The Pakistan Broadcasting Corporation is operating as a sub-ordinate department of the Ministry of Information and Broadcasting. Presently, there are about 22 Radio Stations working under the PBC in different parts of the country (PBC official website).

With the advent and evolution of the television, it was thought that Radio has to gradually fade away. Likewise, when Radio was invented, it was thought that newspapers shall lose their importance. However, contrary to these suppositions, all the three sources of information, education and entertainment (newspapers, radio and television) had not only survived but flourished simultaneously. Radio is one of the family members of mass media and each medium has its own place and value for the media users. Radio can serve the society only to the extent that it retains the trust and confidence of its listeners, its credibility as a channel of information and its utility as an agent of social change and development. It can rightly be called that Radio is serving the humanity.

The present age is the age of information and communication and Radio is the most important medium of communication. It has very special role especially in the developing countries, where literacy rate is very low. So, in the developing countries, radio is still playing a role that no other medium can possibly play. Radio is very fast and can also be operated without electricity. Moreover, Radio programme production costs lesser and illiteracy is not a barrier while communicating over it. Radio is the medium of the community and it converts the members of a community in shape of one family, especially, the interactive radio has brought the people closer to each other and share their views.
Radio being a traditional mass medium has emerged as a strong community medium and is playing very important role in the development of the country. Presently, quite a large number of private networks of radio stations are functioning in the urban as well as the rural areas of Pakistan. Radio provides the information to its listeners and also entertains them while working, relaxing, driving and even doing house chores. Radio is the ultimate and the most preferred source of information as well as entertainment for the people living in the rural areas. “A total of 21 percent of radio audience live in urban areas while 27 percent radio listeners are from the rural areas of Pakistan” (Gallup Pakistan, 2005).

With the evolution of information technology, the trend of the online traditional media has also found increasing throughout the world. It is, therefore, the people especially the youth prefer listening to the Radio of their choice through Internet and through their mobile phones. For example, a study conducted by Arbitron and Edison (available online) says that during the last five years, the listening of radio through the internet (online radio) per week was found doubled. Similarly, 18th Edison Research/Arbitron Internet and Multimedia Study (2010) tell us that the trend of online radio was found among 52 percent Americans. 30 percent youth of 12 to 24 years of age was also found much interested in listening radio through Internet (retrieved from internet).

According to the Bridge Ratings study (December 2, 2005), which was the part of the Media Lab analysis of the Southern California University. The name of the project was “How to make music radio appealing to the next generation.” In this study, two thousand young people of 12 to 24 years of age were interviewed to explore the music seeking habits of youth. The results showed that 85 percent youth like to listen to music through MP3 players and not
through radio. 54 percent preferred listening music on Internet. While 30 percent respondents were giving preference to listen to radio for music.

1.3.3 NEWSPAPER
The press in Pakistan has not enjoyed the complete freedom since the independence, as every government wanted to have control over the newspapers and other print media. To bring this control, and snub the press freedom, the different governments promulgated various Ordinances and Acts. Actually, it is a matter of fact all the governments want that the media should only highlight their good projects and works but on the other to serve the watchdog function, media is always in seek of the scandals committed by government functionaries and politicians. Due to these obstacles, the newspapers in Pakistan could not flourished until the dawn of the twenty first century.

In 1960s, the regime of Ayub Khan brought the Press and Publication Ordinance (PPO), which completely snubbed the press freedom. This ordinance was boycotted by almost all the journalists’ platforms, since all the newspapers were bound to print the handouts of government without any amendment. During this time the National Press Trust (NPT) was also established, which nationalized many big newspapers like Mashriq, Morning News, Hila-e-Pakistan and others. Likewise, during this time, the foreign news agencies were allowed to only provide the news items to subscribers through the government news agencies. However, inspite of these circumstances, it is the credit of the Pakistani media especially the newspapers to fight against all ills and keeping Pakistani nation informed about the happenings, whether at national or international level (Media in Pakistan, 2009).

In 1988, the Press and Publication Ordinance was repealed and a new ordinance was promulgated which was named as “Registration of Printing Presses and Publication
Ordinance” (RPPO). This ordinance was welcomed by the media in Pakistan as this was not very strict in nature as the PPO. Actually, it was the time, when the information and communication technology took a boost and the world was going to become a global village. So, it didn’t remain possible to avoid people from getting world information because they were having multiple information sources. It is, therefore, there are presently more than a thousand newspapers in Pakistan (Media in Pakistan, 2009).

Presently, the Pakistani newspapers are enjoying freedom of information. However, since the Government of Pakistan is the major advertiser having almost more than 30 percent of total advertising share, so, newspapers usually support the policies of the government to get advertisement share. But, big media groups play their watchdog function by keeping an eye on the doings of the government without taking care of the advertisement share from the government institutions.

According to Kazim (2013), “eight million people have access to newspapers in Pakistan”. The newspapers of Pakistan have about 5.6 million daily circulations, while the newspaper readership is about 35 percent in rural areas and 60 percent in the urban areas. It is also noteworthy that only 30 percent readers buy newspapers, while 13 percent readers read the newspapers in public places, about 51 percent readers borrow newspapers from their neighbours, 24 percent readers read the newspapers in their offices, and 7 percent readers of newspapers use some other sources to read newspapers (Gallup Pakistan, 2005).

The popular Pakistani newspapers of Urdu language include: daily Nawa-i-Waqt, daily Jang, daily Express, daily Nai Baat, daily Dunya, daily Ausaf, daily Khabrain, daily Mashriq, daily Pakistan, daily Din, daily Jinnah, daily Azkaar, and daily Jehan Pakistan. Likewise, the popular English newspapers of Pakistan include: daily Dawn, daily The Nation, daily The
News, daily Pakistan Observer, daily Business Recorder, daily Times, daily Express Tribune, and daily Pakistan Today. On the whole, there are about 450 daily newspapers, about 720 weekly newspapers, over 100 fortnightly magazines and about 550 monthly magazines (Pakistan Press Foundation 2010).

The readership of the newspapers is continuously on the decline since early 1970s, when about 70 percent of American citizens were having access to newspapers. So, “the readers are picking up newspapers more and more sporadically” (Schonbach, Lauf, McLeod & Scheufele, 1997). As far as the readership in Pakistan is concerned, it is interesting to note that though the development of the information and communication technology has brought about many changes in the media use habits of the people of Pakistan especially the youth, however, it has been observed that still the traditional media especially the newspapers are being widely used by the people in Pakistan. However, if we talk about the usage of newspapers by the youth of Pakistan, the answer is not clear and this study will surely help explore the usage pattern of newspapers by the youth. Moreover, this study will also explore various purposes of newspapers use, trend of online newspapers and also the effects of the new media on the newspapers readerships.

*Newspapers and Social Capital*

According to Putnam (1995b), the relationship between the readership of newspapers and the social capital of the readers was found positive. Which means that the reading of newspapers does not erode the social capital of the readers. Likewise, Neuwirth, Salmon & Neff (1989) observed the community involvements among the newspaper readers. Viswanath, Finnegan, Rooney Jr., & Potter (1990) also related the newspaper reading to the increased levels of ties to a community, while Stamm & Weis (1986) concluded that the reading of newspapers result in the integration into the society. Likewise, Moy, Scheufele & Horbert (1999)
explored that there was positive relationship between the time spent in reading of newspapers and the increased level of social engagements. As Robinson & Levy (1986, 1996) stated that “A large corpus of research concluded that newspaper news enhances information gain and political knowledge.”

1.3.4 INTERNET
The Internet with more than one billion users scattered all over world is now a worldwide phenomenon. It is a revolutionary Information and communication Technology with the superb feature of fastness. This super information and communication technology has made the world a global village. The major functions or the purposes of the use of the Internet are education, communication, information, entertainment, earning, online banking, research, and socializing as well. It has now become a window of information. It also provides entertainment to its users at any time. On the other hand, the use of the Internet also produces a great concern that our new generation is giving most of its time to Internet resulting in the displacement of their social capital and also casting many ill effects on their social, mental and physical well being.

Whatever, the information one desire to find, he or she can just search out the information on the internet and surely will find the requisite information within few seconds. So, whatever you are looking for is available online. The International Telecommunication Union made a comparison among 154 countries regarding the development made during 5 years (2002-2007) in the field of information and communication technologies. The report of the comparison showed that the use of the Internet increased a lot during the five years and this usage rose to 23 percent people around the world, which was only 11 percent in the years 2002 (Source: International Telecommunication Union report available online).
A large number of business opportunities have also been introduced due to the tremendous growth of the Internet. The most widely done online business is the Internet marketing, which is the way to sell the services and products of various companies through the Internet. According to a study from Pew Internet & American Life Project (available online), the internet users in America, who go online and search or browse various websites have grown to 69 percent in May, 2008. The study further says that during the period from January 2002 to May 2008, the usage of the E-Mail service has also witnessed a great increase upto 60 percent on a typical day.

**Salient Features of Internet**

Some of the common and most important features, for which the internet is being used by the people worldwide, are as under:

- Sending and receiving e-mails
- Entertainment
- Financial and business dealing
- Download software, music and news etc.
- Encyclopaedia
- Maps of the world
- Weather information
- Results and other details of colleges/universities/schools
- Credit card dealing
- Chatting (voice, write and camera)
- Online banking
- Education
- Discussion forums
Online shops and money exchange

Online traditional media (TV, Newspaper and Radio)

The youth is found mostly playing games online or killing their time by surfing the undesirable and unnecessary websites. It was initially thought that the Internet would be useful to the people especially the children and youth for helping them in education, learning, research and information. However, it was soon realized that instead of getting above mentioned benefits from the Internet, the youth and children were found using the Internet for chatting, online games, social networking sites and even pornography.

Just like the television brought about a big change in the lives of the people in 1950s and 1960s, similarly, the Internet has brought many revolutions in our lives. Though, the Internet has brought many revolutions in our lives and has made our lives easy and connected, however, the bad effects of the use of the Internet should also be investigated because the youth is investing maximum of their time and energies in the use of Internet. So, there is a strong concern of many people that which activities will be displaced due to the reason that the time previously given to various activities including the social and physical activities has been displaced by the Internet.

**Internet in Pakistan**

The Internet has also become the part and parcel of the lives of majority of the Pakistanis. It is now available in almost all the important places especially the urban areas like homes, offices, educational institutions, libraries, hotels, motels, rest houses etc. It is due to this that the new generation is much more familiar with the features and capabilities of the Internet. The youth now prefer doing most of their daily activities online like education and socialization. After the decrease in the prices of the Personal Computer, Laptops and Smart
Phones and better availability of the Internet connections like the Broadband and Wi-Fi, the use of the Internet increased among the Pakistani society.

Almost, all the government departments and institutions and the established business companies are having their websites to keep their clients informed and updated with their operations, achievements, products and services, due to which the use of the Internet has also increased. In the year 2011, there were about 13 lac subscribers of broadband, which must be manifold in the year 2014 as many new companies have started their services of Internet connections. So, Broadband is now available in almost all the cities of the country with different range of the speeds. Some of the big providers of broadband service include PTCL, Wateen and LinkdotNet. However, the companies providing DSL include Nayatel, Micro Net, World Call, Wi-Tribe, etc. (Wikipedia).

**Online Traditional Media**

A study conducted by Nielsen Media Research (October, 2007), which was also published in The New York Times on March 10, 2008, concluded that about 25 percent Internet users had watched the television programs in full length through the Internet. Out of the people streaming the television programs through the internet, there were 39 percent individuals in the range of age 18-34 years, while in the age range of 35-54, there were 23 percent individuals. Similarly, a study released by the Newspaper Association of America on April 3, 2006, found that about 33 percent of the users of the Internet every month visit the website of a newspaper (USA Today).

**Effects of Internet Usage**

Since, the children and youth are heavily using the Internet for various purposes like information, education and entertainment, so, there are some concerns about the ill effects of
the use of Internet especially on the children and youth. These concerns include violent content, pornography and also the displacement of social capital including social interaction, interpersonal communication, relationship, psychological effects (like loneliness and mental health), and loss of physical activities. As according to Turrow (1999), many parents feel that there are many benefits of the Internet, however, they are also much concerned and worried about the bad effects of the Internet, which the heavy usage of the Internet can cause in the youth and children like sexual and violent content, interaction with strangers from all over the world and also the advertisement inviting to buy or do things which may be harmful to them. So, there is dire need to explore these concerns to supplement the previous studies or to reconsider the results of the earlier researches.

The effects of the Internet on the society and individuals have been studied by many disciplines like sociology, psychology, education and mass communication. It is also true that the use of the Internet amongst the youth is increasing with every passing day. According to the Pew Internet & American Life Project, about 45 percent of children living in America under the age of 18 years were found using the Internet (Pew Research Centre, 2000a). It means that now Internet facility will be available in almost all the educational institutions of America. The circumstances in Pakistan are not too much different especially in the urban areas and big cities, where broadband and wireless internet service is being provided by a number of companies. And now all the cellular companies in Pakistan are also providing their subscribers with the facility of 3G and 4G, which is the availability of high speed internet on the smart phones, which has been warmly welcomed by the youth in Pakistan.

Kollock (1999) and Mathwick (2002) concluded that the usage of the Internet involve such activities which utilize too much time and efforts on the part of its users. Although, we all realize the importance of studying the effects of Internet on the lives and daily routines of the
youth, but still, very little research has been done regarding the displacement effect of the Internet in Pakistan. Particularly, the research showing the relationship between the Internet use and displacement effect for various daily activities including physical activities and social involvement is very rare. Also, whether, the use of the Internet is related to the feeling of loneliness amongst youth is still a question to be replied. This particular study investigates such research questions.

There is no doubt that the Internet provides a good opportunity to communicate with people, but the communication is not only with the words and it is also true that there can be no alternative to face to face communication, which is important for strong relationships and feelings of trust and reciprocity. Furthermore, the time displacement effects of the usage of Internet are also important to study. Likewise, the Internet is an information technology which is having the attributes and characteristics of the traditional media like education, information and entertainment with some additional qualities and hence it has the ability to displace the traditional media like radio, television and newspaper.

1.3.5 SOCIAL NETWORKING SITES
Communication is very important for holding relationships and closeness as if we don’t communicate with each other on regular basis, it will surely have some effects on the relationships. Social Networking Sites are based on this idea and thus they provide the platforms for having virtual contacts and maintaining relationships. Social networking sites are actually internet based phenomenon. The individual who want to get member or user of some social networking site has to create an account or profile, which contains basic information about that individual like education, profession, photos, portfolios, interests, list of friends, and achievements, etc. Four most popular and widely used social networking sites in Pakistan are facebook, twitter, youtube and linkedin.
Social networking sites are the most widely used communication medium of the present age especially among the youth all over the world. Social Networking (SN) is combination of two words i.e. ‘Social’ which means the human society and ‘networking’ which means the act of meeting new people. So, social networking sites is a service which is based on Internet and which aims at building and strengthening social relations and networks among the individuals. “It is just a kind of social structure, in which people love to interact and communicate with their loved ones” (ezinearticles).

The history of Social networking is very old but the present shape of social networking sites emerged with the dawn of the 21st Century. One of the first of such sites was launched in 1995 with the name Classmates.com and with the purpose to have connection with old classmates. Similarly, SixDegree.com was popular in 1997, which provided its users with the facilities of designing profiles, messaging and creating networks with similar interests. After the year 2003, a lot of new social networking sites came in market to provide a variety of features and services to their users and after 2004 many were also commercialized as well, which brought explosion in the fields. In the year 2006, any person having a valid email address was able to any social networking site (ezinearticles).

Presently, more than 190 social networking sites are in operation around the globe. Out of these, some social networking sites are specific to various professions while many other are open ended and anyone having a valid email address can join them. Social networking sites allow their users to present their portfolio in a better and impressive manner and also provide their users with the facility to have communication with people living faraway. The reasons for so many people joining social networking sites include that everyone wants to stay in contact with the friends and to share information with each other. To maintain the privacy of
the users, the social networking sites also offer certain controls and privacy checks. For example, who can access the profile of a user, and also the control for addition or removal from the list of friends, etc. (Inkingrey, 2010)

Actually people joining the social networking sites share their activities and interests with others and also want to know about the interests and achievements of other people. According to the Pew Internet project study available online (January 14, 2009), about 35 percent users of the Internet are having at least one profile or account on some social networking site. Pew further elaborated that the youth use the social networking site more than the other age groups. They conclude that 75 percent users of the Internet of 18-24 years of age have an account on social networking site.

Some of the facilities and features, which are usually offered by the social networking sites to the users, as presented by the Journal of Computer Mediated Communication (2007), are mentioned below:

1. to create the accounts/profile on one or different social networking sites.
2. to create a list of friends, for sharing of information, ideas and relationship
3. to make communication with the contacts in the friends’ list and even with the list of contacts of the other people while remaining within the system.

Social networking sites are actually providing their users with the virtual world to make friends, sharing different stuff like pictures, ideas, portfolios, and videos, making chats, giving comments and likes to friends’ posts and many more facilities. However, it is feared that heavy usage of social networking sites are casting bad effects on interaction and interpersonal communication of youth with their social capital. According to a study published in daily Express Tribune in the year 2002, more than six million individuals in
Pakistan were using Facebook, due to which, Pakistan stands at serial 26 among the countries using Facebook. Out of these six million users, 4.14 million were male while the rest were female. The study further concluded that the majority (55.4 percent) was in the age range of 18-24 years. Similarly, about 2.02 million Facebook users in Pakistan were found to be the college graduates (Daily Express Tribune, 2012).

It is also a matter of fact that the social networking site gives its users many details about their contacts like interests, education, taste, likings and disliking etc., which are important in developing mutual understanding and removing any uncertainty, “a basic condition for creating norms of reciprocity and trust among the people” (Berger & Calabrese, 1975). Without knowing each other, there will be less chance for developing a strong and trust based relationship. So, the social networking can be a strong tool for fostering collective action and civic activities to create a better and healthy society.

1.3.6 FILM

There is no doubt that the Film is the best entertainment medium, which is liked by the people of all ages from children to people of old ages. However, according to the Gallup Pakistan (2005), only 13 percent citizens of Pakistan go out to Cinema Halls to watch the films. It means that the Trend of watching films in Cinema Halls is declining day by day in Pakistan, due to which, the Pakistani film industry is deploring as well. Mostly, people like to watch films in their homes through CD players, Cable Network or on their Personal Computer and Laptops etc. However, few people, who are either not having the latest entertainment gadgets at homes or with the mood to have enjoyment, recreation or diversion, go to watch films at the cinema halls.
Moreover, the people who are interested in watching the films on their Personal Computers, Laptops or CD Players usually prefer watching the Indian movies or the Hollywood movies due to the better stories, themes, cast, production techniques, computer arts, and use of other latest technological gadgets and instruments. So, the people, who visit the Pakistani Cinema Hall also prefer to go to such Cinema Halls, where some Indian or American film is on display, rather than watching the Pakistani movies.

1.3.7 MOBILE PHONE

Mobile Phone has become the part and parcel of almost every person living anywhere in the globe. It is a basic necessity to remain in touch with the family, friends, colleagues, relatives and other important contacts, due to which the use of the mobile phone is fast increasing day by day. According to the report of the International Telecommunication Union (ITU), which studied and investigated the development and use of the new communication and information technologies during the five years (2002-2007) in 154 nations “60 percent individuals all over the world were having mobile phone subscriptions” (International Telecommunication Union report available online).

According to a study released by the Pew Internet and American Life Project, the trend of using the text messages among the youth to make contact with their friends has doubled during the three years (2006-2009). The study also concluded that the other ways of contacting with friends like calls through mobile phones, face to face communication, social networking sites, and e-mail etc. had been found declining among the youth. It means that the today’s youth is using mostly the text messages to contact their friends, while other methods of contacting friends are used infrequently (Pew Internet Research Center’s Website).
The study conducted by Arbitron and Edison (available online) says that 31 percent American citizens are having smart phones with them. Likewise, according to Pew Research Center’s Internet & American Life Project (August 9 - September 13, 2010), 82 percent Americans have mobile phones. The study further says that the adult texters usually send and receive about 10 messages per day while teens who text on the average send and receive more than 50 messages a day. Similarly, according to Pew study, about 83 percent American youth use mobile phone for taking snaps, 46 percent use for playing games, 60 percent use their mobile phones for playing music, 23 percent teens use social networking sites on mobile phones while 27 percent use Internet for other purposes on their mobile phones.

According to the “Three Screen Report” of The Nielsen Company, regarding the trend of Multitasking among the Internet, Mobile Phones and the Television, the use of the television and the Internet at the same time has reached 3.5 hours in a month. Similarly, about 60 percent individuals use the Internet while using the mobile phone or watching the television. Likewise, the study of Federal Communication Commission (FCC) concluded that 86 percent citizens of the America are having their own mobile phones. Furthermore, 66 percent use text messages for communication and 48 percent of youth in the age range of 19 to 29 years use the Internet through their mobile phones.

The technology of Mobile Phone is not very old in Pakistan as it has gained popularity with the dawn of the twenty first century when many national and international cellular companies came into business in Pakistani market. After this development, the use of the Mobile Phone got mushroom growth and with every passing more citizens joined the club of the mobile phone subscribers and this trend is still in. Furthermore, with the decrease in the prices of mobile phone connections, charges of mobile calls, price of the mobile sets and cheap SMS service, the lower middle class and even the poor people of Pakistan also started using this.
marvellous technology and due to this reason, nowadays, more than half of Pakistanis are having mobile phones with them. “In Pakistan, about 100 million people are having mobile phones” (Kazim 2013).

1.4 STATEMENT OF THE PROBLEM

The modern media, such as the Internet based media and mobile phone have become an inevitable part of our lives especially the lives of our youth, raising so many questions about its effects on interpersonal communication, use of traditional media, media preferences, lifestyle and relationship with the social capital. So, it is important to explore that how do the today's youth use the various media outlets? The present study was planned to investigate the media use habits of youth of the twin cities of Rawalpindi and Islamabad. A survey of young male and female college and university students has explored many dimensions of significant importance and opened new horizons about the new trends, patterns and preferences of young people in using the various media outlets and effects of new media on their life patterns, face to face interaction and social capital.

1.5 OBJECTIVES OF THE STUDY

This study has been conducted to achieve the following objectives:

1. To know that to what extent the youth nowadays watch television, listen to the radio, read newspapers, use the Internet, watch the films and use the mobile phone.

2. To determine the different purposes motivating the youth for the use of the various media outlets.

3. To analyse the trends and preferences of youth in using the different media outlets.

4. To bring to light the usage patterns of the Social Networking Sites by the youth.
5. To bring to light the satisfaction level of youth in the use of the various media outlets for gratification of their media needs.

6. To explore the time spent by the youth in using different types of media or how the youth allocate their time budget in the consumption of various media outlets. For example, the time youth spends watching the Televisio, reading the newspapers, listening to the radio, watching film, using the mobile phone, using the Internet and social networking sites is investigated.

7. To explore the effects of the new media on the youth especially relating to the daily life patterns, interpersonal communication, relationships and displacement of the social capital.

8. To judge that how far the use of modern media has affected the interaction of youth with family, friends, relatives and neighbours etc.

9. To bring to light the effects of new media on the educational achievements of the youth.

10. To examine the youth’s perception about the modern media in terms of its effects on their physical and mental health, eating disorders, exercise/games and loneliness.

Summarising, the purpose of this study was to examine the media use habits of the youth in Pakistan and how media usage especially the use of the Internet based new/modern media change the youth’s daily life routines and activities. One more objective of this study was to determine that if there is any possible displacement effect for the social capital and an impact on the psychological, physical, and social well being.

1.6 RATIONALE OF THE STUDY

In Pakistan, there has not been conducted too much research so far on the media use habits of the youth with special focus on the latest trends and preferences in the use of media and the
ultimate effects of media usage especially the use of the internet based new media on the social capital and life patterns of the youth. It is, therefore, this research study will be a milestone study for the future researchers in the area of research. Furthermore, this study also has a great deal of importance as it describes the possible benefits and uses as well as the negative effects of the media like displacement effects, loneliness, effects on educational achievements and health, etc.

Different researches have been conducted to explore the media usage patterns and the positive and negative effects of the media on the users, as regards to the daily life activities and relationships with the society. Since the new media especially the Internet based social media are growing speedily and are seeping in the life of almost every internet user, especially the youth, so, it becomes necessary to keep a check on the usage patterns of these new media outlets by the youth, through research study, which should be conducted every year, so that to maintain a record of activities of the media users and different trends and preferences in the use of various media outlets.

The researcher, therefore, considers that this research study on the media use habits of youth, with special reference and focus on the new media trends and preferences and the effects of the new media on the life patterns and social capital of the youth, is of cardinal importance especially to the policy makers.

1.7 SIGNIFICANCE OF STUDY

This research study is important in understanding the latest media use habits and patterns and their effects on the youth in regards to losing the social capitals. The government policy makers have a great responsibility of limiting the impact of new information and communication technologies. The end user is the ultimate victim of the new technology,
which alongwith some opportunities brings with it many dangers and concerns. So, this study is beneficial to recommend the media policy makers to come up with suitable changes in the policies to avoid our youth from bad effects of media especially the Internet based new media and to preserve our own culture and social capital.

The study will also help in determining the priorities of the youth while using the different mass media outlets, which are important in pursuit of knowledge and information about the cultural import and losing of our own traditions of caring and system of strong relationship in Pakistan. So, with the help of this study, the policy makers and the media practitioners in Pakistan would be able to come up with solutions, which can help stop the displacement of the social capital in our society.

The study has also explored the extent to which the Pakistani youth is using the new media especially the Internet based media like the social networking sites and how much the new media is displacing the traditional media i.e. radio, television and newspaper, which is also an important finding and a road map to the traditional media owners to come up with the necessary changes and to upgrade the traditional media in line with the new demands and media needs of the youth.
1.8 RESEARCH QUESTIONS OF THE STUDY

Following Research Questions were formulated to study the problem in depth and to meet the objectives of the study:

Research Question 1: Whether and to what extent the youth in Pakistan is getting exposure to the different mass media outlets?

Research Question 2: Which media is the most frequently used by the youth such as watching television, reading newspaper, listening to radio, using Internet, watching film and using mobile phone?

Research Question 3: How is the exposure to various media outlets different with respect to audience’s demography (Gender, Marital Status, Educational Level, Institutions’ Type, Residential Area and Family Income)?

Research Question 4: For which purpose, the youth is most frequently watching the television?

Research Question 5: For which purpose, the youth is most frequently listening to the radio?

Research Question 6: For which purpose, the youth is most frequently reading the newspaper?

Research Question 7: For which purpose, the youth is most frequently using the internet?

Research Question 8: What is the needs gratification/satisfaction level from the use of different media outlets with respect to the audience’s demography?
Research Question 9: What is the relationship between audience’ getting of first hand information from media and their Preference for the same media for getting further details?

Research Question 10: How much time the youth spends in using the various media outlets?

Research Question 11: Which Social Networking Site is the most popular amongst the Pakistani youth?

Research Question 12: What are the various purposes for which the youth is using the Social Networking Sites?

Research Question 13: What are the latest media trends among the Pakistani youth?

Research Question 14: Whether and to what extent the use of internet by the youth has affected the use of traditional media like newspaper, radio, and television?

Research Question 15: What is the affect of internet based modern media on the Social Capital of Pakistani youth?

Research Question 16: Does the use of Internet displace the interpersonal communication of youth with their family members, friends, neighbours and relatives?

Research Question 17: What is the relationship between youth’s use of modern media and their educational achievements?
Research Question 18: What is the relationship between youth’s use of modern media and their physical and mental health?

Research Question 19: Whether and to what extent the use of modern media by youth is resulting eating disorders in youth’s daily life?

Research Question 20: Whether and to what extent the use of modern media by youth has badly affected their habit of exercises/games?

Research Question 21: What is the relationship between youth’s use of modern media and feeling of loneliness/isolation?

Research Question 22: Whether and to what extent the youth makes discussion on various issues with their family members?

Research Question 23: What is the relationship between Exposure to Internet and Youth’s Discussion on various issues with their Family Members?

1.9 CHAPTERS ORGANIZATION

This thesis/dissertation consists of the following seven chapters:

1. Chapter one (INTRODUCTION) introduces the background, justification, rationale, significance and purpose of the study. Also, the objectives and the research questions of the study are presented in this chapter.

2. Chapter two (LITERATURE REVIEW) presents the literature, which has been reviewed during the study and which is about the use of various media outlets by the youth and the effects of media use on physical activities, interpersonal and face to
face communication, social relationship, social capital, and psychological well being of the youth. This chapter also discusses the displacement effects of various media on youth especially the displacement of the traditional media by the modern media and displacement of youth’s time from other important activities like education, exercises/games, interpersonal communication and discussion with family members on various issues.

3. Chapter three (THEORETICAL FRAMEWORK) discusses the theories used in the support of this research study. Also, the hypotheses of the study have been presented in this chapter after the review of literature and theoretical framework.

4. Chapter four (CONCEPTUAL ORGANIZATIONS) presents and explains the various concepts of the study in detail for elaboration of the various aspects. Also, the operational definitions of the variable of the study are presented in this chapter.

5. Chapter five (RESEARCH METHODOLOGY) reports the research design, method, procedure and tools used in the research study. Also, the measurements of the study have been mentioned in this chapter.

6. Chapter six (DATA ANALYSIS AND RESULTS) gives the detailed analysis and presentation of the results in shape of tables and interpretation.

7. Chapter seven (FINDINGS, CONCLUSIONS AND RECOMMENDATIONS) gives the discussion, findings and conclusions of the study. It also discusses the implication of the study and suggestions for the future researches.
CHAPTER No. 2
LITERATURE REVIEW
2.1 LITERATURE REVIEW

The review of the accumulated knowledge or literature about a research question is an essential part of the research process. As per practice in other areas of research and analysis, it is also necessary in social sciences research to find out what is already known about the research question before trying to answer it by yourself. So, some of the literature, which the researcher reviewed during the research study is cited in the following paragraphs.

An impressive body of literature tells that the modern information and communication technologies have bridged the gaps between the people and have transformed the world as a global village. So, due to the recent expansion of media based on the latest technological development, the Information has become abundant. Various media outlets including Television, Radio, Newspaper, Internet, Social Networking Sites, Film and Mobile Phone have become available to majority of media users with variety of media content games, sports, news, current affairs, drama, films, soap operas, social media etc. has also become available to the media users generating new media trends, preferences and habits. Keeping these circumstances in mind, many administrators, researchers, parents and teachers also show concern about the negative impact of media use on young people. “The study of young people’s Internet and other media use is undeveloped, although key questions of academic and policy significance have focused on the dangers of such use” (Livingstone, 2003).

One of the characteristics of the new Information and Communication Technologies (ICTs) is the capacity and capability of multi functioning. For example, a computer can be used for getting various information and at the same time for listening music, playing games, online traditional media etc. In order to understand how the young consumers use the Internet based new media and the traditional media, we need to look into the specific uses/purposes or the specific gratifications. Although research about the Internet and internet based social media
has grown along with the evolution of the Information and Communication Technologies, however, it still remains a comparatively very small body of literature (Kim and Weaver, 2002).

It is a fact that the use of latest communication technologies and gadgets is a technological phenomenon but actually the affects of these technological advancements reach far deep into the culture and society. The youth are especially attracted to these new gadgets. Although the youth enjoys the internet based new media and also integrate them into their daily lives and routines, but the use of internet always brings negative effects, both real and potential. For examples, the online dangers include exposure to the improper contents, wasting of precious time which was otherwise to be invested in more productive activities like education, research and exercise, the risk of encountering dangerous contacts, as well as issues of privacy, advertising and commercialism (Turrow, 1999; UCLA, 2001).

The media like television, radio, film, internet, mobile phone and social networking sites are taking much time of our today’s young generation, therefore, the relationships between the use of media by the youth and their social and psychological well-being should be carefully examined. Huston, Wright, Marquis and Green (1999) argued that “children have less control over their options for time use, so their allocation of time to the media activities is very important because their social and intellectual development is more malleable.”

The State of the First Amendment Survey (2009) as appeared in Reuters (available on website), tells us that 49 percent Americans were giving top priority to the television for the major news stories, the internet was given priority for major news stories by 15 percent while radio and newspapers were given priority by 13 percent and 10 percent respectively. So, in this way, the traditional news media like newspaper, radio and television were given first
priority by 72 percent Americans for important news stories. Furthermore, it is important to note that the television is the first source for 48 percent Americans for getting the follow up reports on the major news stories while internet and newspapers are given priority by 29 percent and 9 percent people for getting follow up report on the news stories.

Many research studies have concluded that an average American citizen spends roughly 4 hours in a day in watching television. Similarly, according to Robinson (1990a, 1990b) determined that a person on average allocates 3 hours from their daily time budget to watching television. He further elaborated that the television as a primary activity gets about 40 percent of the time budget.

A study conducted by Daheia Barr-Anderson (2004) and Associates of American Academy of Paediatrics says that the bedroom TV is creating in teens some unhealthy habits. The researchers questioned 781 children of 15 to 18 years of age, in the year 2003 and 2004 in the area of Minneapolis. Out of total, 62 percent had TV set in their bedrooms. Boys were more likely to have a TV set in their bedroom than girls. Among black teens, 82 percent were having a TV set in their bedrooms, while Hispanics were 66 percent and whites were 60 percent and Asian Americans were 39 percent. The results also showed that teenagers with bedroom TV were watching TV 4 to 5 more hours per week and ultimately getting lower grades in school and were also having poorer diet and exercise habits. Similarly, girls with bedroom television were found away from exercise. Bedroom TV teens were taking more beverages and were having few meals with family. The study further explored that bedroom TV was also found as a stronger predictor of obesity.

Maccoby (1951) studied the effects of television watching on the children in the way that “what children would be doing if they do not watch television during these hours?” Mutz and
Roberts (1993) also found that the activities like homework, reading, games, organized sports, exercise or hobbies along with media activities, such as television watching, going to films and listening to the radio, would be classified as important activities for children’s social, intellectual and physical growth.

The Internet now has now become an unavoidable part of the life of most of the people in this contemporary world including the children, youth and adults as well. Because of the availability of the Internet access everywhere including the schools, colleges, universities, homes and libraries, new generation is increasingly becoming involved in this new and marvelous technology (Steyer & Clinton, 2003).

The Internet not only provides significant benefits for children, such as the research, socialization, entertainment, and communication opportunities with families, but it also has many negative aspects such as violence, pornography, unwanted sites, wastage of time which was otherwise to be invested in more important activities, isolation, etc. (Media Awareness Network, 2003; National School Boards Foundation, 2003).

Internet can also be the reason of erosion of the social capital since the Internet can take its users away from having face to face or interpersonal communication and contact in real social life by taking so much time and thus alienate them from physical interaction and relationship. Furthermore, the Internet can also take so much time that the people remain with less time for physical participation in activities like social and community events, ceremonies, interpersonal communication, and physical activities. Putnam (1995a) argued that “television was the only driving force in the decline of social capital in America”. He also claimed that due to excessive watching of the television reduces our leisure time activities and also takes us away from joining outside activities.
Putnam (1995b) explained that the people who have brought up without television engage in more social events than the people brought up with television. Furthermore, Putnam found that the watching of television was negatively associated with the social capital while reading of newspaper had positive effect on the social capital. So, Putnam concluded that the television viewing was the main reason for decline in the social relationship and activities outside the home.

Robinson (1969) talked about the multitasking function of television, which means that the people while watching television are also got engaged in some other activity like cooking, conversation, reading, writing, using internet etc., so they watch television as a secondary activity. On the other hand, the Internet requires a lot of attention and dedication than the television (Nie & Erbring, 2000). It can be possible to use the Internet while eating something or listening to the radio but the activities like watching TV, physical activities, social activities cannot be easily performed while using Internet. So, due to the difference in features than television, the internet it may have different explanations regarding the displacement effect.

Ha and Ling (2012) in their research article “Internet experience and time displacement of traditional news media use: An application of the theory of the niche” analyzed the affects of the internet usage on the time given to the consumption of the traditional news media. Based on the theory of the niche and the uses and gratifications theory, the study collected data in a mail survey with 688 respondents in Northwest Ohio and college students in Northwest Ohio State University. The duration of survey was from October 2009 to December 2009. The results showed that the internet with 5 years of experience has a displacement effect on the
traditional media in domain of daily news. The heavy internet users had perceptions that internet is superior to the tradition media.

A study of 189 teens of 14 to 19 years of age in the United States of America found that the Internet was mostly used by the teens for the research work and doing their homework. Furthermore, the male respondents were using the Internet more for games, videos, music, and online shopping, while the female respondents were using the Internet more frequently for gaining information about the educational institutions and fashion etc. Moreover, the respondents considered the Internet as the most preferred sources of information and communication (La Ferle, Edwards and Lee, 2000).

The researchers are of the view that the internet is the functional alternative to the television and have also discovered that most of the gratifications and motivations for using internet are similar to those for watching TV. Therefore, the researcher mentioned five motivations for using internet, that include “utility, passing time, seeking information, convenience, and entertainment”. Kumar and Kaur (2006) conducted a survey on the internet use, which also provides good information about the benefits of Internet. A study conducted by Panda and Sahu (2003) at the engineering colleges of Orissa reveals that majority of colleges use the Internet to provide online demonstrations.

A case study conducted by the Jagboro (2003) on the use of the Internet in Nigeria reveals that the respondents were mostly using the Internet to seek and access the research materials and for using and benefitting from the email service. The study of Jagboro also hoped that the use of the Internet for the academic activities and education would significantly improve with more internet access in the departments or educational institutions including the schools, colleges and universities.
A study conducted by Yeora Kim in the University of Georgia investigated the children’s Internet use and its effect on their daily lives. The survey of 297 children in 4 to 9 grades examined time allocated by children to different media and non-media activities. It also studied the relationship between Internet use by children and physical activities, social relationship, and feeling of loneliness. However, the study found no displacement effect of the Internet on children’s daily activities. Rather, it found that children spending more time with Internet were spending more time with other media and were also having physical activities social relationships. So, the internet was providing the children good communication opportunities and there were no displacement effects of internet on other activities important for their physical and mental development.

Katz, Blumler and Gurevitch (1974), advocated that the mass media audience is active rather than passive and therefore, advocated the uses and gratifications approach in the study of media use habits and time allocated to different mass media outlets. Uses and Gratification theory says that the media users are not passive and they take very active participation in using media outlets to gratify their media needs. So, many studies have sorted the help of uses and gratifications approach to explore the use of internet based modern media by the young generation. The major gratifications and categories worked out for the use of internet and internet based social media by the people have been identified as “information, communication, and interaction”. So the internet is being used by the youth to get information, diversion from routine work and stress and to communicate with the people and friends.

Lee and Leung (2006) from the School of Journalism and Communication, The Chinese University of Hong Kong, studied the displacement effects of the Internet. The survey results showed that the internet use displaces the use of the traditional media including the television
watching, reading of the newspapers, and listening of the radio. Lee and Leung further concluded that the internet substitutes the traditional media rather than supplementing the traditional media like television, newspapers and radio. However, they are of the view that the use of the relative proportions of the time as regards to the people’s total time budget allocated to the various media outlets can better help in examining the displacement effects of the internet based new media.

Some studies say that the youth today is not reading too much than it was reading in the previous times while on the other hand, the youth is nowadays watching more television and involved in more technology oriented activities like internet and social media using laptops, tablets and smart phones. However, some studies also conclude that the youth who watch too much television and use too much internet also involves in reading activities. So, it is clear that the internet and reading are not mutually exclusive and somehow they are liked or associated with each other (Davies, 1996).

A research study conducted by Belson, W. A. (1961) concluded that the watching of television effects the reading habits of viewers and the daily life patterns and routine tasks as well. His research also showed that the watching television stimulates the reading and audience reads whatever appears on the screen. However, many viewers also tend to listen and watch the screen to understand the media content.

Another concern of the parents and teachers is that the youth also spends a lot of time surfing the inappropriate and pornographic websites, which are becoming problematic for the young people. However, little attention has been given to this aspect of the World Wide Web, even the definition of the terminology of pornography is yet not clear, so that to distinguish that which image or pictures or video clips are illegal, upsetting and immoral. “Nonetheless,
although estimates, and definitions, vary widely, at least one study mapping online pornography identify much that is upsetting or embarrassing for children” (Feilitzen & Carlsson, 2000).

Similarly, the speedy increase in the popularity of the social networking sites and other genres and gadgets of the social media among the today’s youth is also of vital importance in the study of the media use habits among the youth. It is a matter of fact that this new communication technology and mechanism provides the youth variety of powerful space and ways to get information, socialize, learn, making relationship and contacting people and friends and public participation etc. (Palfrey and Gasser 2008).

The Social Networking Sites are indeed playing a very vital role in shaping and making the attitude and opinion of the today’s youth. If we want to judge the popularity of social networking site, it can be judged from the number of visits carried out by the people to that particular site. However, “the fears about the social networking sites are similar to the fears about early internet technology” (Valentine 2004).

Social networking sites are making great influence on the personal and social life of the people due to the reason that people especially the young generation is now spending most of the time socializing on the social networking sites. “Social networking sites are influencing the social lives in the form of identity exploration and resulting in the increased interaction among the people” (Moreno, Stoep, & al, 2009).

In order to create an account on social networking sites, an individual must have a valid email address and has to give answers to a series of questions and information like age, interests, schooling, location, email address, profession etc. After giving answers to these questions,
the profile of a user is generated. Most of the social networking sites encourage their account holders or users to upload their profile picture as well. Some of the social networking sites also provide their users with the facility of adding or uploading multimedia content to make their profile more enhanced and attractive one. One recent example of this type of facility is the TIME-LINE introduced by facebook, which is very attractive feature, that enhances the creativity of facebook users. Now, facebook users can upload a variety of things, ideas, thoughts and creations on their profile to make it more attractive and good looking. The TIME-LINE displays the events and happenings of life of a user in chronological order for easiness and feasibility (Wikipedia).

The literature tells us that there are many research studies, which have been carried out in order to explore the various uses and purposes for which the social networking sites are being used and also to ascertain the various benefits as well as the negative effects of the networking sites on their users. Social Networking Sites provide the user the facility to have interaction, learning, getting information and sharing different ideas and thoughts with each other. They also give us platform to get connected and also to enhance our products, ideas, and brands etc. Social Networking Sites are simply the means to facilitate the interactions and as a result the interaction and communication bring the people closer to each other and help them in various aspects like finding old acquaintances, finding jobs, and giving strength to friendship (Cain, 2008).

In his research article, Jeff Cain (2008) discussed the use of the social networking sites in Academia and the education of Pharmacy. He concluded that the facebook helps students in making strong ties and identities in the college life and making strong contacts with new and old acquaintances. However, he also stressed that alongwith many benefits of social networking sites like entertainment, social relationship and convenience, there are many
effects associated with SNSs. For example, the friends’ list of a user is usually public, which can be seen by anyone and, therefore, anyone can contact or traverse the profiles of all the contacts in the friends’ list, which can be used for any bad purpose. Some other bad effects of the social networking sites usually discussed include pornography, fake information, information overload, addiction, deception, privacy factors, and making of personal information public. Such types of scandals are usually found in the international print as well as electronic media.

With the increase of the influence of the networking sites among the today’s youth, the negative effects are also becoming a serious concern for many. One of the most important negative impact, which the networking sites are casting on the youth is that youth nowadays spend too much time staying on the internet and trying to be available or in contact with the friends and people through the social networking sites. So in this way youth wastes too much time staying online and so waste their precious time which would be otherwise utilized in some more fruitful and beneficial activities. Actually the young age especially the college age is usually full of energies and abilities to get engaged in physical activities and more productive actions but instead, the youth of today’s age are wasting their precious time keeping themselves motionless and sitting in front of computer or laptop or even smart mobile phones using internet or social media (Inkingrey).

2.2 TELEVISION AND SOCIAL CAPITAL

Putnam (1995b) concluded that the television is causing decline in the civic engagement and eroding the social capital of American people. He argued that the people having brought up without television tend to join more groups and social gathering than the people who have brought up with or in front of television. So, for controlling a number of variable and sources for the decline of social capital, his researches gave the results that the correlation between
watching television and erosion of social capital was positive, while the correlation between reading newspaper and erosion of social capital was negative (Putnam, 1995b).

Furthermore, Putnam (1995b) elaborated that the TV is the main reason for privatizing the leisure time of the people and it is keeping us away from participating in the physical activities out of the home and social events. According to Putnam (1995b) "the television watching comes at the expense of nearly every social activity outside the home, especially social gatherings and informal conversations."

Putnam (1995b) had adopted almost the same approach to study the effects of watching television on the social capital as the Gerbner, Gross, Morgan and Signorielli (1980) adopted in the cultivation hypothesis. So Putnam studied the total viewing time in television watching to study the effects on social capital and showed that television was occupying 40 percent of free time of average American. However, Norris (1996) criticized on the Putnam’s research with the strong observation that "we do not know whether the public is affected by the simple amount of television viewing, as Putnam claims, or whether the contents of what people watch is equally important" (p. 475).

Simply, the time displacement hypothesis of Robert Putnam (1995b) says that the relationship between the time allocated or spent on watching television and civic engagement is negative. Thus the time spent with media especially with television is negatively related to the social capital. Therefore, the more time one spends watching television, the more disengaged he or she will be socially due to time pressure and thus affecting badly the social capital of media users.
According to Moy, Scheufele & Holbert (1999), “measures of time spent with a medium are not reliable measures of media use as they do not study the individual differences in amount of attention paid to specific content”. However, they are also of the opinion that these kinds of measures are very important to test the Putnam's (1995b) time displacement hypothesis, according to which, the time spent on television watching results in the erosion of the social capital of the users”.

2.3 NEWSPAPER READING HABITS

Anderson, E. (2007) conducted a web based survey of 1800 journalism students enrolled during 2007 at the University of Missouri-Columbia. 409 students gave the responses. The results showed a positive correlation for the use of online news and news through print media. The survey also showed that the online newspapers’ trend was very common among the students and they used to get news about political, business and world issues through the online newspapers. The students were having the online newspapers as a primary source for majority of news needs. Furthermore, the students considered the print news as more credible than the news online. However, they considered the online news as very time and feasible. The younger students were having more printed newspapers readership for seeking news. So, the findings of the study suggest that the students of the University of Missouri were seeking separate benefits from different news sources in supplementary fashion instead of substituting one media for other.

2.4 INTERNET USE AND SOCIAL CAPITAL

DiMaggio, Hargittain, Neuman, and Robinson (2001) defined the Internet as “the electronic network of networks that links people and information through computers and other digital devices allowing communication and information retrieval.” The rise of internet and
computer technology has defined the world in new dimensions with lot of new and marvellous facilities like timely dissemination and retrieval of information, communication with people, networking, grouping, sharing etc. After getting the popularity in early 1990s, internet became the most preferred media for people for getting information on news and current affairs, education, entertainment and networking. With the fast growing of internet, many people now believe that internet has revolutionized their lives.

Kubey (2000) argued that “the Internet as a new media technology may enhance and help our lives or do harmful things to people.” Nowadays the internet is the most favorite topic for research in different fields, including political science, computer science, mass communication, public health, psychology, sociology, and education. Actually, as a new medium, the internet is having many features which are distinctive from the traditional media like television, newspaper and radio. For example, internet is an interactive and very active medium, that’s why a person using internet is called as ‘user’, which means that the user of internet is active and has control over its use. Information creation and searching through internet is very easy for its users. Furthermore, the internet has made the interaction with other people much easy. On the other hand, watching television and listening to radio is a passive activity.

Internet has revolutionized the ways being used by the people for contacting and keeping in touch with each other. So, in addition to the previous way of communication like mail and phone calls, internet is providing better and faster ways to communicate like email and social networking sites. Now people can get their required information at any time without waiting for morning, evening or night. Simply, whatever information and whenever we want, we got to the internet and get it. So, being a globalized medium, internet provides people with easy
contact service from throughout the world. “In fact, many children and youth keep in touch with foreign friends, every day and even know what they’re up to” (Wolcott, 1999).

The content available on the internet is a big issue and problem and a major research avenue for today’s researchers in the field of social sciences and humanities. For example, the content having violence in it such pornographic materials, information evoking hatred, information and guide to build bomb and any other devise which can cause destruction, can surely influence the users of internet especially the children and the youth. However, it is a matter of fact that we cannot put our new generation away from these new information and communication technologies due to the reason that we don’t want that our children may remain illiterate about these innovations. It is, therefore, the parents, the child of whom had build a bomb by getting information from internet let their child to use the internet after imposing some restrictions as they were worried that their son may not remain computer illiterate (My son built a bomb, 1997).

People nowadays can enjoy friendship with other people and can also secure support and help through various websites (Parks & Roberts, 1998), and can even get counselling on their individual and social problems through internet (Powell, 1998). So, due to the performing of all the activities by the people and family members through internet, the today’s home can be called a wired home (Oravec, 2000). Internet on one side has affected the daily routines and activities of people and family members and at the same level, internet has also changed and in some circumstance has disturbed the home environment. Gumpert and Drucker (1998) have worked on the research regarding the new media technologies and their affects on the home environment due to the changed communication landscape.
According to Gumpert and Drucker (1998) “even generations were defined by media technology not by chronological age”. They also argued that the communication technologies and gadgets like television, radio, mobile phone and internet though provide entertainment, education, information and much convenience especially the internet provide the facilities of online shopping, online banking, finding information, searching for old friends and applying for jobs and admissions in educational institutions etc., but at the same time, these communication gadget take and rather snatch much of people’s time from their daily activities and house chores.

Chatting through chat rooms another big threat and hazard, which researcher always want to explore and discuss. Nie and Erbring (2000) highlighted that the biggest group, which use the chat rooms belongs to the youth under the age of 25. More dangerous thing is that the children and even young people chat with such people whose identification is unknown and this habit of making contacts and friendship with the strangers can result in many hazards. Therefore, many parents are nervous about the use of internet by their children. Another problem with the use of internet is that during the use of internet by the children and youth, there appear too much pop-up windows carrying a variety of commercial advertisements and other contents including the pornographic content, which affects and influences the buying behaviour and ultimately consuming behaviour. This thing also casts negative impact on the attitudes and behaviour of youth. “As information overloads on Internet, children and youth sometimes are overwhelmed by the amount of information” (Oravec, 2000).

The internet’s credibility is also under question due to the reason that internet has unchecked information and anyone can be the author of any information on the internet without the guarantee of correctness of the information and it is also the fact the information seeking is the most common activity online. So, in this way the internet can and even sometimes
provides misleading, biased and inaccurate information to its users, which can be much dangerous especially if it is related to medical field (Flanagin & Metzger, 2000). However, problem is that majority of the people blindly believe on the information, which internet presents without judging that the information is true or fake.

A study by UCLA (2001) explored that the 58 percent respondents replied that they used to trust and consider the information available on internet to be reliable and accurate. This thing is particularly dangerous for the children who use internet because they can fall victim very easily to misinformation on internet because they are in developmental age and they cannot judge the true and fake.

Echoing the ‘time displacement hypothesis’ of Robert Putnam (2000), it was found by Nie (2001) that the users of the internet were having less face to face communications and interactions than the people who were not using too much internet. This finding was in line with the findings of the Putnam (1995) and Putnam (2000) that the heavy viewers of viewers were having less face to face or interpersonal communications with the social capital.

Contrary to that some subsequent researches also gave the findings that the communications through internet do have positive effects on the social trust and community relationships and participation of the individuals using internet (Kobayashi, Ikeda & Miyata, 2006: Best & Dautrich, 2003). “Although, intellectual battle between cyber-pessimists and cyber-optimists is continued, it is clear that positive and negative effects of Internet are contingent upon the way scholars conceptualize the medium” (Williams, 2006) and “how people use the internet or what are the usage patterns of internet” (Kwak, Shah & Holbert, 2004).
Williams (2006) has argued that the issue with the ‘time displacement hypothesis’ of the Putnam (1995) is that this theory has ignored the differences present and lying between the modern media (which is much interactive) and the traditional media (which is not so much interactive). He further argued that the individuals while watching the television usually do not make communication with other people, while a user during using the internet can easily communicate with other people through email, chatting, and using social networking sites, which according to Williams (2006) increases the interpersonal contact and ultimately increases the social capital of the people using the internet.

It is also a matter of fact that during the operationalization of the use of the internet as respect to the time spent with the communication technology, the researchers do ignore the negative effects, which internet casts and plays in the erosion of the social capital, and other experiences they face during the use of the internet like motives, contacting with the people and other facilities which internet provides its users (Nie & Hillygus, 2002).

However, on the other hand, if the people during the research studies identify the various uses and purposes of the use of the internet like communication facility, provision of the information, education and entertainment etc.; they usually tend to explore the positive link and connection between the use of the internet and strengthening of the social capital (Raacke & Bonds-Raacke, 2008).

Similarly, it is generally assumed that the new media usage is related or associated in positive relationship with the social capital especially the usage of the new media for information purpose like the news through internet and virtual connections and communities. While, the usage pattern of internet for diversion of attention and entertainment including the online games, watching online video clips and movies and surfing just for time killing and
enjoyment have been negatively associate to the social relationship and social capital (Wellman, Haase, Witte & Hampton, 2001).

So, the above literature suggests that it is not the fault of the technology, which effects the social capital of the individual but it is the type of the ways and purpose for which the specific technology is used by the people. This explanation gives the reason that why the use of the internet reduces and at the same time increases the social capital of the individuals. Resnick (2002) has explored that the same thing “when we spend time on the Internet that we would otherwise use to engage in the face to face or interpersonal communication and contact, social capital will diminish.”

Nowadays, the new generation spend most of their time with the internet and also depend and trust a lot on the information retrieved through this fascinating technology. So, the integrity and credibility of the internet is also a good area to investigate and that is why many studies have made efforts to explore it. A similar study has been conducted by Flanagin and Metzger (2000), in which they made effort to assess the perception of the people for comparison of the credibility of the information and knowledge obtained through the internet with the other media outlets. The findings of the study showed that the information obtained through the internet was considered as much credible as information through the traditional media like television, radio and newspaper. However, the information got through the newspapers was considered as the most credible. So, the newspaper was considered by the respondents as the most credible source and medium.

Another bad effect of the internet on the youth and children is that due to the creation of the internet shorthand and slangs used by the youth for time saving and immediacy, disturbs the language badly. However, on the other hand these shorthand and slangs provide the children
and youth a sense of belonging. These online slangs also speed up the conversation and are also nowadays widely used in texting through the mobile phone. Some of the examples of the shorthand and slangs used for the communication through the internet as well as through the mobile phone nowadays by the youth are “wazup? (What’s up?), ready 4 2nite? (Ready for tonight?), luv (love), g2g (got to go), and wut? (what?)” (Wolcott, 1999)

Furthermore, the today’s children know too much more than their parent about the internet. “Whereas the adults control the television, the children control the Internet” (Tapscott, 1998b). Similarly, the research by Pew Research Center (2001) on internet gave the results that 20 percent teens were using instant messages to contact their friends through email service or instant message service. So, using the email and message service, the teens create and strengthen their relations with friends and other people.

A study conducted by Gross, Juvonen, and Gable (2002) has reported that the instant messages through the internet, surfing the websites, e-mailing, and watching videos were found as the most common activities and business of the children between 10-13 years of age on the internet. Similarly, the internet study by UCLA (2001) has reported that the internet users were usually spending about 9.8 hours on internet in a week. The major use of internet was found to get information, email and instant messaging. Also, the instant messaging activity is included in the most common internet activities (Nie & Erbring, 2000; UCLA Center for Communication Policy, 2001).

According to Demner (2001), “generally, there is no difference between the genders in terms of the internet involvement which means that the use of internet between girls and boys is the same.” However, according to the National School Boards Foundation (2003), the boys and girls use the internet for different purposes and ways. Girls mostly used the internet for
school work, email, education, and chatting, while the boys used the internet mostly for online games, videos and other entertainment.

Huston et al. (1999) argued that the watching of television and age are negatively associated with each other, which means that when children start going to school and engage in so many activities like class work, home work, tuition, academy etc., they became unable to get enough time to watch television. Thus time spent with television declines with the increase in the age of children. However, contrary to that many research studies have reported that with the increase in the age of children, the usage of internet increases. According to the results of the Pew Research Center Internet Project (2001), the teens of higher age level were using more internet than the teens of younger age groups.

The study by Pew Research Center Project (2000a) explained that the people who have used the internet for above 3 years were mostly found as educated people and comparatively younger. These people were named as “internet veterans”, who use the internet for longer period and more frequently. The study further elaborated that the with the increase in internet experience, the usage pattern of internet also changes to more difficult and serious tasks like online shopping, dealing, online banking, job searching etc.

The research study conducted by UCLA (2001) on internet also confirmed the findings that the internet users with five years or more than five years were mostly using the internet for email, news, and stocks trading etc., while the people having less experience especially less than one year were mostly spending their time on internet for websites surfing, online games, instant messages and chatting with friends.
A study by Pew Research Center (2001) reported that the internet users especially the teens having too much internet experience were like to use more internet than users having less internet experience. Similarly, the findings of the Pew Internet & American Life Project (2001) showed that a total of 83 percent of teens between 12 – 17 years of age were using internet from home, while majority of the teens were accessing the internet from library, home, school/college/university and internet café, thus from multiple locations.

According to Gumpert and Drucker (1998), after the emergence and evolution of a new communication technology or development of a new media, the home environment gets changed and effected a lot. They further elaborated that the social interaction and communication in the home environment has been effected in two way due to the emergence of modern domestic communication gadgets and technologies: first either they enhance the interaction or otherwise they substitute the face to face communication between people.

2.5 USES AND EFFECTS OF SOCIAL NETWORKING SITES

A research study conducted by Valenzuela, Part and Kee in the year 2009, which was also published in Computer Mediated Communication Journal studied the role and effects of facebook usage on the attitudes and behaviours on the college level students and youth of United States of America in enhancing their social capital. The data was collected through a random survey conducted through web from the students at college level in Texas. The sample size was 2603. The results showed that the relationship between the usage of the facebook and life satisfaction of the college students, social trust, political participation and civic engagement was positive. However, the relationship between the facebook usage and the social interaction and relationship of the youth was not too much strong, which suggests the social networking sites should not be considered too much effective and useful solution
for the getting away or disengagement of the youth from the social connection, interpersonal communication, democracy and other civic duties (Valenzuela, Part, and Kee, 2009).

“Moral panic is a common reaction to new forms of communication technologies” (Winston, 1986; Chalaby, 2000). For example, the evolution of the television produced too much fear about the escapism at mass level (Pearlin, 1959; Klapper, 1960). The fast diffusion and getting popularity by the internet in the 1990s, was termed by the critics as a strong and solid evidence of the people’s fast alienation and getting away from the social life and relationship (Turkle, 1996; White, 1997). So, the story attached with the facebook, twitter, skype and linked-in and other social networking sites is also related to the fear, which was related to the popularity of internet in the 1990s.

Some of the popular concerns and fears, which have been related and linked with the social networking sites include cyber bullies, risky and bad behaviour, unsafe leakage of information, addiction and making contact and relationship with the dangerous people and communities. These concerns are usually raised and highlighted in the mainstream media as well (Koloff, 2008). Such kinds of claims and bad effects are nowadays being studied through empirical researches. For example, the content analysis of the profiles created by teens in a popular social networking site ‘MySpace’ showed that disclosure of the personal information was found very uncommon (Hinduja & Patchin, 2008, p.125).

Some research studied explored and concluded that mostly the youth joins or is motivated to join the social networking sites so that to find and keep strong relationship with the old acquaintances or school-college fellows and are less motivated to meet new people or make new friends (Acquisti & Gross, 2006; Ellison, Steinfield, & Lampe, 2007). This particular study also tended to explore the major purposes of the use of social networking sites by the
youth in Pakistan. It is expected that this study will surely contribute a lot in better understanding of the use of social networking sites.

During the American presidential election in 2008, Obama created a social networking site and with the help of that, he recruited successfully thousands of youth and adults from every nook and corner of the U.S., who served as campaign volunteers and worked for door-knocking (Dickinson, 2008). Similarly, there are many social networking sites working in the civic realm. For example, ‘youthnoise.org’ and ‘takingitglobal.org’ are international social networking sites, which invite users to join to know how to tackle and fight against issues and menaces like global warming, human right, poverty, AIDS, etc. (Raynes-Goldie & Walker, 2008). Furthermore, almost all the major international organizations like the Amnesty International and United Nations are using social networking sites like facebook to coordinate campaigns and even protests throughout the world (Stirland, 2007).

We can simply explain that the effect of the social networking sites on the social capital of the youth depends upon the specific uses and purposes for which the youth is using the social networking sites and the gratifications the youth gains through the networking sites. Using the concept of the Putnam (2000) regarding the use of media and social capital, Williams (2006) has argued that “the relationship type within the social networks can predict the different types of social capital.”

According to the Donath and Boyd (2004) “online social networking sites may not increase the number of strong ties of an individual.” They argued that the since the modern communication technologies are more suited to maintain the social relationships and social links easily and cheaply, so the social networking sites instead of enhancing the strong ties would more likely to enhance the weak ties of an individual with the society.
Ellison, Steinfield, and Lampe (2007) empirically tested the proposition made by Donath and Boyd (2004) using survey data obtained from undergraduate students through a small sample taken from United States of America. The results showed a very strong relationship between usage of facebook and maintaining and strengthening of offline existing relations. So, facebook was found bridging the relationship with the social capital. They also argued that the use of social networking sites is beneficial for the well being of the youth especially in regards to the life satisfaction, self esteem and psychological development.

The theory of the uses and gratification (Katz and Gurevitch, 1974; Ruggiero, 2000) provides a very helpful and useful framework to understand the using pattern of social networking sites by the youth. Social networking sites have two types of messaging services with them. First is a private system, very much similar to the email service, while the second messaging system is a public system, which is usually called ‘the wall’, which is used to give comments and sharing of ideas by the list of contacts or ‘friends’. The ‘wall’ and all the comments carried by it is visible to other friends or even other people can see them. The ‘wall’ usually contains the sentiments, messages, sharing of different ideas or activities common among friends and also event’s details.

One more form of system used for feedback in the social networking sites is that when a user of a social networking site sends a friend’s request to another user, whether that prospective friend or contact accepts the request as a friend or rejects the request. This thing enhances a person’s morale and confidence and that person feels pleasure to have a new friend in his/her list of contact. Since, the feedback received through the interpersonal contact or communication is a very strong predictor of self-esteem (Harter, 1999; Valkenburg, Peter, &
Schouten, 2006), so, the social networking sites can enhance or erode the life satisfaction and self esteem of youth to a large extent.

The uses and gratification theory also suggests that the media also gratifies the informational need of the people using a specific media and according to the Kenski & Stroud (2006), the social networking sites can also fulfil and gratify the very basic need of users which is the information seeking. Actually, every time, when the users of the social networking sites log into their profile accounts, they can get the updates and latest developments about their friends or list of contacts and also about the latest developments and incidents happening at the national and international level.

Similarly, the social networking sites also reinforce and strengthen the already held relationships and ties by regularly updating and getting latest information about the happening and circumstances of the contacts (Hargittai, 2007). Furthermore, the social networking sites also encourage their users to produce different groups of the people having common features and interests, which facilitate the communication and coordination among the professional coordinating important tasks. “Groups” are usually created on the basis of profession, education, jobs, businesses, hobbies and other common characteristics.

The social networking sites also provide their users with the facility to gratify and satisfy the need of pure recreation and full time entertainment, which according to some previous researches has been found to be negatively associated and linked with the social capital of the users of SNSs (Nyland, Marvez, & Beck, 2007). So, the use of the social networking sites majorly for pure entertainment and fun may take the users away from more important social affairs like face to face or interpersonal communication with the parents, siblings, friends, neighbours and relatives etc.
McQuail (2005) has explained that the need to have social relations and interaction is the most obvious reason for the joining of the users of internet to a social networking site. So, we can say that getting sense of belonging, identification and relationship with other people, social interaction, social connection, getting a reason for conversation with others and knowing about others are the major reasons of joining social networking sites by people. Hence, the social networking sites like facebook, twitter, linkedin and skype, by giving the feeling of being connected to the society or community and enhancing the information about the friends can play an important role in fostering the norms of trust and reciprocity in the society. However, a big concern about the use of social networking sites is that the time which was utilized by the youth for making interpersonal and face to face communication with the family, socializing and study previously has been now displaced to the use of social networking sites.

2.6 DISPLACEMENT OF TRADITIONAL MEDIA

Many studies suggest that when a new medium is introduced, it can displace the existing medium especially when the new medium can better perform the function of the old medium in a more effective way (Himmelweit, Oppenheim, Vince, 1958; DeFleur and Ball Rokeach, 1982). Some studies have also shown that a traditional medium will be displaced by a new medium when they are functionally similar. At the time of the introduction of television in 1950s, many research studies made efforts to explain and elaborate the displacement effects of the television on the traditional media activities like listening to the radio and going to cinemas for watching movies or films (Schramm, Lyle, & Parker, 1961; Williams & Boyes, 1986). Interestingly, these studies
concluded that the television introduction reduced the time spent with older media activities like listening to the radio and watching movies in cinemas.

A study conducted by Himmelweit et al. (1958) showed that the media activities like going out for watching film, listening to the radio, and reading newspapers and other print media have been displaced due to the watching of television. The main reason for this displacement suggested by their study is that all these media have a similar function, which is the “escape” function. Similarly, Kaplan (1978) in his study found that the theatre attendance and the local network TV watching had been decreased due to cable television.

According to the research conducted by The Interactive Advertising Bureau (2002), the television and internet have many functions which are similar to each other like education, entertainment and information function. The study further concluded that 25 percent of people, who were using internet, were watching television less. Similarly, 11 percent of internet users were reading newspapers and other print media to a lesser extent. Many research studies have also suggested that there is not reduction of time allocated to the traditional media due to the introduction and allocation of time to the internet.

Kayany and Yelsma (2000) conducted a research study to test and investigate the displacement effects of the online media on the interpersonal communication and the traditional media. Their study concluded that the time spent with other activities was reduced due to the use of the internet. Thus their study was supporting the time displacement hypothesis. Furthermore, the time displacement phenomenon was having more effect on the children than the adults, however, the gender had no effect. They explained that children are more vulnerable as they more quickly absorb a new media technology.
Ferguson and Perse (2000) explained that mostly the youth and students are found busy using the internet for the entertainment purpose, so “the internet “may be” a functional alternative to the television”. They further argued that if the internet can provide a huge range of entertainment facilities to its users in a better manner than the television, then the internet will surely displace viewing of television. Even few studies conclude that the time spent in front of the computer screen using internet is directly taken from the time which was to be invested in watching television.

Similarly, the publication of the University of California Los Angeles - UCLA (2001) named a “Surveying the digital future” argued that the time spent watching the television was found reduced with the increase in the time spent using the internet. Similarly, the study of Stanford conducted by Nie & Erbring (2000) explained that the use of the internet had decreased the time spent with the traditional media like television, radio and newspaper. The study also showed that about 60 percent people told that the watching of television was reduced due to the usage of internet; while about 33 percent were of the view that internet had displaced the time spent with newspapers. The displacement of the television due to the use of internet may be due to the reason that both the mediums share many functions like education, information and entertainment. Similarly, the displacement of newspaper due to the internet may be due to the reason that users of internet can read newspaper through internet and thus may not buy and read the hard copy of newspaper.

Pew Research Center (1996) conducted a study, which concluded that the viewing of news through television was declining as the news seeking through the internet increased among the youth. So, the internet is substituting the traditional media gradually by providing better services and functions like information, entertainment and education. The study by UCLA (2001) also concluded that about 25 percent of children gave answer that they were watching
less television than before, which suggests that due to the increase in the use of internet by children, the watching of television was reduced among children.

Ferguson and Perse (2000) conducted a study to investigate from the youth that whether the internet was gratifying the needs of its users better than television as a functional alternative of TV. They surveyed and used the media diaries online of 250 young adults studying in various colleges. The results suggested that the World Wide Web is functionally different from the television, however, the World Wide Web is having motivations similar to television like the entertainment, relaxation and passing time. Furthermore, the internet is functionally similar to television in diversion function. They further argued that the internet may not provide its users too much relaxation as television provides to its viewers because the internet involved much interactivity and if a user wants to go to other website, he/she has to give much attention as compared to channels flipping while watching the television.

Kayany and Yelsma (2000) reported that the heavy users of the internet experienced more displacement effects on activities like reading of newspaper, use of telephone, and face to face communication with the family members. As regards to the functional displacement, they argued that the television was getting displaced by the internet and internet based new media especially in regards to information. They argued that the newspaper reading was not displaced by the World Wide Web. As regards to the entertainment function, they concluded that the television and newspaper were not displaced by the online media.

The study by Van den Bulck & Van den Bergh (2000) gave very interesting findings about the displace of media, which showed that when the parents restrict one medium for their children, the children ultimately get more consumption of some other available medium. So, if the parents will restrict the television to be watched by their children, surely the children
will use computer more. It can be further explained that the children when face one medium
restricted by their parents, they will go for some other medium which is functionally similar
and will provide similar gratifications as were being provided by the restricted medium. This
phenomenon was named as “media displacement effect” by Van den Bulck & Van den
Bergh.

Though, some studies have also concluded that the television viewing has not been reduced
by the internet, however, generally people have assumption that television has got reduced
due to the use of internet. Furthermore, one interesting aspect of displacement effects of the
internet that is the level of experience the youth have with the internet should also be
examined to have better understanding. The study by Huston and Wright (1998) provides a
good base for the research in this regard, which suggested that the watching of television had
greatest effects on the social and physical activities of viewers at the earlier phase of the
television introduction.

The theory of media displacement proposed that with the increase of the availability and
pervasiveness of the internet in the lives of the people, there will be ultimate decline in the
use of the traditional media. In this line, the study by Kaye and Johnson (2003) stated that the
higher use of internet was the reason for decreased use of the traditional media. According to
their research findings, the three measures which they used to examine the use of internet i.e.
“hours per week on internet, hours per week looking for political sites, and reliance on
internet” were related negatively to the use of the traditional media. One possible reason for
this displacement of traditional media as explained by researchers may be due to the reason
that people have only a limited amount money and time to make expense in media activities
and if they will spend more money and time for one media, they will surely have less money
and time for other media outlets.
The study conducted by Althaus and Tewksbury (2000) studied the media behaviour of the 520 university students as regards to the displacement of the traditional media as a result of the use of too much internet. The study concluded that the use of the internet was found positively related to the reading of the newspaper, which means that the internet was displacing the newspaper reading. So, the authors stated that the use of internet for the news purpose supplements the traditional news media rather than substituting them.

A study published by Ahlers (2006) stated that “the hypothesized shift of news consumption from the traditional media to the online news media … is not supported by the facts.” According to the findings of the study of Ahlers, only 22 percent of the adults in America opted for the new internet based news media as a substitute to the traditional news media. However, a large proportion of the respondents were using the online news media as a complementary media alongwith the traditional news media outlets.

The reason for the conflicting results and finding may be the changes occurring every day in the internet and its usage. Similar type of finding was presented by Althaus and Tewksbury (2000) that “the continuing evolution of the technology of Internet and the pattern of consumption of the internet ensures that any study of general adult population’s Internet use will be extremely time-bound.” Furthermore, the selection of the internet or the traditional media nowadays also depends on how well a medium gratifies and satisfies the needs and the interest of a user as suggested by the theory of the uses and gratification. It also means that if a certain need is better gratified by the online media, the user will surely go for the online media and if some other need is better served by the traditional media, the user will go for the traditional media like newspaper, radio or television.
According to Kaye and Johnson (2003), most of the research studies conducted to observe and explore the displacement effects of the internet on the traditional media like radio, newspaper and television used the cross sectional approach which is similar to the time bound research nature as discussed by Althaus and Tewksbury (2000). So, Kaye and Johnson (2002) emphasised on the longitudinal research method to study the increase in the use of internet and its ultimate effect on the displacement of the traditional media.

According to Lin (2001), mostly the youth was either non-reader of newspaper or infrequent reader of newspapers and were mostly using the internet based online services. So the youth was found more vulnerable to the displacement of the traditional news media due to the access use and reliance on the internet. He further argued that the evolution of the social networking sites gave a new dimension of youth time allocated to internet based media. Probably, the youth made the social networking sites like facebook, linkedin, skype and twitter more popular and successful.

2.7 DISPLACEMENT OF DAILY ACTIVITIES

After the introduction of the television in 1950s, there was series of researches conducted to study the time displacement effect of the television on the leisure activities of the children (Schramm, Lyle, & Parker, 1961; Williams & Boyes, 1986). A similar research was also conducted by Robinson (1969) with the aim to study the effect of the television on the activities of leisure time. According to him, the television has consumed a huge portion of time from our daily lives. He further argued “television is responsible for a greater rearrangement of time usage than the automobile.” So, the basic concern of these researchers was that the television though require almost zero social and physical effort, and it will displace the physical activities like socializing, physical activities, reading, writing and exercises etc.
Likewise, with the advent and arrival of the internet technology in our lives, the researches shifted their cannons towards the internet with the concern that the internet will displace the daily life activities of the children. For example, Izenberg and Lieberman (1998) stressed that the internet can cause the wastage of important time from children’s day schedule and thus can cause displacement of the activities which are usually considered very important for the physical, mental and social development of children.

Similarly, Coffey and Stipp (1997) concluded that with the increase in the use of the computer, the time spent or given to other activities like the physical activities and games will diminish due to the reason that everybody has a limited time available with him. According to Coffey and Stipp, the new media based on the computer and internet are more interactive media as compared to the traditional media like radio and television and this may be the reason for the increased and enhanced use of the internet based media by the users especially by the youth.

On one hand, many researchers have explored the displacement effects of the internet based new media, while one other hand, many researches argued that the new media play an important role rather than displacing other activities. Robinson and Kestnbaum (1999) concluded that the users of the computer were more likely to participate in activities like arts related activities and reading etc. However, important thing is that study of the Robinson and Kestnbaum did not focused on the very important activities like interpersonal communication, exercise, education etc, which are vulnerable to the use of the internet for being displaced by internet use.
2.8 DISPLACEMENT OF PHYSICAL ACTIVITIES

Everybody believes that the physical activities are very beneficial for the children and youth especially for their good social and physical development. Furthermore, physical activities play vital role in the psychological health of the youth and children (Calfas and Taylor, 1994). Likewise, many research studies have concluded that the use of various media outlets reduces the media users’ participation in events having physical activities. For example, Selnow and Reynolds (1984) argued that the heavy viewers of the television were found as less participating in the group activities.

Murray and Kippax (1978) concluded that a town having not television had children who were spending more time in the physical activities, playing outside and also participation in social events and organizations. Likewise, Williams and Handford (1986) conducted a study in three towns, out of which one was having no TV, second was having only one public channel, while the third one was having so many channels. The researchers concluded that after the introduction of the television in the towns, participation of the children and youth in the social activities and organized sports declined a lot.

Similarly, Durant and Baranowski (1994) conducted a survey of 191 youth to study their television watching habits and frequency of the physical activities among them. The study concluded that the youth with the heavy television watching were participating less in the physical activities and organized events and sports than the youth with the fewer television watching, who were more likely to participate in the physical activities and social gatherings including social relationships.

Likewise, many studies explored the effects of the usage of media on obesity level among people especially the children and youth. For example, the study conducted by Dietz and
Gortmaker (1985) concluded that the heavy television watching in the early age was predicting obesity in the children and youth. A similar study by Dennison, Erb, and Jenkins (2002) made empirical inquiry to study the relationship between watching the television and risk of overweight among the pre-school children. The study concluded that the time given to the television watching was found significantly related to the overweight phenomenon among the children especially among the children having bedrooms television sets.

The study of Dietz and Gortmaker (1985) also concluded that there was a significant relationship between watching of TV and obesity in 6 to 17 years old children. The study was based on longitudinal as well as cross sectional analyses of children. It was a large survey regarding health, which showed the children watching more television were experiencing more obesity. While, the children watching less television were having low obesity among them.

A similar study was conducted among adults in Australia by Salmon, Bauman, Crawford, Timperio, and Owen (2000) to analyze that if there was any relationship between watching of TV and obesity and level of physical activities among viewers. The researchers argued that television viewing can be the cause of obesity because it limits the physical activities and their study also showed positive relationship in this regard. However, they found that the people having more physical activities were less vulnerable to overweight phenomenon due to watching television.

2.9 DISPLACEMENT OF SOCIAL RELATIONS

As regards to the effect of using internet on its users two aspects are very important i.e. social relations and social involvements, wherein, the social relations means the relationship with people while social involvement means participation in social events and activities. During
the 1980s, the investigation was made to measure the effects of watching TV on the interaction with the family (Brody, Stoneman, and Sanders, 1980). The study concluded that the interaction with family was found reduced as a result of watching TV. So, television was keeping people away from talking and interaction.

Likewise, many studies looked into the phenomenon that how the internet usage makes effects on the face to face communication and relationships with family, friends, and relatives. Some researchers concluded that the internet based new media keeps people away from interpersonal communication and makes people isolated in society (Carlson, Chan, Chan, Kurato, Soong, and Yang, 1999; Nie and Erbring, 2000).

The study of Nie and Erbring (2000) argued that when the people start spending more time with the internet, they ultimately start losing their contacts with their social surroundings, attend social events rarely and give less time to the face to face communication with family, friends, relatives and neighbors. Nie has also stated that “the Internet could be the isolating technology that made people unable to participate in out-door social events and further isolate them from the society.”

The time displacement hypothesis of Robert Putnam was also tested by Moy, Scheufele, & Holbert (1999). They interviewed 416 adults to explore the time pressures and involvement in social engagements due to watching of television and reading newspapers. The results of their study were supporting the Putnam’s finding. So, the people who were watching television more were less associated with the social and civic engagements. However, the reading of newspapers was positively related with civic engagement and had no negative effect on social relationship. Moreover, the watching of television had no relationship with the time pressure. So, time pressure must not have any effect on the social capital.
Hampton and Wellman (1999) conducted a study, which concluded that the new communication technology provides opportunities to the people to keep relationship with other people through the virtual community and internet is playing a vital role in this regards. Likewise, the study conducted by UCLA (2001) concluded that more than 80 percent of the users of the internet said that the email service provided them useful opportunity to talk and communicate with people who are usually away from communication.

Wellman (2001) argued that the internet is having positive effect on the social and community relations and thus internet may help in enhance relationships with family, friends etc living anywhere in the world. Similarly, Hampton and Wellman (2001) concluded that the high speed internet service can help people bring closer and strengthen community gathering. However, another finding of this study was that people with large online experience tend to find real and physical relationship instead of online relationship.

Shah, Kwak, & Holbert (2001) stated that in order to study the effects of the internet on the civic life of the people, we must explore how the internet is being used by the users alongwith the extent of usage. Likewise, Hampton and Wellman (1999) carried out research to study the offline and online relationship of people using the internet facility. Hampton and Wellman after the analysis of the study, concluded that the internet instead of diminishing, supplements the social relationships and interactions as it provides extraordinary communication activities online.

2.10 USE OF MEDIA AND LONELINESS

Loneliness is “nearly always an aversive experience that arises when a person feels rejected by others or lacks appropriate social partners for activities that provide a sense of social
integration” (Rook, 1984). Actually the loneliness can happen, when children or youth are being rejected or are being ignored by others. Furthermore, when the youth have no friends at the educational institutions like colleges and universities, in the neighborhood, or at other social places, the person feels isolated (Solomon, 2000).

Likewise, the study conducted by Moody (2001) also studied the relation between the loneliness and the usage of the internet. Moody kept in mind the theory of loneliness explained by Weiss (1973), according to which, there are actually two types of loneliness i.e. emotional and social loneliness. So, the study of Moody (2001) concluded that the people using the internet heavily were facing lower level of social while higher level of emotional loneliness. The present study also hypothesizes that heavy usage of internet will have higher levels of loneliness among its users.
CHAPTER No. 3
THEORETICAL FRAMEWORK
3.1 WHAT IS A THEORY?

There is no doubt that a good theory can help the researchers involved in studying a particular phenomenon in predicting the results or the outcomes of the study because the theory actually gives the practical insight about the phenomenon. So, the theory is a guideline and milestone to study the phenomenon in depth. The theory helps us to select the research design, formulate the Research Questions, Hypotheses formulation and also to foresee the results of any analysis.

3.2 THEORETICAL FRAMEWORK OF THE STUDY

Many of the communication theories and models can be tested in the study of the media use habits especially the use of the internet based new media with special reference to the new media trends and preferences. The Uses and Gratification theory is perhaps the most appropriate to study and analyse the use of the new media among the youth of our times. The studies by Morris and Ogan (1996) and Newhagen and Rafaeli (1996) also recommended the Uses and Gratification theory to study the use of the new media, new media trends and preferences. Since the Uses and Gratification theory is an active audience theory, therefore, it provides a good base to study the ways and purposes of the use of the media and time budget allocated by youth to different media outlets.

The present study relates to the gratification of the media needs of the youth like the social networking, chatting, listening to the music, playing games, watching television, listening to the radio and reading newspapers for information, education, entertainment and other purposes. The gratification factor leads to the difference in the media use patterns and habits of the youth in using various media outlets. Therefore, due to the diversity of the patterns in which the youth uses the various media outlets to gratify their media needs, the researcher
sorted the help of the ‘Uses and Gratification’ theory as the best match of the theoretical framework of this study to answer the Research Questions and substantiate the Hypotheses of the study.

Similarly, the help from the ‘Human Needs Theory’ of Abraham Maslow has also been sought for in-depth study of the various needs and purposes for the use of various media outlets by the youth. Likewise, a portion of the study also comes under the application and testing of the “Time Displacement Hypothesis” of Robert Putnam (1995a, 1995b). The Time Displacement Hypothesis of Robert Putnam has been tested to explore the effects of the usage of the internet based new media on the social capital and daily life activities of the youth. The effects of the usage of internet on the interpersonal communication and feelings of loneliness have also been tested with the help of the Time Displacement theory using the Multiple Regression Analysis.

3.3 USES AND GRATIFICATION THEORY

The Uses and Gratification theory was first introduced by Elihu Katz, when he introduced the notion that the media users use the various media outlets to their benefit or to gratify their needs. The perspective of the uses and gratification evolved in the 1970s, when Elihu Katz alongwith his colleagues Michael Gurevitch and Jay Blumber tested and expanded the idea that the media audience is active rather than passive. So, the uses and gratification theory contradicted the older communication views, that the media audience is passive as postulated by the hypodermic needle theory. The uses and gratification theory considers the media audience as active, which means that the media audience prefer to use such media outlets or media content which best satisfy or gratify their media needs like information, entertainment, education, music and film etc.
The approach of the Uses and Gratifications was prevailing during the evolution of the television from late 1950s till 1970s. Elihu Katz is the most popular scholar, who contributed a lot in the evolution of the approach of the uses and gratification and establishing its basic structure. Katz alongwith his colleagues better explained the phenomenon of the uses and gratifications and they also published a series of essays entitled “The Uses of Mass Communication” in the year 1974. Taking a more humanistic approach, Blumler and Katz suggested that the users of the media go for such medium or media that best gratify or satisfy their needs especially when they have alternative media available with them (Blumler and Katz, 1974).

The last few decades have witnessed the evolution and use of the uses and gratification approach to study and bring to light the uses and impact of the new communication technologies and new mass media on the audience. It is, therefore, the concept of the uses and gratification has turned into theoretical and conceptual approach, which helps in bringing to light the link between the motives of the audience in using various media outlets, gratifications of their needs and outcomes. The uses and gratification approach says that the background of individuals, their social circumstances, their basic needs, their frames of references, their life history, education, experiences, and their life interests have great impact in what people seek from the media. So, the people prefer to use the media which best satisfy or gratify their needs (Katz, E., Blumler, J. G., & Gurevitch, M., 1974).

Most of the communication theories make stress on the effects, which media have on the users, however, Blumler and Katz’s theory of uses and gratification pays stress on the notion that the media audience is active and not passive and they play an active role in using the media which best satisfies their needs. So, the uses and gratification approach makes attempts
to bring to light the functions and uses of the media for the people whether at individual level, groups level or at society level. The major objectives of developing the theory of the uses and gratification are as under:

1) To explore the usage pattern of media by the individuals for satisfaction of their media needs.

2) To explore the motives and purposes of the use of various media outlets by the individuals.

3) To identify and bring to light the negative and the positive effects and consequences of the use of various media outlets on the individuals.

The uses and gratification being an influential and important media research tradition was originally proposed to explain that why some media content have more and great appeal to the media users than the other media content, due to which people want to use various media outlets and even different media contents at different times. So, rather than the notion that “What media do to the people?”, the uses and gratification approach pays stress on the notion that “What people do to the media?” As according to McQuail (1987), the core question of uses and gratification research is “why do people use media and what do they use them for?” So, the uses and gratification approach also postulates that the media users have sufficient knowledge about the content of the media and about the media outlet which can best meet their media needs.

In the process of mass communication, the approach of the uses and gratification links the gratification of the media needs and the choice of media on the side of the media users. So, the uses and gratification approach suggests that the needs, which people want to gratify influence the media choice of the people and the gratifications they get from a specific media
outlet. “The uses and gratifications approach is more concerned with what people do with the media” (Blumler and Katz, 1974). So, it allows the media users to use the specific media outlet which best satisfies their personal needs as determined by the psychological and social background of the media audience.

According to the approach of the uses and gratification “the media compete with other sources of information for the satisfaction of needs of audience” (Blumler & Katz, 1974). Though the traditional mass media (radio, television, and newspaper) as well as the new media especially the internet based modern media all the times remain busy in providing the best possible range of the media content and professional platforms, however, it is important perspective to investigate that why the audience members choose the specific media outlets and media content to get satisfaction of their needs.

“The uses and gratification approach is suggested to be originally stemmed from a functionalist paradigm in social sciences” (Blumler & Katz, 1974). In the 1940s, the social scientists were interested in knowing the reasons that why the listeners were listening to different programs on Radio, for example, quiz programs, soap operas etc. Likewise, the researchers were also interested to know that why the readers want to read specific newspapers (Lazarsfeld 1940).

Katz and Blumler in a study in 1974 stated that basic assumptions for better understanding the relationship between the audience and the media, which are explained as under:

- The media audience is taken as active, being an important part of mass media use. So, the use of media by the audience is goal oriented and the audience wants some sort of gratifications out of the media use.
• In the process of the mass communication, the audience members are linked with the initiative of media choice and needs gratification. So, this phenomenon negates the straight line affect of the use of media or exposing to particular sort of media on the behavior and attitudes of the audience.

• The mass media compete with the other sources, which satisfy the needs of the audience. The mass media serves to gratify only a portion or segment of the human needs and the degree of satisfaction of needs of the audience can also vary.

• In particular cases, the people or the users of the media are aware to the extent that they can report their motives and interests. Furthermore, they recognize their interests when they are exposed to such media content.

McQuail, Blumler, and Brown (1972) classified four gratifications, which a person seeks from the various mass media outlets:

1. **Diversion**: Escape and emotional release from the routine problems, stresses and pressures.

2. **Personal Relationships**: Use of the information and knowledge obtained from the exposure to various mass media in conversations and discussions with the people in society to establish and maintain mutual understanding and relationships with the people.

3. **Personal Identity**: Self reference and considering the media characters as the shadow of their own life problems and stories.
4. **Surveillance**: Keeping an eye on the happenings of the world around us especially for the security reasons and also getting information about the doings and misdoings of the government.

According to Katz, Gurevitch, and Haas (1973), the people disconnect or connect with the other people with the help of the mass media. They also developed five categories of needs summed up after considering 35 psychological and social needs being gratified by the mass media. The five categories of the needs defined by Katz, Gurevitch, and Haas (1973) are reproduced below:

1. **Cognitive Needs**
   - Acquiring the information, knowledge and understanding.

2. **Affective Needs**
   - Emotions, pleasure, and feelings etc.

3. **Personal Integrative Needs**
   - Credibility, stability, and status etc.

4. **Social Integrative Needs**
   - Family, friends and social involvements and relationships to enhance the social capital.

5. **Tension Release Needs**
   - Escape and diversion from the daily routine work load, tensions, and stress etc.

Concluding the above discussion, we can say that the theory of the uses and gratifications presented by the Blumler and Katz (1974) takes the media audience as active and goal oriented rather than passive. So, the media audiences play an important role in using the various media outlets to best satisfy and fulfill the media needs. Likewise, the Wimmer and Dominick (1994) also argue that the perspective of the uses and gratification takes the media consumers’ view point. So, the uses and gratifications approach examines the way the people
use the various media outlets and the ultimate gratifications they seek and get from the exposure to particular mass media outlets.

### 3.4 TIME DISPLACEMENT THEORY

The theory of Time displacement was first presented by Robert Putnam (1995a, 1995b). The theory discusses the idea that the older activities may be replaced by the new kind of activities. So, the time given earlier to some activities will be displaced by the new kind of activities. The activities which can cause the displacement of the time from the older activities are usually the information and communication technologies, which include the television and Internet based new media. So, these technologies based communication media are termed as responsible for possible decline in older activities like social links and relationships, physical activities like games and exercise, sleep, eating disorders, feeling of loneliness and personal care etc.

It is feared that the users of the Internet and Internet based new media may invest their most of the time using it for the activities which they feel as substitute of previous activities like reading newspapers, listening to the radio, watching the television, playing physical games or even consider the Internet as substitute of interpersonal communication. Actually, it is not the first time that the fear of time displacement is linked to the Internet and Internet based modern media like the social media, as, previously Robert Putnam (1995) attributed the same concern with the television viewing.

Putnam (1995) feared that the watching of television was resulting in the erosion of the social capital of the American people resulting them to live in isolation and with feeling of loneliness as there was declining bowling league, decline in the trend of going to movie theatres, decline in physical activities and less face to face communication with the family,
friends and society.

As regards to the present study, the Time Displacement Hypothesis relates to the problems when the users of the Internet based modern media use these media to the extent that they given less time to the previous activities and even the traditional media like radio, television and newspaper. Considering these concerns, Paul S. N. Lee and Louis Leung (2006) in a press article “Assessing the displacement effects of the internet” have argued that “the major focuses of the emerging media studies about the displacement effects usually involve time and functional displacement.”

According to Robinson (1981), the people spending too much time with television watching allocate less time out of their time budget to the activities like radio listening and also non media activities. Likewise, the study by Kayany and Yelsma (2000) concluded that the people who used too much internet were found as displacing the watching of television alongwith the displacement of newspaper reading and use of telephone.

Similarly, alongwith the concern of the displacement of the activities, there is also the serious concern that a new or modern communication medium with better serving the functions of the previous or traditional media will be displacing an existing medium as a functional alternative. Many studies have been conducted to explore and explain these concerns of the displacement of the traditional media by the modern media. For example, according to DeFleur and Ball-Rokeach (1982), the media activities like listening to the radio, attendance in movies, and reading of comics have been displaced by the watching of television and reason for this displacement is that all these activities have a common function that is “escape” from routine.
The study by Kaplan (1978) concluded that the theatre attendance and viewing of the local network TV had been decreased or decline due to the watching of cable television network. Similarly, the study by The Interactive Advertising Bureau (2002) argued that due to the reason that Television and Internet have many functions similar to each other like the information, entertainment and education, so 25 percent users of Internet were found watching less television. Moreover, 11 percent of Internet users were also found reading less print media like newspapers and magazines etc.

Similarly, according to Ferguson and Perse (2000), most of the students and youth use the Internet most frequently for the entertainment because the Internet better serves the functions of the television, and therefore, Internet can be a serious displacement threat to television if it offers more and better entertainment. The information and news consumption in the use of the Internet and Internet based modern media is the major concern in the researches making efforts to explore the displacement effects of Internet.

It is usually believed that the individuals having too much political knowledge can easily be taken away from the information poor media, however, these sort of people can not easily be drawn away from information rich media. The study by Althaus and Tewksbury (2000) concluded that knowledge about politics is linked with the use of the information rich media like Internet and newspapers for watchdog purposes, however, political knowledge is not linked to the news seeking through television. So, these conclusions tell us that the Internet use for the purpose of surveillance supplements the reading of newspapers rather than displacing the reading of newspapers.

Two approaches

To study and explore the displacement effects of the modern media, there are two approaches
of the Time Displacement Theory. The first approach which is related to the media attributes is called the “Medium Centric”, while the second displacement approach is related to the uses and gratification and is called as “User Centric”.

**Medium-Centric Approach**

The Medium Centric approach makes stress on the Media Richness theory and the Niche theory to study the displacement effects of the media. According to the Niche theory, different media have different positions like advertising, gratification opportunities and consumer time, etc. So, the niche of one medium will be different from the other medium. For example, if telephone is good for gratifying interpersonal needs, then the television is good for the gratification of the entertainment needs.

As far as the Media Richness theory (Daft and Lengel, 1984) is concerned, it stresses that the individuals like to use the media having the attributes like social presence, channel variety and feedback. So, according to Lievrouw and Livingstone (2002), the new media is having the attributes like networking, anonymity and interactivity and is better at the exchange of information and better gratifies the needs of the users especially the youth.

According to Walther (1992, 1993), the e-mail facility of the Internet is just like the telephone or mobile phone and it better provides the opportunity for interpersonal communication and relationships. There is no doubt that there cannot be any alternative to the interpersonal or the face to face communication for establishing and maintaining the social relationships, however, still the e-mail facility is used too much for making relationships. E-mails cannot be as much fast and quick as the interpersonal communication to acquire the knowledge about each other. Flanagin and Metzger (2001) concluded that “new media are used for rich as well as lean tasks.”
The researchers, who want to explore the characteristics of the new media using the Medium-Centric approach are usually interested in examining the effects of the new media on the traditional or the existing media. As according to Flanagin and Metzger (2001), there is possibility of the replacement and displacement of the existing media due to the better characteristics and gratification of needs by the new or modern media. So, if a user gives more time to the new medium for better features, ultimately, he will have less time to be spent with the traditional media outlets (newspaper, television and radio).

**User-Centric Approach**

The User Centric approach of the Time Displacement theory is in line with Uses and Gratifications theory and it does make stress on the needs and the gratifications which the media users seek and get from the various media outlets. So, as the uses and gratification theory says that the media audience is active, so as the User Centric approach says that media users are active and they use the various media outlets to gratify their needs.

If the media users or audience have to gratify their news or information need, then they will prefer to use the available news media especially that media, which will best address or gratify their needs. So, there is possibility that the users may use the news website and alongwith these websites on the Internet, they may also use or get exposure to the other news media like newspapers, radio and television to supplement their exposure and gratification as pointed out by Lin, C. (2001) while discussing the “media supplementation”. The idea of media supplementation is also supported by the fact that the music recording was not displaced by the Radio and likewise the Radio and Cinema was not displaced by the evolution of television.
So, the User Centric approach deals with the gratifications of the needs of the media audience. Researchers are of the view that when some medium fails to gratify the needs of the users, that medium is or can be displaced by some new medium which can better serve the gratifications. It means that when a traditional or existing medium is better gratifying the needs of the users, then no new medium can displace the traditional medium. For example, if a person gets too much exposure to the news media like news website or television, he may cut back the money and time budget for the VCRs, Cinema, sports, games or social activities and involvements.

According to the User Centric approach, the fundamental thing in the use and choice for a specific media are the needs of the users. So, the media users seeking the information and news through the Internet can continue using the newspapers, radio and television for getting information and news from these media as well. Likewise, the media users seeking the entertainment through the internet may also continue using the television, cinema and other entertainment media for pleasure and relaxation.

Some researchers are of the opinion that when the needs of the users are better satisfied by some new medium, then there will be no reason that the users will go for the old media. However, this situation is not true because the different media provides the different media content and also provide different uses and gratifications. One example can be that though a person watches a movie in cinema house, but inspite of that he again watches the same movie on DVD or television. So, the User Centric approach of the Time Displacement theory argues that instead of single medium, the multiple media or the mixture of media can serve the needs of the users in a better way.
3.4.1 Time Displacement and Social Capital

Social Capital is the base for trust, social interaction and relationship in a society (Putnam, 1995). Robert Putnam in his book “Bowling Alone” argued that the television was the reason for the decline and erosion of social ties and relationship in the American society. Likewise, according to Moy, Scheufele, and Holbert (1999), social capital is the relationship or interaction of the people in a society, which we can call the civic engagement.

According to Wellman, Haase, Witte, and Hampton (2001), the social capital can be classified into three types i.e. Community Commitment, Participatory Capital, and Network Capital. By community commitment means that time given to the community involvements. Participatory Capital is related to the participation in different involvements like politics etc. Similarly, the Network Capital is related to the relationships with family, relatives, neighbours and friends.

Many researchers are of the view that the Internet based new media can help it users enhance their social capital. They argue that with the help of Internet and Internet based social media, the users can better exchange and express their feelings with each other. They can also easily make communication with help of messaging, e-mails and chatting with their friends and fellows living far away. Furthermore, they can easily establish online relationship which can turn into strong offline relationship later on. Many studies have criticized the claim of the Robert Putnam (1995) about the watching of television and erosion of social capital with the arguments that Putnam was only concerned with total viewing of TV without considering the contents of programs on the television.

If we want to study and explore the effects of using the new media on the life pattern and daily routine of the youth, then we must study the time allocated to the new media as well as
to the traditional media. So, we have to explore the time budget of the youth and to check that how much time from their daily schedule, they allocate to the different media outlets including the new as well as the existing media. As according to Robinson, Kestnbaum, Neustadtl, & Alvarez, (2000), ‘Time’ is very important in studying the effects of the new technology on the previous activities and media use patterns and habits of the people especially the youth.

According to the Time Displacement theory, the more the time of the youth out of their daily schedule will be given to the online media, the more there will be reduction in time allocated to non media activities as well as to the traditional media. So, we can say that whenever, a new medium is entered in our lives, the time given to other activities will be declined. It is due to this that whenever, a new medium is introduced, its displacement effect has been analyzed. For example, with the introduction of the radio, its displacement effect on newspaper was analyzed (Lazarsfeld, 1940). Likewise, at the time of introduction of Television, VCRs, Computer and Cable Television, their displacement effect on the previous media was tested (Kaplan, 1978; James & Wotring, 1995).

3.4.2 Erosion of Social Capital

Putnam (1995) made very serious efforts to study the erosion of the social capital among the American society. Many evidences produced by various researches tell us that the American people were losing their social capital for last few decades and this process if continued. For the last few decades, the membership of organizations such as bowling leagues, labour unions, and Red Cross in America have been found as decreasing, which shows that the face to face and interpersonal communication among the American people has been declining, or we can also say that the social capital is continuously under erosion.
Different reasons have been suggested by the different researches for the decline in the social capital of the people in different societies. Most widely studied and discussed reasons for the disturbance in social capital are the time pressures due to busy schedule, the electronic revolution, the new communication technologies and too much viewing of the television. As according to some researches, the watching of the television erodes the social activities, interpersonal communication, community participation, and social gatherings etc. The reasons for this erosion of activities is that the time previously given to such activities gets displaced to television viewing, which makes television viewers 'homebodies' (Comstock, George, 1989; Robinson and Godbey, 1995).

3.5 HUMAN NEEDS THEORY

The Human Needs Theory was presented and elaborated by Abraham Maslow in 1954. He also described the human needs in the form of a hierarchy from basic to level of satisfaction. Maslow described the pattern through which the human motivations travel from the lowest to the highest level of satisfaction. In his book “Motivation and Personality” published in the year 1954, Abraham Maslow fully expressed the theory of Human Needs.

The Hierarchy of Needs

The Hierarchy of Needs as presented by Abraham Maslow is usually elaborated in a pyramid shape presentation. The pyramid shows the basic needs elaborated at the bottom, while the highest level needs at the top. The theory of human needs also suggests that before the desire by the individuals for the satisfaction of higher level needs, they must get the basic level needs fully satisfied or met.
It is also a matter of fact that the human mind is very complex in nature and at one time, there are so many processes running parallel to each other, therefore, different motivation or needs from the hierarchy of Maslow Human Needs can occur simultaneously. Likewise, Abraham Maslow also agrees that different motivation can occur at one time in a human.

An Interpretation of Maslow’s Hierarchy of Needs

The Maslow’s Hierarchy of Needs is explained in detail below:

**Physiological Needs**

The Physiological needs are the basic human needs, which are very vital for the survival of human body. Simply, no human body can continue functioning with the fulfillment of the physiological needs. Physiological needs include water, food and air, which are important for metabolism in human body, while shelter, sexual instinct and clothing are also important for the survival of human body.
Security and Safety Needs

When a human being gets the physiological needs fulfilled, then he goes for the security and safety needs. When there is no physical safety and security from disasters, wars, terrorism and armed conflicts etc, the human body cannot find peace and calm and remains in stress. Similarly, when there is no financial and economic security like availability of jobs, security of savings, health and life insurance etc., then again the human body will be continuously in stress and in condition of un-easiness. Some of the safety and security needs are given below:

- Financial Security
- Personal Physical Security
- Safety from illness/accidents/disability etc.
- Health safety

So, the fulfillment of the Security and Safety needs is must before a human body goes for the needs of love and belongings.

Social Needs - Love and Belonging

After the fulfillment of the physiological and security needs by the human being, there come the layer of the human needs, which is related to the feelings of love and belongings as presented by Maslow in his Hierarchy of Needs. This third layer of the need is also concerned with interpersonal or the face to face communication which ultimately creates the social capital and the feeling of care, understanding and belongingness.

The social needs are very vital for the strong social capital and strong relationships and due to the deficiency of this layer of needs, there can be inability to establish and maintain the strong social relationships even the relationships with the family and friends. Human beings
need to be accepted in the society. Every person wants to love and be loved by the people living around him/her. If a person does not find the love and care from family, friends, colleagues and society, there are chances that the person may develop feelings of loneliness, depression and anxiety in him/her.

The present study also made an effort to explore the effects of the Internet-based modern media on the youth as regards to the presence of the feelings of loneliness among them due to the lack of the interpersonal communication and remaining too much involved and busy in the use of the media.

**Esteem – Ego Needs**

Along with the physiological needs, needs of safety and security and the social needs, every human being has self-respect and self-esteem and to satisfy them, the man wants respect from the others. So, the people have lust for recognition and want other people to give them a sense of contribution and acknowledgment. So, people want to fulfill their Esteem or Ego needs at all price.

If this Esteem or Ego Need is not fulfilled, then such people are most likely to face inferiority complex and low self-esteem and can also suffer from the psychological imbalance which ultimately results in depression. According to Maslow, there are two versions of esteem needs. The lower level of esteem needs wants respect from other people, fame, attention and recognition etc., while the higher level of esteem need is related to competence, self respect, freedom and self confidence.
*Self Fulfillment --- Self Actualization Needs*

The self actualization needs says that if a man has capacity and capability of something, then he must acquire that stage. So, in simple words, we can say that “What a man can be, he must be”. So, the potential of every person should be realized and recognized and he must be offered opportunities with respect to the potentials. According to Maslow, Self Fulfillment or the Self Actualization is the need or the desire to get more and more and get anything, one is capable of.
3.6 THEORETICAL STATEMENTS:

The ‘theoretical statements’ of the present study as formulated after building the basic structure of the research study and after review of the relevant literature and theoretical framework are as under:

1. The Pakistani youth are getting exposure to the media especially to the new media to a greater extent.

2. Social Networking Sites are being used most frequently by the youth than the other media outlets.

3. Internet based modern media is effecting the use of the traditional media by the youth i.e. radio, television and newspapers.

4. The heavy use of the Internet based modern media by the youth is affecting the interpersonal communication and relationship of youth with the social capital.

5. The use of the modern media is badly affecting the educational achievements of the youth.

6. The use of the Internet based new media is badly affecting the physical and mental health of the youth.

7. The use of the modern media is resulting in eating disorder in the daily life routine of the youth.

8. The use of the modern media is badly affecting the habit of exercises/games of the youth.
9. The use of the modern media is producing the feeling of loneliness/isolation in the lives of the youth.

10. There is significant positive relationship between the Exposure to Internet and Youth’s Interaction/Discussion on various issues with their Family Members.

3.7 HYPOTHESES OF THE STUDY:

The Hypotheses of the study formulated after the review of the literature and establishing the theoretical framework are as under:

**Hypothesis 1:** Exposure to TV by the Youth leads to information, education and entertainment.

**Hypothesis 2:** Exposure to Radio by the Youth leads to Information, Education and Entertainment.

**Hypothesis 3:** Exposure to Newspaper by the Youth leads to Information, Education and Entertainment.

**Hypothesis 4:** Exposure to Internet by the Youth leads to Information, Education and Entertainment.

**Hypothesis 5:** There will be positive relationship between audience’ getting of first hand information from media and their Preference for the same media for getting further details?

**Hypothesis 6:** Exposure to Social Networking Sites by Youth leads to Virtual Social Connection.
Hypothesis 7: Exposure to Internet based modern media by the Youth would greatly affect them towards Interpersonal Communication and relationship with the Social Capital.

Hypothesis 8: Exposure to Internet by Youth would not greatly affect their Life Patterns.

Hypothesis 9: The use of the modern media will be badly effecting the educational achievements of the youth.

Hypothesis 10: The use of the modern media will be badly affecting the physical and mental health of the youth.

Hypothesis 11: The use of the modern media will be resulting in eating disorder in the daily life routine of the youth.

Hypothesis 12: The use of the modern media will be badly affecting the habit of exercises/games of the youth.

Hypothesis 13: The use of the modern media will be producing the feeling of loneliness/isolation in the lives of the youth.

Hypothesis 14: There will be significant positive relationship between Exposure to Internet and Youth’s Interaction/Discussion on various issues with their Family Members.
CHAPTER No. 4

CONCEPTUAL ORGANIZATION
4.1 MAJOR CONCEPTS OF THE STUDY:

The major concepts of the study are explained and operationalized as under:

4.1.1 Habits

According to the Wikipedia, “the ‘Habit’ is an acquired pattern of behavior of an individual that often occurs automatically.” Actually the habit is a thing or act which a person does or performs on regular basis. Moreover, we can say that the ‘Habit’ is an act of a person, which he does repeatedly and is often considered not good by others. A ‘Habit’ is also something which someone finds difficult to leave or stop doing that. Some of the examples of habits can be the habit of smoking, habit of taking drugs, habit of drinking, habit of teasing others etc.

By ‘Habit’ in the present study means the media use habits or the patterns of media use cultivated among the Pakistani youth or the way the youth in Pakistan uses the various media outlets like television, radio, newspapers, internet, film, mobile phone and social networking sites. For example, how frequently the young people use the various media outlets, what is the media time budget of youth for giving their time out of their daily schedule to various media outlets, how much attention the youth pays while using different media, for which purposes the youth uses the various media outlets like television, radio, newspapers, internet and social networking sites etc.

4.1.2 Youth

‘Youth’ is actually the part or the stage of life, which comes somehow in the mid of the adulthood and childhood. The range of the age or years which constitutes the youth has been defined differently in different places, however, it has been related to the attribute of being young. The ‘Youth’ are usually called as young people or the young person.
**Age limits of Youth**

The age in which a person is considered as ‘Youth’ varies from one part of the world to another. For example, according to the definition of the United Nations General Assembly “Youth means the people between the ages of 15 and 24 years.” Similarly according to the definition of the World Bank “Youth comprises the persons between the age of 15 and 24”. Likewise, other organization have defined the ‘youth’ in different manner.

**Youth in the Present Study**

Keeping in view the demographics of the students or the young people studying in the colleges and universities of the twin cities of Rawalpindi and Islamabad, which were obtained after the successful completion of the pilot study, the ‘Youth’ in the present study was defined as the people between 17 to 30 years of age. So, the population of the present study was the young people between 17 to 30 years of age and the respondents of the study were the students of the various colleges and universities of the twin cities of Rawalpindi and Islamabad from Intermediate to PhD level of education.

**4.1.3 Trends**

According to the English Dictionary, a ‘Trend’ is “a change or a development towards something new or something different.” For example, a Trend towards a specific brands of cars or a Trend of part time jobs. So, we can say that by Trend, it means that to do something new, which is accepted by many people and ultimately they start copying the particular action or fashion.

As far as the present study is concerned, it aims at exploring the latest Trends in the use of the various mass media outlets by the youth of Pakistan. For example, the use of the internet by the youth for gratifying different needs or purposes, the popularity of the social networking...
sites among the youth, which is most popular networking site among the youth, various purposes for the use of the social networking sites and other media outlets, the trend of multi-tasking in the media use, use of different electronic gadgets or devices for accessing the internet like the Personal Computer, Laptop, Tablet or Mobile Phone, and the trend of visiting net cafes, etc.

4.1.4 Preferences
Preferences can be defined as “the attitude of an individual towards a set of objects, typically reflected in an explicit decision-making process” (Lichtenstein & Slovic, 2006). Likewise, the term ‘Preference’ can also be interpreted as and evaluative judgment for making likeness or rejection for an object or thing (e.g., Scherer, 2005). However, ‘Preference’ not necessary remains stable or sustained over time and therefore, it can be modified (Sharot, De Martino, & Dolan, 2009). So, we can say that to give a preference to one thing over other means to opt or choose that thing rather than the other thing.

This research study aimed at exploring the new preferences and choices of the youth in using the different types of media to gratify and satisfy their needs. For example, giving preference to one media outlet on other media outlets for gratification of needs, giving preference on one social networking site on others, giving preference to one communication gadget on others, giving preference to internet based new media over the traditional media, etc.

4.1.5 Effects
The effect of one thing on another thing is the change that the first thing causes in the second thing. In the case of the present study, the effects mean the results of using the media especially the internet based new media by the youth on their life, daily routine, face to face or interpersonal communication and social capital etc. For example,
• Lack of face to face interaction with family, friends, relatives, neighbors etc due to the use of the internet based new media.

• Effects on Social Capital or the erosion of the social capital due to the use of new media

• Effects on the Educational achievements of youth

• Effects on Physical and Mental Health of youth

• Eating Disorders in the life of youth

• Away from exercises/games

• Loneliness/Isolation Effects in the life of youth

• Lack of discussion/interaction on various issues with the family members

4.1.6 Social Capital

Social Capital is a very important concept of the Sociology, which is related to the importance of the social relations and social cooperation for collective benefits. So, we can say that the social capital is the end product of the social cooperation and social relations. Its core idea is that “social networks have value”. The way the human capital and the physical capital can enhance the productivity of the individuals or groups, similarly, the social capital and the social contacts have significant effect on the productivity of the individuals or groups (Putnam, 2000).

Social networks can be very powerful asset if the people trust each other and assist one another. So, these relationships can help in case of need or some difficulty. “Even, the social capital is a valuable mechanism in the economic growth” (Investopedia).
By erosion of the Social Capital in the present study means that the extensive use of the media especially the internet based new media disturbs and erodes the interpersonal and face to face communication and relationship of the youth even with their close relations like parents, siblings, relatives, friends and neighbors etc. So, the excessive use of the media especially the new media disrupts and damages the social capital of the youth.

4.1.7 Traditional Media
By the term ‘Traditional Media’ in the present study means the print media (newspaper), radio and television, which we are having in our lives and getting exposure to these media since several decades.

4.1.8 Modern/New Media
By modern or the new media in the study means the media which is especially becoming very popular and common nowadays among the youth of the present age such as the internet and internet based media like the social networking sites and other social media, online games, online music, film, videos and also the mobile phone.

4.1.9 Media Exposure
The ‘Media Exposure’ in the present study means the time spent by the young people using the various media outlets like watching television, listening to the radio, reading the newspapers, using or spending time on the internet, using various social networking sites, watching films and using their mobile phones.
4.2 CONCEPTUAL DEFINITIONS OF VARIABLES

The conceptual definitions of the variables of the study are given below:

4.2.1 Independent Variable

Media Exposure: The exposure to the different media outlets like viewing of television, reading the newspapers, listening to the radio, using the mobile phone, using the internet for various purposes and uses, using the social networking sites and watching film is the Independent variable of the study.

4.2.2 Dependent Variable

Effects of Media Exposure: The effects of the exposure to various media outlets especially the internet based new media on the social capital and daily life routines of the young people is the Dependent variable of the study.

4.3 EXPLICATION OF VARIABLES

The explication of the variables is given below:

4.3.1 Independent Variable

The major independent variable of the study is ‘Media’, which is further divided into two types i.e. Print media and Electronic media as shown below:
Some of the types of the Print Media are detailed in the following diagram, however, the present study focuses on the exposure to newspapers only.

The different types of the Electronic Media, which are the focus of the present study, are explained in the following diagram:
The present study explores the media usage patterns/habits of the youth of the twin cities of Rawalpindi and Islamabad with special reference to the new media Trends and Preferences in the use of various media outlets and their ultimate effects on the lifestyle of the youth and their social capital.

4.3.2 Dependent Variable

The major dependent variable of the study is ‘Effects of Media Exposure’, which is explicated as under:

The present study will investigate the effects of the new media on the social capital of the youth along with the effects on their daily life routine and lifestyle.

Since the media users have four basic categories including the ‘youth’, ‘children’, ‘adults’ and ‘Old People’, however, the present study focuses on the media use habits and new media trends among the youth only as shown in the following diagram.
Both male and female proportions of the youth studying in the colleges and universities of the twin cities have been included in the survey to explore the media use habits and effects of media exposure on the social capital of the youth.

4.4 OPERATIONAL DEFINITIONS OF VARIABLES

The operational definitions of the dependent and independent variables of the study are given below:

4.4.1 Independent Variable

**Media Exposure:** The variable ‘Exposure to Media’ has been measured as frequency of using the media like reading the newspapers, listening to the radio, watching the television, using the mobile phones, usage of internet and social networking sites. The response categories of the Media Exposure in five-point Likert scale were as under:

a. Very frequently
b. Frequently
c. To Some Extent
d. Never
e. Don’t Know
4.4.2 Dependent Variable

**Effects of Media Exposure:** The variable ‘Effects of Media Exposure’ has been measured with reference to how the interaction or face to face communication with the Social Capital has decreased due to the Exposure to the Internet based new media. The response categories of the ‘Effects of Media Exposure’ in five-point Likert scale were as under:

a. Very Greatly
b. Greatly
c. To Some Extent
d. Not at all
e. Don’t Know
CHAPTER No. 5

RESEARCH METHODOLOGY
5.1 RESEARCH DESIGN

For this study, the survey research method has been used, which is a technique of gathering data by asking questions or getting responses from the target respondents, who are thought to have the desired information. So, a self-administered questionnaire was prepared, through which the respondents i.e. college and university students of the twin cities of Rawalpindi and Islamabad were asked questions regarding the media use habits, latest media trends, preferences in the media use and the affects of media use on the social capital and life pattern with respect to their demography. Keeping in view the methodological challenges for a survey methodologist, special emphasis was made on the identification and selection of potential members of the sample, contacting the sampled individuals/respondents for data collection, and checking of the data files for accuracy and internal consistency.

So, in this study, a survey was conducted to obtain the quantitative data about the media use habits of the youth studying in the various colleges and universities of the twin cities of Rawalpindi and Islamabad from Intermediate to PhD level of education. This survey has been conducted by the researcher with the help of a self-administered questionnaire containing close ended questions. The data collected through questionnaires has been analyzed by applying appropriate descriptive and inferential statistics with the help of the Statistical Package for Social Scientists (SPSS) version 16.

The research study also used the original survey data to test several hypotheses of the study regarding the exposure to various media, different purposes for the usage of various media outlets including the traditional media (newspapers, radio and television) and the modern media (internet and social networking sites), latest media trend like multitasking and net cafes etc. Moreover, the study also studied the relationship between the use of internet based new media and social capital of the youth.
5.2 UNIVERSE/POPULATION OF STUDY

The Population is a group of people that share common characteristics. The sample is drawn out of the population, which is the representative of the population. So, the population gives the sample and after the analysis of the data collected through the sample, the results are generalized to the population.

The population of the present study was the university and college students of the twin cities of Rawalpindi/Islamabad from Intermediate to PhD level. Since, the study focuses on the media use habits of youth of Pakistan and ‘Youth’ is stage of the life between the childhood and the adulthood. The definitions of the specific range of age that constitutes youth vary from one place to another. Keeping in view the demographics of the students studying in the colleges and universities of the twin cities of Rawalpindi and Islamabad obtained after successful completion of the pilot study, the youth in present study was defined as people from 17 to 30 years of age, and therefore, the population of this study was the youth or the young people from 17 to 30 years of age studying in the universities and colleges of the twin cities of Rawalpindi and Islamabad from Intermediate to PhD level of education.

5.3 SAMPLING AND SAMPLING FRAME

Since, sampling is the statistical method of obtaining representative sample from the population and thus a sample is a subset of a population. Keeping in mind the financial and time constraints, a sample of 500 young male and female students of required age group studying in the various colleges and universities of Rawalpindi and Islamabad twin cities was selected for filling the questionnaire. As far as the Sampling technique is concerned for the study, multiple stage random sampling technique was used.
In first stage, out of the list of all the Government, Semi-Government and Private colleges and universities functioning in Rawalpindi and Islamabad, eleven institutions were randomly selected. The randomly selected Private Sector universities were Hamdard University Islamabad Campus, and Preston University Islamabad. The Government Sector universities included International Islamic University Islamabad and Fatima Jinnah Women University Rawalpindi. The Semi-Government Universities included in the sample were National University of Modern Languages Islamabad, and the COMSATS Islamabad. Among the colleges of the Rawalpindi and Islamabad twin cities, the Imperial College of Commerce Bhara Kahu Islamabad, Rawalpindi Polytechnic Institute, Government Girls College Murree Road Rawalpindi, Government College for Boys Satellite Town Rawalpindi, and Government Commerce College H-8 Islamabad were included in the sample frame.

In second stage, the classes in progress during the visit of the researcher to the sample educational institutions were randomly selected to get the questionnaires filled from the students with the help of the teachers taking the classes at that time. With the consent and permission of the class teachers, the researcher explained the purpose and matter of the questionnaire and then distributed the survey package to the students. After the students filled out the questionnaires, the researcher collected the completed questionnaires from the teachers.

5.4 DATA COLLECTION TECHNIQUE

A pilot study was conducted in January 2013 with 30 students of various colleges and universities of Rawalpindi/Islamabad twin cities. After the in-depth analysis of the data collected for the pilot testing through different aspects and testing of the Hypotheses of the study, more instructions for some questions were added for better understanding of the
questions and some wordings were changed. Moreover, few questions were also added in the questionnaire to make it more robust.

The survey for the present study has been conducted with help of a self-administered questionnaire. The data collection period was from February 2013 to May 2013. Of the 510 questionnaires distributed, 500 questionnaires were successfully completed for a response rate of almost 98%. 10 questionnaires were not properly filled by the respondents and some of the responses were missing, therefore, they were abolished/discarded. Close-ended questions on five Likert Scale were used to get the required information from the respondents. The geographical and the cultural distinctiveness of the sample campuses of the colleges and universities of Rawalpindi/Islamabad ensured the survey of a diverse and representative population of the youth of the twin cities.

5.5 DATA COLLECTION TOOL

The survey package for the collection of data for the present study was the Self-Administered Questionnaire. A questionnaire is a research tool, which consists of a series of instructions/questions for collection of the data/information from the respondents. Questionnaires have advantages over other types of surveys in that they are cheap and require less effort while getting information as compared to the verbal and telephone surveys. Furthermore, questionnaires seek standardized answers, which make compilation and analysis of the data more easy and feasible.

The research instrument/tool was well structured and the responses were sought on various variables from the respondents. Simple and easily understandable language was used. It was ensured that the questions in the questionnaire should be structured in a way to avoid any ambiguity and false responses from the respondents. Furthermore, Close-Ended questions on
five Likert Scale were used. This strategy greatly helped in quick analysis of the collected data. The questionnaire began with the demographic variables followed by media use habits, new media trends, preferences in media use, time spent using various media outlets and ultimately with the questions about the effects of the modern media on the social capital and daily life routine of the youth.

5.6 MEASUREMENTS

The present study made the following measurements:

5.6.1 Demographics

The analysis took into account various demographic variables: Gender (Male=54.8 percent, Female=45.2 percent), Marital Status (Married=22.4 percent, Un-Married=77.6 percent), Educational Level (Intermediate=24.4 percent, Bachelor=42.2 percent, Masters=26.6 percent, MPhil=4.6 percent, PhD=2.2 percent), Type of Institution (Government=45.4 percent, Semi-Government=22.0 percent, Private=32.6 percent), Religion (Muslims=93.2 percent, Non-Muslim=6.8 percent), Residential Area (Urban =76.8 percent, Rural =23.2), and the Mean Age in years of the respondents was 22.97 percent, while the mean Monthly Family Income was 30000 to 35000.

5.6.2 Frequency of Exposure to Media

The traditional approach for measuring media use in communication research is to gauge the frequency of exposure to a medium and the same technique has been used in this study. The Question number 1 of the questionnaire was about the frequency of exposure to various media outlets including television, radio, newspaper, internet, film and mobile phone. The respondents were asked to give responses against each category of media on five-point Likert

5.6.3 paying Attention during Exposure to Media

The Question number 2 of the questionnaire was about ‘How much attention the youth was paying/giving during exposure to the various media outlets’ including Television, Radio, Newspaper, Internet, Film and Mobile Phone. The respondents were asked to give responses against each category of media on five-point Likert scale: “Don’t Know” = 1, “Never” = 2, “To Some Extent” = 3, “Frequently” = 4, “Very Frequently” = 5.

5.6.4 Purpose of Using Various Media Outlets

The Questions from 3 to 6 of the questionnaire were about the various purposes/uses for which the youth was using the Television, Radio, Newspaper and Internet. The purposes included information, education and entertainment for television, radio and newspaper while for internet, the purposes or uses included Information, Education, Music/Film/Video, Online Games, E-mails, Chatting, Social Networking Sites, and Online Newspaper. The respondents were asked to give responses against each category of purposes/uses on five-point Likert scale: “Don’t Know” = 1, “Never” = 2, “To Some Extent” = 3, “Frequently” = 4, “Very Frequently” = 5.

5.6.5 Satisfaction/Gratification of Needs

The Question number 7 asked the respondents to tell that ‘to what extent the various media outlets satisfy/gratify their media needs’. The respondents had to give responses against each media category viz: Television, Radio, Newspaper, Internet, Film and Mobile Phone on five-point Likert scale: “Don’t Know” = 1, “Not at all” = 2, “To Some Extent” = 3, “Greatly” = 4, “Very Greatly” = 5.
5.6.6 Getting First-Hand Information

Question number 8 of the questionnaire was about ‘how frequently the youth was getting first-hand information on news/current affairs from various media outlets like Television, Radio, Newspaper, Internet and Mobile Phone. The respondents were asked to give responses against each category of media on five-point Likert scale: “Don’t Know” = 1, “Never” = 2, “To Some Extent” = 3, “Frequently” = 4, “Very Frequently” = 5.

5.6.7 Preference for Media

The Question number 9 of the questionnaire was that ‘after getting information from the first medium, to what extent the youth was giving preference to various media outlets like Television, Radio, Newspaper, Internet and Mobile Phone for confirmation and further details’. The respondents had to give responses against each media category on five-point Likert scale: “Don’t Know” = 1, “Not at all” = 2, “To Some Extent” = 3, “Greatly” = 4, “Very Greatly” = 5.

5.6.8 Time Spent using various Media

The Questions number 10 through 13 and Question number 15 asked the youth that approximately how much time per day they used to spend in using Internet, Television, Newspaper, Radio and Social Networking Sites. The different categories of time were including:

a. less than 1 hour  
b. above 1 hour upto 2 hours  
c. above 2 hours up to 3 hrs  
d. above 3 hours up to 4 hours  
e. more than 4 hours  
f. do not use
5.6.9 Popular Social Networking Site
The Question number 14 asked the youth that which social networking site out of the four sites (i.e. facebook, twitter, skype and linkedin), they were using the most. The researcher focussed on the four social networking sites i.e. Facebook, Twitter, Skype and Linkedin due to the reason that at the time of the study, these were the most widely used social networking sites among the population of the study (youth of Islamabad/Rawalpindi, 2013) as shown by the pilot study. So, this question aimed at finding that which social networking site was the most popular among the youth of the twin cities.

5.6.10 Purpose of using Social Networking Sites
The question number 16 was about the various purposes or uses of the social networking sites. The youth was asked that ‘how frequently they were using the Social Networking Sites for various purposes or to gratify their needs i.e. Uploading Personal Pictures, Chatting, Discussing Events, Popular Sayings/Quotes, and Comments/Likes’. The respondents were asked to give responses against each category of purposes/uses on five-point Likert scale: “Don’t Know” = 1, “Never” = 2, “To Some Extent” = 3, “Frequently” = 4, “Very Frequently” = 5. So, this question aimed at exploring the various uses and gratifications seek by the youth.

5.6.11 Trend of Multi-Tasking
The question number 17 of the questionnaire asked the youth that how frequently they remained online even when watching Television or listening to the Music to explore the trend of multitasking among the youth in Pakistan. The respondents were asked to give responses on five-point Likert scale: “Don’t Know” = 1, “Never” = 2, “To Some Extent” = 3, “Frequently” = 4, “Very Frequently” = 5.
5.6.12 Gadgets for Internet Access

The question number 18 of the questionnaire inquired about the frequency of using the various electronic devices/gadgets for Internet access (i.e. Personal Computer, Tablet PC, Laptop and Mobile Phone). The respondents were asked to give responses against each category of electronic device on five-point Likert scale: “Don’t Know” = 1, “Never” = 2, “To Some Extent” = 3, “Frequently” = 4, “Very Frequently” = 5.

5.6.13 Trend of Visiting Net Cafes

The question number 19 of the questionnaire aimed at exploring the trend of visiting net cafes by the youth. The respondents were asked that how frequently they use to visit net cafes and responses were solicited on five-point Likert scale: “Don’t Know” = 1, “Never” = 2, “To Some Extent” = 3, “Frequently” = 4, “Very Frequently” = 5.

5.6.14 Visiting Pornographic Sites

The question number 20 of the questionnaire asked the youth that how frequently they were watching the Movies and Video Clips on any restricted/pornographic website. So, the respondents were asked to give their responses against each category on a five-point Likert scale: “Don’t Know” = 1, “Never” = 2, “To Some Extent” = 3, “Frequently” = 4, “Very Frequently” = 5.

5.6.15 Displacement of Traditional Media by Internet

The question number 21 of the questionnaire asked from the youth that to what extent did they agree with the statement that "The Internet" means there's less need to ‘Buy & read Newspaper’, ‘Watch Television’ and ‘Listen to Radio’ because it's quicker and cheaper to get latest news/information through the internet. The respondents had to give responses against

5.6.16 Importance of Mobile Phone

The question number 22 of the questionnaire inquired from the youth that how important was the mobile phone for them? The respondents were asked to give responses on five-point Likert scale: “Don’t Know” = 1, “Not at all” = 2, “Somewhat Important” = 3, “Important” = 4, “Very Important” = 5.

5.6.17 Ways to Contact Friends

The question number 23 of the questionnaire explored the various ways which were being used by the youth to contact their friends. These ways included:

- via Physical Visits
- via Networking Sites
- via E-mail
- via Text Messages
- via Phone Call

The respondents were asked to give responses against each category on five-point Likert scale: “Don’t Know” = 1, “Never” = 2, “To Some Extent” = 3, “Frequently” = 4, “Very Frequently” = 5.

5.6.18 Effects on Social Capital/Face to Face Interaction

The questions from number 24 to 29 of the questionnaire were relating to the face to face and physical interaction of the youth with the parents, siblings, friends, neighbours and relatives. Respondents were asked “how often do you talk face to face daily with your parents and
brothers/sisters”? “How far the use of modern media has decreased your interaction with family members, friends, neighbours and relatives”?

This variable was used to assess the relationship between the Internet use and youth’s interpersonal communication and interaction with close relations. To measure the face to face interaction of youth with their family members, the frequency of talking face to face with parents, brothers and sisters was measured. Respondents were asked how often they talk face to face with their parents and siblings per day and responses were asked on five-point Likert scale: “don’t know” = 1, “not at all” = 2, “sometimes” = 3, “often” = 4, “very often” = 5.

Similarly, the youth was asked that how far the use of modern media has affected their interaction with family members, friends, neighbours and relatives. The respondents had to give responses against each category on five-point Likert scale: “Don’t Know” = 1, “Not at all” = 2, “To Some Extent” = 3, “Greatly” = 4, “Very Greatly” = 5.

5.6.19 Effects on Youth’s Life Pattern

The questions from the serial number 30 to 33 of the questionnaire explored the effects of the use of the internet based modern/new media on the daily routine or life pattern of youth. Respondents were asked that how far the use of the modern media has badly affected their educational achievements, physical and mental health, eating disorders and habit of exercises/games? The respondents had to give responses against each category on five-point Likert scale: “Don’t Know” = 1, “Not at all” = 2, “To Some Extent” = 3, “Greatly” = 4, “Very Greatly” = 5.
5.6.20 Relationship with Loneliness

The question number 34 of questionnaire asked the youth to give their perception that “to what extent do you feel loneliness/isolated in your life due to the use of modern media?” The respondents had to give responses in levels of agreement with the above statement on five-point Likert scale: “Don’t Know” = 1, “Not at all” = 2, “To Some Extent” = 3, “Greatly” = 4, “Very Greatly” = 5.

5.6.21 Discussion with Family Members

To explore the effects of the internet based modern media on the frequency of discussions on various issues with family members, the question number 35 asked the youth that how frequently they made discussion with their family members on issues i.e. Current Affairs, Issues relating to the Religion, Economic Issues, Educational Issues, Social Issues and Personal Matters. The respondents were asked to give responses against each category on five-point Likert scale: “Don’t Know” = 1, “Never” = 2, “To Some Extent” = 3, “Frequently” = 4, “Very Frequently” = 5.

5.6.22 Monthly Family Income

The question number 36 of the questionnaire asked the youth to give the approximate monthly income of their family out of six choices i.e. Less than 15000, 15001 – 20000, 20001 – 25000, 25001 – 30000, 30001 – 35000 and More than 35000.

5.7 DATA REDUCTION

After collection of the data, special emphasis was made to remove the redundancy in the data and different Data Reduction techniques were applied for the purpose.
5.8 DELIMITATION OF THE STUDY

Obviously, it was not possible to survey a huge number of young male and female people to get information about their media use habits, trends and preferences and ultimate effects of media use on their social capital and daily life style. Therefore, due to the limitations of the time and resources, this research study has been conducted on a survey of 500 male and female young students studying in the various colleges and universities of the twin cities of Rawalpindi and Islamabad from Intermediate to PhD level.

Furthermore, though this study made an effort to measure every possible aspect/activity of the Statement of the Problem, such media exposure, time budget of various media activities, attention given while using various media outlets, purposes/uses of various media outlets and ultimate gratifications, media preferences, new media trends, use of social networking sites, effects on social capital, life pattern and discussions, and effects on other non-media activities etc., however, many other activities can be measured.
CHAPTER No. 6

DATA ANALYSIS AND RESULTS
6.1 DATA ANALYSIS
This research study aimed at exploring the media use habits of the youth in Pakistan with special focus on the new media trends, preferences in the use of various media outlets, and effects of the internet based new media on the social capital and life patterns of the youth. The survey of 500 young male and female people studying in the various colleges and universities of the twin cities of Rawalpindi and Islamabad explored many interesting facts about the new media trends and usage of various media outlets among the youth. The study did not support the Time Displacement Hypothesis of Robert Putnam (1995a, 1995b). However, it supported the Uses and Gratification Theory of Katz, Blumler, & Gurevitch (1974) and Human Needs Theory of Abraham Maslow.

Initially, the data collected with the help of survey questionnaire in shape of responses from the youth of Rawalpindi/Islamabad twin cities was analyzed by using univariate frequency distribution statistical technique in order to investigate the responses of the respondents on major variables of the study. After that, in order to answer the Research Questions and substantiate the Hypotheses of the study, the data was analyzed by using different appropriate descriptive and inferential statistics with the help of the Statistical Package for Social Scientists (SPSS) version 16. Using the data reduction technique, the tables were developed by merging the relevant variables in single table. After the analysis of the data, the results were generated and interpretations, discussion, findings, conclusion and recommendations were made.

6.2 COMPUTER APPLICATIONS
In this research study, Statistical Package for Social Scientists (SPSS) version 16, Microsoft Word, and Microsoft Excel programs of computer were used for compilation of the data, analysis of the data, making tables and writing scripts, interpretation and dissertation etc.
6.3 CHARACTERISTICS OF THE SAMPLE

As shown in Table 6.1, majority of the respondents was Male (54.8 percent) while Female respondents were comparatively less in number (45.2 percent). When we refer the Table for Marital Status of the respondents, it shows that the greater number of respondents were Un-Married (77.6 percent) while Married were only 22.4 percent.

Table 6.1: Characteristics of the Sample

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<td>23.2</td>
</tr>
<tr>
<td>Mean Age in Years = 22.97</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mean Family Income (Monthly) = 30,000 to 35,000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

As regards to the Educational Level of the youth, the Table 6.1 shows that the majority of the respondents were students at Bachelor level (42.2 percent). Similarly, the greater number of the students was studying in Government Institutions (45.4 percent). Moreover, the greater numbers of respondents were Muslims (93.2 percent) and were residing in the Urban Areas.
(76.8 percent). Furthermore, the Mean Age in years of the respondents was 22.97 percent, while mean Monthly Family Income was 30000 to 35000.

6.4 EXPOSURE TO MEDIA
The Table 6.2 depicts the exposure to various media outlets in regards to the Demography of the respondents. The data was gathered on a five-point Likert scale: “Don’t Know” = 1, “Never” = 2, “To Some Extent” = 3, “Frequently” = 4, “Very Frequently” = 5. After data entry in SPSS, the variable ‘Exposure to Media’ was re-coded, wherein the values ‘Very Frequently’ and ‘Frequently’ were re-coded as ‘High Exposure’ and rest of the values (1-3) were re-coded as ‘Low Exposure’ as shown in the Table.

As evident from the Table 6.2, we can observe that the Female students were getting more exposure to the Television, Radio, Film and Mobile Phone than the Male students, while the Male students were getting more exposure to the Newspapers and Internet than the Female students studying in the colleges and universities of the twin cities of Rawalpindi and Islamabad.

As regards to the Marital Status of respondents, the Table 6.2 shows that the Married respondents were having high exposure to Radio and Newspapers, while Un-Married respondents were having more exposure to Television and Film. However, the frequency of exposure to Internet and Mobile Phone was almost the same for both Married and Un-Married respondents.

When we observe the difference in the exposure to various media outlets as regards to different Educational Levels of the youth, we found that the Masters level students were having higher exposure to Television and Internet while PhD level students were having
higher exposure to Newspapers. However, Intermediate level students were getting more exposure to Radio and Film. The use of Mobile Phone was very high among the youth of all the Educational levels; however PhD level students were having slightly more exposure to Mobile Phone than the others.

Likewise, comparing the exposure to the various media outlets among the youth studying in the Government, Semi Government and Private institutions, it was found that the difference was very low among the exposure to Television, Radio, Newspaper, Internet and Mobile Phone, however, the students of the Semi Government institutions were getting slightly more exposure to these media outlets. Furthermore, it is interesting to note that the students of the Government institutions were getting more exposure to Film.

Interestingly, the youth belonging to the Rural Areas was getting more exposure to the Traditional media i.e. Television, Radio and Newspaper, while the youth belonging to the Urban Areas was getting more exposure to the Internet, Film and Mobile Phone. The Table 6.2 further elaborates that the difference in exposure to various media outlets among the Monthly Family Income groups was very minor.

Overall, the exposure to the Internet and Mobile Phone (new media) by the youth was found higher than the exposure to other media outlets (Television, Radio, Newspaper and Film), while the exposure to the Radio was found as the lowest.

**Research Question 1:** Whether and to what extent the youth in Pakistan is getting exposure to the different mass media outlets?

**Answering R.Q. 1:** The answer to the Research Question 1 can be found in Table 6.2, which shows that the youth was getting exposure to almost all the
mass media outlets like the Television, Radio, Newspaper, Internet, Film and Mobile Phone. However, the youth was getting more exposure to the new media (Internet and Mobile Phone), as compared to the traditional media (Television, Radio, Newspaper and Film). Moreover, the youth was getting very low exposure to the Radio.

**Research Question 2:** Which media is the most frequently used by the youth such as watching television, reading newspaper, listening to radio, using Internet, watching film and using mobile phone?

**Answering R.Q. 2:** To get the answer to Research Question 2, we may refer Table 6.2, which depicts that the youth was getting more exposure to the new/modern media (Internet and Mobile Phone), as compared to the traditional media (Television, Radio, Newspaper and Film). However, the youth was getting comparatively high exposure to the television than the other traditional media and was getting the lowest exposure to the Radio.

**Research Question 3:** How is the exposure to various media outlets different with respect to audience’s demography (Gender, Marital Status, Educational Level, Institutions’ Type, Residential Area and Family Income)?

**Answering R.Q. 3:** Table 6.2 gives the detailed answer to Research Question 3, which shows that Female students were getting more exposure to Television, Radio, Film and Mobile Phone, while Male students
were having more exposure to Newspapers and Internet. Likewise, Married respondents were having high exposure to Radio and Newspapers, while Un-Married respondents were having more exposure to TV and Film. However, exposure to Internet and Mobile Phone was almost the same for both Married and Un-Married respondents.

Similarly, the Masters level students were having higher exposure to the Television and Internet while PhD level students were having higher exposure to Newspapers. However, Intermediate level students were getting more exposure to Radio and Film. The use of Mobile Phone was very high among youth of all Educational levels. Likewise, it was found that students of Semi Government institutions were getting slightly more exposure to Television, Radio, Newspaper, Internet and Mobile Phone. However, students of Government institutions were getting more exposure to Film.

The youth belonging to the Rural Areas was getting more exposure to the Traditional media i.e. Television, Radio and Newspaper, while the youth of the Urban Areas was getting more exposure to the Internet, Film and Mobile Phone. Furthermore, the difference in exposure to various media outlets among the Monthly Family Income groups was very minor.
Table 6.2: Cross Tab of Audience’ Demography by Exposure to Media Outlets

(Please see attached file ‘some large tables of thesis’)
6.5 DISTRIBUTION OF YOUTH BY DEMOGRAPHY AND INFLUENCING FACTORS (Paying Attention to Media)

To assess the impact of the demography of the youth on Paying Attention during Exposure to the various Media outlets, a *Kruskal-Wallis* Test was run, which gave the results as compiled and shown in the Table 6.3.

About the Gender of respondents, we see in the Table that the influence of the Gender upon Paying Attention during Exposure to Newspaper by Male (M = 271.40) as compared with Female (M = 225.16) was higher (Chi-Square = 13.867, \( p = .000 \)) and the difference is statistically significant. However, the Gender had no influence on Paying Attention during Exposure to other media outlets.

Moreover, regarding the Educational Level of the youth, it was observed that the influence of PhD Level (M = 336.59) compared with Intermediate (M = 275.23), Bachelor (M = 238.60), Master (M = 241.20) and MS/MPhil (M = 241.09) was higher for Paying Attention during listening to Radio (Chi-Square = 10.401, \( p = .034 \)) and the difference is statistically significant. However, the Educational Level had no influence on Paying Attention during exposure to other media outlets.

Furthermore, as regards to the Institutions’ Type of students, it was observed that the influence of the Semi-Government Institution (M = 276.10) compared with the Government Institution (M = 257.98) and Private Institution (M = 222.80) was higher for Paying Attention during exposure to Newspaper (Chi-Square = 10.988, \( p = .004 \)) and the difference is statistically significant.

Similarly, the Government Institution (M = 264.63) had more influence compared with the Semi-Government (M = 263.08) and Private Institution (M = 222.33) (Chi-Square = 11.065,
\( p = .004 \) for Paying Attention during exposure to the Internet and the difference is statistically significant.

Moreover, the influence of the Semi-Government Institution (\( M = 278.41 \)) compared with Government Institution (\( M = 238.55 \)) and Private Institution (\( M = 248.30 \)) was higher for Paying Attention during exposure to Film (Chi-Square = 6.121, \( p = .024 \)) and the difference is statistically significant.

Similarly, the influence of the Semi-Government Institution (\( M = 273.87 \)) compared with the Government Institution (\( M = 253.18 \)) and the Private Institution (\( M = 230.99 \)) was found higher for Paying Attention during exposure to the Mobile Phone (Chi-Square = 7.418, \( p = .024 \)) and the difference is statistically significant. However, the Institution Type had no influence for Paying Attention during exposure to Television and Radio, as is evident from the Table 6.3.

Furthermore, as shown in the Table 6.3, no statistically significant difference was found in the influence of Marital Status and Residential Area of the youth for Paying Attention during the Exposure to the various media outlets (i.e. Television, Radio, Newspaper, Internet, Film and Mobile Phone).

Summarizing, the Table 6.3 and the above discussion shows that there was significant impact of the demography of the youth on Paying Attention during the Exposure to the various Media outlets (Television, Radio, Newspaper, Internet, Film and Mobile), as depicted by the Kruskal-Wallis Test.
Table 6.3: Paying Attention during Exposure to various Media by Demography of Respondents
(Kruskal-Wallis Test)

(Please see attached file ‘some large tables of thesis’)

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6.6 MULTIPLE REGRESSION ANALYSIS OF ‘EXPOSURE TO TV’

The Table 6.4 below presents the results of the Multiple Regression, where the presumed predictors, namely, ‘Watching TV for Information’, ‘Watching TV for Education’ and ‘Watching TV for Entertainment’ were regressed against the criterion variable i.e. ‘Exposure to TV’.

Table 6.4: Multiple Regression of Exposure to TV on Watching TV for Information, Watching TV for Education and Watching TV for Entertainment

<table>
<thead>
<tr>
<th></th>
<th>df</th>
<th>Sum of Squares</th>
<th>Mean Squares</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>3</td>
<td>64.578</td>
<td>21.526</td>
</tr>
<tr>
<td>Residual</td>
<td>496</td>
<td>289.574</td>
<td>.584</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Variables</th>
<th>B</th>
<th>SE B</th>
<th>Beta</th>
<th>T</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watching TV for Information</td>
<td>.224</td>
<td>.047</td>
<td>.231</td>
<td>4.756</td>
<td>.000</td>
</tr>
<tr>
<td>Watching TV for Education</td>
<td>.073</td>
<td>.042</td>
<td>.086</td>
<td>1.749</td>
<td>.081</td>
</tr>
<tr>
<td>Watching TV for Entertainment</td>
<td>.283</td>
<td>.043</td>
<td>.270</td>
<td>6.517</td>
<td>.000</td>
</tr>
</tbody>
</table>

Note:

Dependent Variable: ‘Exposure to TV’

Unstandardized Coefficients Equation: Exposure to TV = 1.802 + (.224 x Watching TV for Information) + (.073 x Watching TV for Education) + (.283 x Watching TV for Entertainment)

The computed values of F (36.871) and Sig. (.000) of the ANOVA, as shown in the Multiple Regression results of the Table 6.4 indicate that the regression model is fit and overall statistically significant. Moreover, 43% of the variability (R^2=.182) in ‘Exposure to TV’ was overall explained by the predictors.

As evident from the Table 6.4, there was a positive significant relationship between the criterion variable ‘Exposure to TV’ and the predictors; i.e. ‘Watching TV for Information’
(b=.231 and p=.000); and ‘Watching TV for Entertainment’ (b=.270 and p=.000). However, the relationship between the criterion variable ‘Exposure to TV’ and the predictor ‘Watching TV for Education’ (b=.086 and p=.081) was not found significant.

A comparison of the Beta scores indicated that the relationship between ‘Exposure to TV’ (criterion variable) and ‘Watching TV for Entertainment’ (predictor variable) (beta=.270) was stronger than other predictor variables. The result infers that the college and university students were using TV more for Information and Entertainment purposes and less for Education purpose.

Thus **Hypothesis 1 (Exposure to TV by the Youth leads to information, education and entertainment)** was supported except for education, which means that the youth is watching the Television less for the education purpose while they watch Television mostly for the information and entertainment purpose.

**Research Question 4:** For which purpose, the youth is most frequently watching the television?

**Answering R.Q. 4:** When we refer to the Table 6.4 for explaining the Research Question 4, we see that the result of the Multiple Regression infers that the college and university students were watching the Television more for Information and Entertainment purposes and less for Education purpose.
6.7 MULTIPLE REGRESSION ANALYSIS OF ‘EXPOSURE TO RADIO’

The Table 6.5 presents the results of the Multiple Regression, where the presumed predictors, namely, ‘Listening Radio for Information’, ‘Listening Radio for Education’ and ‘Listening Radio for Entertainment’ were regressed against the criterion variable i.e. ‘Exposure to Radio’.

Table 6.5: Multiple Regression of Exposure to Radio on Listening Radio for Information, Listening Radio for Education and Listening Radio for Entertainment

<table>
<thead>
<tr>
<th></th>
<th>df</th>
<th>Sum of Squares</th>
<th>Mean Squares</th>
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</thead>
<tbody>
<tr>
<td>Regression</td>
<td>3</td>
<td>172.434</td>
<td>57.478</td>
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<tr>
<td>Residual</td>
<td>496</td>
<td>280.004</td>
<td>.565</td>
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</table>

Variables

<table>
<thead>
<tr>
<th>Variables</th>
<th>B</th>
<th>SE B</th>
<th>Beta</th>
<th>T</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Listening Radio for Information</td>
<td>.113</td>
<td>.057</td>
<td>.130</td>
<td>1.991</td>
<td>.047</td>
</tr>
<tr>
<td>Listening Radio for Education</td>
<td>.256</td>
<td>.058</td>
<td>.284</td>
<td>4.430</td>
<td>.000</td>
</tr>
<tr>
<td>Listening Radio for Entertainment</td>
<td>.255</td>
<td>.038</td>
<td>.295</td>
<td>6.753</td>
<td>.000</td>
</tr>
</tbody>
</table>

Note:

Dependent Variable: ‘Exposure to Radio’

Unstandardized Coefficients Equation: Exposure to Radio = 1.103 + (.113 x Listening Radio for Information) + (.256 x Listening Radio for Education) + (.255 x Listening Radio for Entertainment)

The computed values of F (101.817) and Sig. (.000) of the ANOVA, as shown in the Multiple Regression results of Table 6.5 indicate that the regression model is fit and overall statistically significant. Moreover, 62% of the variability (R²=.381) in ‘Exposure to Radio’ was overall explained by the predictors.

As evident from the Table 6.5, there was a significant relationship between the criterion variable ‘Exposure to Radio’ and the predictors; i.e. ‘Listening Radio for Education’ (b=.284
and \( p=.000 \); and ‘Listening Radio for Entertainment’ (\( b=.295 \) and \( p=.000 \)). However, the relationship between the criterion variable ‘Exposure to Radio’ and the predictor ‘Listening Radio for Information’ (\( b=.130 \) and \( p=.047 \)) was not found significant.

A comparison of Beta scores indicated that the relationship between ‘Exposure to Radio’ (criterion variable) and ‘Listening Radio for Entertainment’ (predictor variable) (beta=.295) was stronger than the other predictor variables. The result infers that the college and university students were Listening Radio more for Entertainment and Education purposes and less for Information purpose.

Thus **Hypothesis 2 (Exposure to Radio by the Youth leads to Information, Education and Entertainment)** was supported except for Information, which means that the youth is Listening to Radio less for Information purpose and more for Education and Entertainment purpose.

**Research Question 5:** For which purpose, the youth is most frequently listening to the radio?

**Answering R.Q. 5:** When we refer to the Table 6.5 for seeking answer of the Research Question 5, we see that the result of the Multiple Regression infers that the college and university students were Listening to the Radio more for Entertainment and Education purposes and less for the Information purpose.
### 6.8 MULTIPLE REGRESSION ANALYSIS OF ‘EXPOSURE TO NEWSPAPER’

The Table 6.6 presents the results of Multiple Regression, where the presumed predictors, namely, ‘Reading Newspaper for Information’, ‘Reading Newspaper for Education’ and ‘Reading Newspaper for Entertainment’ were regressed against the criterion variable i.e. ‘Exposure to Newspaper’.

#### Table 6.6: Multiple Regression of ‘Exposure to Newspaper’ on Reading Newspaper for Information, Reading Newspaper for Education and Reading Newspaper for Entertainment

<table>
<thead>
<tr>
<th></th>
<th>df</th>
<th>Sum of Squares</th>
<th>Mean Squares</th>
</tr>
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<tbody>
<tr>
<td>Regression</td>
<td>3</td>
<td>125.159</td>
<td>41.720</td>
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<tr>
<td>Residual</td>
<td>496</td>
<td>325.391</td>
<td>.656</td>
</tr>
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</table>

<table>
<thead>
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<th>Variables</th>
<th>B</th>
<th>SE B</th>
<th>Beta</th>
<th>T</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reading Newspaper for Information</td>
<td>.404</td>
<td>.050</td>
<td>.381</td>
<td>8.167</td>
<td>.000</td>
</tr>
<tr>
<td>Reading Newspaper for Education</td>
<td>.193</td>
<td>.047</td>
<td>.204</td>
<td>4.147</td>
<td>.000</td>
</tr>
<tr>
<td>Reading Newspaper for Entertainment</td>
<td>.004</td>
<td>.040</td>
<td>.004</td>
<td>.098</td>
<td>.922</td>
</tr>
</tbody>
</table>

Note:

**Dependent Variable:** Exposure to Newspaper

**Unstandardized Coefficients Equation:** Exposure to Newspaper = 1.226 + (.404 x Reading Newspaper for Information) + (.193 x Reading Newspaper for Education) + (.004 x Reading Newspaper for Entertainment)

The computed values of F (63.594) and Sig. (.000) of the ANOVA as shown in Multiple Regression results of Table 6.6 indicate that the regression model is fit and overall statistically significant. Moreover, 53% of the variability (R^2=.278) in ‘Exposure to Newspaper’ was overall explained by the predictors.

As evident from Table 6.6, there was a significant relationship between the criterion variable ‘Exposure to Newspaper’ and the predictors; i.e. ‘Reading Newspaper for Information’
(b=.381 and p=.000); and ‘Reading Newspaper for Education’ (b=.204 and p=.000).

However, the relationship between the criterion variable ‘Exposure to Newspaper’ and the predictor ‘Reading Newspaper for Entertainment’ (b=.004 and p=.922) was not found significant.

A comparison of Beta scores indicated that relationship between ‘Exposure to Newspaper’ (criterion variable) and ‘Reading Newspaper for Information’ (predictor variable) (beta=.381) was stronger than other predictor variables. The result infers that the college and university students were reading newspaper more for Information and Education purposes and very less for Entertainment purpose.

Thus Hypothesis 3 (Exposure to Newspaper by the Youth leads to Information, Education and Entertainment) was supported except for Entertainment, which means that the youth is not reading newspaper for the Entertainment purpose.

**Research Question 6:** For which purpose, the youth is most frequently reading the newspaper?

**Answering R.Q. 6:** When we refer to the Table 6.6 for seeking answer of the Research Question 5, we see that the result of the Multiple Regression infers that the college and university students were reading newspaper mostly for the Information and Education purposes and not for Entertainment purpose.
6.9 MULTIPLE REGRESSION ANALYSIS OF ‘EXPOSURE TO INTERNET’

The Table 6.7 below presents the results of the Multiple Regression analysis, where the presumed predictors, namely, ‘Using Internet for Information’, ‘Using Internet for Education’, ‘Using Internet for Music/Film/Video’, ‘Using Internet for Online Games’, ‘Using Internet for E-mails’, ‘Using Internet for Chatting’, ‘Using Internet for Social Networking Sites (SNS)’ and ‘Using Internet for Online Newspapers’ were regressed against the criterion variable i.e. ‘Exposure to Internet’.

Table 6.7: Multiple Regression of ‘Exposure to Internet’ on Using Internet for the Various Purposes

<table>
<thead>
<tr>
<th>Multiple R: .610</th>
<th>R Square: .372</th>
<th>Standard Error: .714</th>
<th>F Value: 36.416 p=.000</th>
</tr>
</thead>
<tbody>
<tr>
<td>df</td>
<td>Sum of Squares</td>
<td>Mean Squares</td>
<td></td>
</tr>
<tr>
<td>Regression</td>
<td>8</td>
<td>148.415</td>
<td>18.552</td>
</tr>
<tr>
<td>Residual</td>
<td>491</td>
<td>250.135</td>
<td>.509</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Variables</th>
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<th>SE B</th>
<th>Beta</th>
<th>T</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Using Internet for Information</td>
<td>.283</td>
<td>.059</td>
<td>.254</td>
<td>4.824</td>
<td>.000</td>
</tr>
<tr>
<td>Using Internet for Education</td>
<td>.154</td>
<td>.058</td>
<td>.140</td>
<td>2.651</td>
<td>.008</td>
</tr>
<tr>
<td>Using Internet for Music/Film/Video</td>
<td>.181</td>
<td>.037</td>
<td>.210</td>
<td>4.849</td>
<td>.000</td>
</tr>
<tr>
<td>Using Internet for Online Games</td>
<td>.012</td>
<td>.033</td>
<td>.015</td>
<td>.367</td>
<td>.714</td>
</tr>
<tr>
<td>Using Internet for E-Mails</td>
<td>.089</td>
<td>.041</td>
<td>.105</td>
<td>2.167</td>
<td>.031</td>
</tr>
<tr>
<td>Using Internet for Chatting</td>
<td>.041</td>
<td>.038</td>
<td>.052</td>
<td>1.069</td>
<td>.286</td>
</tr>
<tr>
<td>Using Internet for SNS</td>
<td>.051</td>
<td>.036</td>
<td>.063</td>
<td>1.428</td>
<td>.154</td>
</tr>
<tr>
<td>Using Internet for Online N-Papers</td>
<td>-.001</td>
<td>.034</td>
<td>-.002</td>
<td>-.044</td>
<td>.965</td>
</tr>
</tbody>
</table>

Note:

Dependent Variable: ‘Exposure to Internet’

Unstandardized Coefficients Equation: Exposure to Internet = .990 + (.283 x Using Internet for Information) + (.154 x Using Internet for Education) + (.181 x Using Internet for Music/Film/Video) + (.012 x Using Internet for Online Games) + (.089 x Using Internet for E-Mails) + (.041 x Using Internet for Chatting) + (.051 x Using Internet for SNS) + (-.001 x Using Internet for Online N-Papers)
The computed values of F (36.416) and Sig. (.000) of the ANOVA, as shown in the Multiple Regression results of Table 6.7 indicate that the regression model is fit and overall statistically significant. Moreover, 61% of the variability ($R^2=.372$) in ‘Exposure to Internet’ was overall explained by the predictors.

As evident from the Table 6.7, there was a significant positive relationship between the criterion variable ‘Exposure to Internet’ and the predictors; i.e. ‘Using Internet for Information’ ($b=.254$ and $p=.000$); ‘Using Internet for Education’ ($b=.140$ and $p=.008$), ‘Using Internet for Music/Film/Video’ ($b=.210$ and $p=.000$) and ‘Using Internet for E-Mails’ ($b=.105$ and $p=.031$).

However, the relationship between the criterion variable ‘Exposure to Internet’ and the predictors ‘Using Internet for Online Games’ ($b=.015$ and $p=.714$), ‘Using Internet for Chatting’ ($b=.052$ and $p=.286$), ‘Using Internet for Social Networking Sites’ ($b=.063$ and $p=.154$) and ‘Using Internet for Online Newspapers’ ($b=-.002$ and $p=.965$) was not found significant.

A comparison of the Beta scores indicated that the relationship between ‘Exposure to Internet’ (criterion variable) and ‘Using Internet for Information’ (predictor variable) (beta=.254) was stronger than other predictor variables.

The result infers that the College and University students were mostly using the Internet for Information, Education, Music/Film/Video and E-Mails purposes and less for Online Games, Chatting, Social Networking Sites and Online Newspapers.
Thus **Hypothesis 4 (Exposure to Internet by the Youth leads to Information, Education and Entertainment)** was supported. So, the youth was found using the internet mostly for Information, Education, Music/Film/Video and E-Mails purposes. However, the youth was not using the internet for Online Games, Chatting, Social Networking Sites and Online Newspapers.

**Research Question 7:** For which purpose, the youth is most frequently using the internet?

**Answering R.Q. 7:** For seeking the answer to the Research Question 7, we may refer to Table 6.7, which shows that the result of the Multiple Regression infers that the College and University students of the twin cities of Rawalpindi and Islamabad were found using the Internet mostly for Information, Education, Music/Film/Video and E-Mails purposes. However, the youth of the twin cities was not using the internet for Online Games, Chatting, Social Networking Sites and Online Newspapers.
6.10 DISTRIBUTION OF YOUTH BY DEMOGRAPHY AND INFLUENCING FACTORS (Needs Satisfaction through Media)

To assess the impact of the demography of the youth on the Needs Satisfaction/Gratification through various Media outlets, a Kruskal-Wallis Test was run, which shows the results as shown in the Table 6.8.

The Table indicates that the influence of the Gender upon needs satisfaction through newspaper by Male (M = 266.69) compared with Female (M = 230.87) was higher (Chi-Square = 8.483, p = .004) and the difference is statistically significant. However, the Gender had no influence on the needs gratification and satisfaction through other media outlets (Television, Radio, Internet, Film and Mobile Phone).

Furthermore, regarding the Institutions’ Type, it was observed that the influence of the Government Institution (M = 263.15) compared with Semi-Government (M = 257.15) and Private Institution (M = 228.39) was higher for Satisfaction through Television (Chi-Square = 6.537, p = .038) and the difference is statistically significant.

Likewise, for needs satisfaction through Newspaper, the Government Institution (M = 266.03) had more influence compared with Semi-Government (M = 256.15) and Private Institution (M = 225.06) (Chi-Square = 8.747, p = .013) and the difference is statistically significant.

Moreover, the influence of Government Institution (M = 263.93) compared with Semi-Government (M = 256.12) and Private Institution (M = 228.00) was higher for Needs Satisfaction through Mobile Phone (Chi-Square = 6.962, p = .031) and the difference is
statistically significant. However, the Institution Type had no influence for Needs Satisfaction through Radio, Internet and Film.

Furthermore, no statistically significant difference was found on the influence of Marital Status, Educational Level and Residential Area of the youth for needs satisfaction/gratification through various media outlets as shown in Table 6.8.

Research Question 8: What is the needs gratification/satisfaction level from the use of different media outlets with respect to the audience’s demography?

Answering R.Q. 8: The Table 6.8 presents the answer to Research Question 8, which shows that the influence of the Gender upon the needs satisfaction through newspaper by Male compared with Female was higher. However, the Gender had no influence on needs satisfaction through other media outlets.

Furthermore, influence of Government Institution compared with Semi-Government and Private Institution was found higher for need satisfaction through Television, Newspaper and Mobile Phone. While, Institution Type had no influence for Needs Satisfaction through Radio, Internet and Film.

Moreover, no statistically significant difference was found on the influence of Marital Status, Educational Level and Residential Area for needs satisfaction through various media outlets.
Table 6.8: Exposure to Media for Needs Satisfaction by Demography of Respondents (Kruskal-Wallis Test)

(Please see attached file ‘some large tables of thesis’)

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6.11 RELATIONSHIP BETWEEN AUDIENCE’ GETTING OF FIRST HAND INFORMATION FROM MEDIA AND THEIR MEDIA PREFERENCES FOR FURTHER DETAILS

The Table 6.9 shows the relationship between the audience’ getting of first hand information from the media and their media preference/choice for confirmation and getting further details about the incident from the media outlets.

Table 6.9: Relationship between audience’ getting of first hand information from media and their media Preferences for further details

<table>
<thead>
<tr>
<th>Media Outlets</th>
<th>Getting First Hand Information</th>
<th>Preferences for Further Details</th>
<th>Relationship</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>Mean</td>
<td>Std. Dev.</td>
</tr>
<tr>
<td>Television</td>
<td>500</td>
<td>4.51</td>
<td>.683</td>
</tr>
<tr>
<td>Radio</td>
<td>500</td>
<td>3.23</td>
<td>1.009</td>
</tr>
<tr>
<td>Newspaper</td>
<td>500</td>
<td>3.78</td>
<td>.913</td>
</tr>
<tr>
<td>Internet</td>
<td>500</td>
<td>4.30</td>
<td>.908</td>
</tr>
<tr>
<td>Mobile Phone</td>
<td>500</td>
<td>3.93</td>
<td>1.063</td>
</tr>
</tbody>
</table>

Note: Correlation is significant at the 0.01 level (2-tailed).

As evident from the Table 6.9, the relationship between the youth’s getting of first hand information through various media outlets viz Television, Radio, Newspaper, Internet and Mobile Phone and the youth’s preference/choice about the media outlet for getting further details or information about the incident was found positive and significant at the 0.01 level (2-tailed).

So, it is elaborated through the Table 6.9 that the Pakistani youth prefers the same media for confirmation and further details, through which it gets the first hand information on news/current affairs and the Pearson Correlation is also significant, which means that if the
youth is getting the first hand information on news/current affairs through the Television, then it will prefer the Television for getting further details about the incident.

Thus Hypothesis 5 (There will be positive relationship between audience’ getting of first hand information from media and their Preference for the same media for getting further details) was supported as per the result of the Pearson Correlation, shown in the Table 6.9. This shows that if the youth is getting the first hand information on news/current affairs through the Television, then it will prefer the Television (same media outlet) for getting further details about the incident.

**Research Question 9:** What is the relationship between audience’ getting of first hand information from media and their Preference for the same media for getting further details?

**Answering R.Q. 9:** It is evident from the Table 6.9 that there was positive significant relationship between the audience’ getting of first hand information from a media outlet and their preference for the same media outlet for getting further details. Which shows that the Pakistani youth prefers the same media for confirmation and further details, through which it gets the first hand information on news/current affairs.
6.12 TIME SPENT ON EXPOSURE TO VARIOUS MEDIA OUTLETS

The Table 6.10 shows the daily time spent in hours by the youth on exposure to various media outlets (Television, Radio, Newspaper, Internet and Social Networking Sites). The Table elaborates that the majority (37.6 percent) of the college and university students were getting exposure to Television for *Above 1 hour upto 2 hours*. Furthermore, majority (55.2 percent) of the youth was listening to Radio for *Less than 1 hour*.

Similarly, the greater majority of youth (60.0 percent) was reading newspapers for *Less than 1 hour*. The 26.2 percent of internet users were using internet for *Above 1 hour upto 2 hours* and same was the case with the Social Networking Sites (SNS), where the maximum (36.2 percent) number of the users of the social networking sites were using SNS for *Above 1 hour upto 2 hours*.

*Table 6.10: Daily Time Spent in hours on Exposure to Various Media Outlets*

<table>
<thead>
<tr>
<th>TIME SPENT PER DAY</th>
<th>TV</th>
<th>Radio</th>
<th>Newspaper</th>
<th>Internet</th>
<th>SNS</th>
</tr>
</thead>
<tbody>
<tr>
<td>More than 4 hours</td>
<td>31 (6.2)</td>
<td>4 (0.8)</td>
<td>3 (0.6)</td>
<td>96 (19.2)</td>
<td>42 (8.4)</td>
</tr>
<tr>
<td>Above 3 hours upto 4 hours</td>
<td>56 (11.2)</td>
<td>18 (3.6)</td>
<td>19 (3.8)</td>
<td>85 (17.0)</td>
<td>38 (7.6)</td>
</tr>
<tr>
<td>Above 2 hours upto 3 hours</td>
<td>93 (18.6)</td>
<td>32 (6.4)</td>
<td>16 (3.2)</td>
<td>86 (17.2)</td>
<td>57 (11.4)</td>
</tr>
<tr>
<td>Above 1 hour upto 2 hours</td>
<td>188 (37.6)</td>
<td>52 (10.4)</td>
<td>100 (20.0)</td>
<td>131 (26.2)</td>
<td>181 (36.2)</td>
</tr>
<tr>
<td>Less than 1 hour</td>
<td>109 (21.8)</td>
<td>276 (55.2)</td>
<td>300 (60.0)</td>
<td>82 (16.4)</td>
<td>148 (29.6)</td>
</tr>
<tr>
<td>Do not get exposure</td>
<td>23 (4.6)</td>
<td>118 (23.6)</td>
<td>62 (12.4)</td>
<td>20 (4.0)</td>
<td>34 (6.8)</td>
</tr>
</tbody>
</table>

The medium which was heavily used as compared to other media outlets was found as the Internet which was used for *More than 4 hours* by 19.2 percent respondents. Similarly 17.0 percent respondents were using the Internet for *Above 3 hours upto 4 hours*, which is high
percentage as compared to the usage of other media outlets for these time frames as shown in the Table 6.10.

**Research Question 10:** How much time the youth spends in using the various media outlets?

**Answering R.Q. 10:** The answer to Research Question 10 can be found in Table 6.10, which shows that majority of youth were getting exposure to Television for *Above 1 hour upto 2 hours*, majority of the youth was listening to Radio for *Less than 1 hour*, majority of youth was reading newspapers for *Less than 1 hour*, majority of internet users were using internet for *Above 1 hour upto 2 hours* and same was the case with the Social Networking Sites (SNS).

It is interesting to note that the medium which was heavily used as compared to other media outlets was found as the Internet which was used for *More than 4 hours* by 19.2 percent respondents and for *Above 3 hours upto 4 hours*, by 17.0 percent respondents, which is high percentage of heavy users as compared to the usage of other media outlets for these time frames.
6.13 USE OF SOCIAL NETWORKING SITES AMONG THE YOUTH

The Table 6.11 explains the usage pattern of the Social Networking Sites among the youth by their Demography. As shown in the Table, the majority of the youth (64.8 percent) was using Facebook, while the second most popular networking site was Skype. However, Twitter was the least popular social networking site among the youth of the twin cities of Rawalpindi and Islamabad with 7.6 percent membership out of total sample. Furthermore, 7.0 percent of the respondents were not using any social networking site.

<table>
<thead>
<tr>
<th>DEMOGRAPHY</th>
<th>WHICH SOCIAL NETWORKING SITE USE THE MOST</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Facebook</td>
</tr>
<tr>
<td>Total Distribution</td>
<td>324 (64.8)</td>
</tr>
<tr>
<td>Gender</td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>188 (37.6)</td>
</tr>
<tr>
<td>Female</td>
<td>136 (27.2)</td>
</tr>
<tr>
<td>Marital Status</td>
<td></td>
</tr>
<tr>
<td>Married</td>
<td>64 (12.8)</td>
</tr>
<tr>
<td>Un-Married</td>
<td>260 (52.0)</td>
</tr>
<tr>
<td>Educational Level</td>
<td></td>
</tr>
<tr>
<td>Intermediate</td>
<td>81 (16.2)</td>
</tr>
<tr>
<td>Bachelor</td>
<td>135 (27.0)</td>
</tr>
<tr>
<td>Masters</td>
<td>86 (17.2)</td>
</tr>
<tr>
<td>MS/MPhil</td>
<td>14 (2.8)</td>
</tr>
<tr>
<td>PhD</td>
<td>8 (1.6)</td>
</tr>
<tr>
<td>Institutions’ Type</td>
<td></td>
</tr>
<tr>
<td>Government</td>
<td>138 (27.6)</td>
</tr>
<tr>
<td>Semi-Govt</td>
<td>73 (14.6)</td>
</tr>
<tr>
<td>Private</td>
<td>113 (22.6)</td>
</tr>
<tr>
<td>Residential Area</td>
<td></td>
</tr>
<tr>
<td>Urban</td>
<td>242 (48.4)</td>
</tr>
<tr>
<td>Rural</td>
<td>82 (16.4)</td>
</tr>
<tr>
<td>Age in Years</td>
<td></td>
</tr>
<tr>
<td>17 – 20 years</td>
<td>105 (21.0)</td>
</tr>
<tr>
<td>21 – 24 years</td>
<td>120 (24.0)</td>
</tr>
<tr>
<td>25 – 28 years</td>
<td>68 (13.6)</td>
</tr>
<tr>
<td>29 – 30 years</td>
<td>31 (6.2)</td>
</tr>
</tbody>
</table>
As regards to the Gender of the respondents, the Table 6.11 shows that overall Male respondents were using the social networking sites more than the Female respondents and the Facebook was the most popular social networking site among Male (37.6 percent) as well as Female (27.2 percent) respondents.

Similarly, the Un-Married respondents were using the social networking sites more than the Married respondents and the most popular social networking site with more number of users or members was again found as the Facebook with 52.0 percent Un-Married users and 12.8 Married users.

When we observe the difference in usage of the Social Networking Sites as regards to the different Educational Levels of youth, we found that the Bachelor level students were using the Social Networking Sites (27.0 percent) more than the students of the other Educational Levels.

The use of the Facebook was found very high among the youth of all the Educational levels. It is interesting to note that all the MPhil and PhD level students were using Social Networking Sites, however, there were few respondents from Intermediate, Bachelor and Masters level who were not using any Social Networking Site.

Comparing the usage of the Social Networking Sites among the students of various Institutions’ Type, it was found that Facebook was the most popular social networking site among the students of Government, Semi-Government as well as Private Institutions. Furthermore, it is interesting to note that the students of the Government institutions’ were
using the social networking sites more than the students of the Semi-Government and Private Institutions.

Likewise, Facebook was found as the most popular social networking website among the youth of Urban as well as Rural areas. Similarly, Facebook was also found as the most popular social networking website among the youth of all age groups. However, it’s interesting to note that the largest number of young people of age group 17 – 20 years (4.4 percent) were not using any Social Networking Site as evident from Table 6.11.

**Research Question 11:** Which Social Networking Site is the most popular amongst the Pakistani youth?

**Answering R.Q. 11:** As evident from the Table 6.11, the most popular Social Networking Site amongst the Pakistani youth was found as the Facebook with 64.8 percent users or members out of the total sample of the study. The second most popular Social Networking Site was found as Skype, while Twitter was found as the least popular Social Networking Site among the youth with 7.6 percent users. Moreover, 7.0 percent of the respondents were not using any Social Networking Site.
6.14 MULTIPLE REGRESSION ANALYSIS OF ‘EXPOSURE TO SOCIAL NETWORKING SITES (SNS)’

The following Table presents the results of Multiple Regression, where the presumed predictors, namely, ‘Using SNS for Uploading Pictures’, ‘Using SNS for Chatting’, ‘Using SNS for Discussing Events’, ‘Using SNS for Popular Sayings/Quotes’, and ‘Using SNS for Comments/Likes’ were regressed against the criterion variable i.e. ‘Exposure to SNS’.

Table 6.12: Multiple Regression of Exposure to SNS on Using SNS for Various Purposes

<table>
<thead>
<tr>
<th></th>
<th>df</th>
<th>Sum of Squares</th>
<th>Mean Squares</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Regression</strong></td>
<td>5</td>
<td>91.508</td>
<td>18.302</td>
</tr>
<tr>
<td><strong>Residual</strong></td>
<td>460</td>
<td>617.053</td>
<td>1.341</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Variables</th>
<th>B</th>
<th>SE B</th>
<th>Beta</th>
<th>T</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Using SNS for Uploading Pictures</td>
<td>.095</td>
<td>.062</td>
<td>.077</td>
<td>1.534</td>
<td>.126</td>
</tr>
<tr>
<td>Using SNS for Chatting</td>
<td>.229</td>
<td>.069</td>
<td>.181</td>
<td>3.319</td>
<td>.001</td>
</tr>
<tr>
<td>Using SNS for Discussing Events</td>
<td>.113</td>
<td>.068</td>
<td>.082</td>
<td>1.659</td>
<td>.098</td>
</tr>
<tr>
<td>Using SNS for Sayings/Quotes</td>
<td>.116</td>
<td>.062</td>
<td>.095</td>
<td>1.869</td>
<td>.062</td>
</tr>
<tr>
<td>Using SNS for Comments/Likes</td>
<td>.080</td>
<td>.066</td>
<td>.064</td>
<td>1.209</td>
<td>.227</td>
</tr>
</tbody>
</table>

Note:

**Dependent Variable:** Exposure to SNS

**Unstandardized Coefficients Equation:** Exposure to SNS = -.090 + (.095 x Using SNS for Uploading Pictures) + (.229 x Using SNS for Chatting) + (.113 x Using SNS for Discussing Events) + (.116 x Using SNS for Sayings/Quotes) + (.080 x Using SNS for Comments/Likes)

The computed values of F (13.643) and Sig. (.000) of the ANOVA as shown in Multiple Regression results of Table 6.12 indicate that the regression model is fit and overall statistically significant. Moreover, 36% of the variability ($R^2=.129$) in ‘Exposure to SNS’ was overall explained by the predictors.
As evident from the Table 6.12, there was a positive significant relationship between the criterion variable ‘Exposure to SNS’ and the predictor; i.e. ‘Using SNS for Chatting’ (b=.181 and p=.001). However, the relationship between the criterion variable (Exposure to SNS) and the predictor variables ‘Using SNS for Uploading Pictures’ (b=.077 and p=.126), ‘Using SNS for Discussing Events’ (b=.082 and p=.098), ‘Using SNS for Sayings/Quotes’ (b=.095 and p=.062), and ‘Using SNS for Comments/Likes’ (b=.064 and p=.227) was not found significant.

A comparison of Beta scores indicated that relationship between ‘Exposure to SNS’ (criterion variable) and ‘Using SNS for Chatting’ (predictor variable) (beta=.181) was stronger than the other predictor variables. The result infers that the College and University students were using SNS more for Chatting purpose to establish and maintain virtual social connection/relationship.

Thus **Hypothesis 6 (Exposure to Social Networking Sites by Youth leads to Virtual Social Connection)** was supported. However, the youth was not using the Social Networking Sites for Uploading Pictures, Discussing Events, Sayings/Quotes, and Comments/Likes.

**Research Question 12:** What are the various purposes for which the youth is using the Social Networking Sites?

**Answering R.Q. 12:** As evident from Table 6.12, the result infers that College and University students were mostly using the Social Networking Sites for Chatting purposes (b=.181 and p=.001) and less for Uploading Pictures, Discussing Events, Sayings/Quotes and Comments/Likes.
6.15 YOUTH’S MEDIA TRENDS

The Table 6.13 explains the youth’s new media trends in regards to their Demography. The data was gathered on a five-point Likert scale: “Don’t Know” = 1, “Never” = 2, “To Some Extent” = 3, “Frequently” = 4, “Very Frequently” = 5.

After the data entry in SPSS, the variables ‘Remain Online while watching TV or listening to Radio’, ‘Frequency of Visiting Net Cafes’ and ‘How Important is Mobile Phone for you’ were re-coded, wherein the values ‘Very Frequently’ and ‘Frequently’ were re-coded as ‘High Exposure’ and rest of the values (1-3) were re-coded as ‘Low Exposure’ as shown in the Table.

Table 6.13: Youth’s Media Trends by Audience’ Demography

<table>
<thead>
<tr>
<th>DEMOGRAPHY</th>
<th>YOUTH’S MEDIA TRENDS</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Remain online while watching TV or listening to Radio</td>
<td>Frequency of Visiting Net Cafes</td>
<td>How Important is Mobile Phone for you</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Low (Don’t Know)</td>
<td>High (Very Frequently)</td>
<td>Low (Don’t Know)</td>
<td>High (Very Frequently)</td>
<td>Low (Don’t Know)</td>
</tr>
<tr>
<td>Gender</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>171(62.4)</td>
<td>103(37.6)</td>
<td>243(88.7)</td>
<td>31(11.3)</td>
<td>46(16.8)</td>
</tr>
<tr>
<td>Female</td>
<td>119(52.7)</td>
<td>107(47.3)</td>
<td>200(88.5)</td>
<td>26(11.5)</td>
<td>50(22.1)</td>
</tr>
<tr>
<td>Marital Status</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Married</td>
<td>74(66.1)</td>
<td>38(33.9)</td>
<td>97(86.6)</td>
<td>15(13.4)</td>
<td>21(18.8)</td>
</tr>
<tr>
<td>Un-Married</td>
<td>216(55.7)</td>
<td>172(44.3)</td>
<td>346(89.2)</td>
<td>42(10.8)</td>
<td>75(19.3)</td>
</tr>
<tr>
<td>Educational Level</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Intermediate</td>
<td>55(45.1)</td>
<td>67(54.9)</td>
<td>101(82.8)</td>
<td>21(17.2)</td>
<td>29(23.8)</td>
</tr>
<tr>
<td>Bachelor</td>
<td>130(61.6)</td>
<td>81(38.4)</td>
<td>187(88.6)</td>
<td>24(11.4)</td>
<td>45(21.3)</td>
</tr>
<tr>
<td>Masters</td>
<td>76(57.1)</td>
<td>57(42.9)</td>
<td>124(93.2)</td>
<td>9(6.8)</td>
<td>18(13.5)</td>
</tr>
<tr>
<td>MS/MPHil</td>
<td>21(91.3)</td>
<td>2(8.7)</td>
<td>21(91.3)</td>
<td>2(8.7)</td>
<td>4(17.4)</td>
</tr>
<tr>
<td>PhD</td>
<td>8(72.7)</td>
<td>3(27.3)</td>
<td>10(90.9)</td>
<td>1(9.1)</td>
<td>0(0.0)</td>
</tr>
<tr>
<td>Residential Area</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Urban</td>
<td>219(57.0)</td>
<td>165(43.0)</td>
<td>347(90.4)</td>
<td>37(9.6)</td>
<td>76(19.8)</td>
</tr>
<tr>
<td>Rural</td>
<td>71(61.2)</td>
<td>45(38.8)</td>
<td>96(82.8)</td>
<td>20(17.2)</td>
<td>20(17.2)</td>
</tr>
<tr>
<td>Age in Years</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>17 – 20 years</td>
<td>81(54.0)</td>
<td>69(46.0)</td>
<td>134(89.3)</td>
<td>16(10.7)</td>
<td>42(28.0)</td>
</tr>
<tr>
<td>21 – 24 years</td>
<td>99(55.0)</td>
<td>81(45.0)</td>
<td>161(89.4)</td>
<td>19(10.6)</td>
<td>25(13.9)</td>
</tr>
<tr>
<td>25 – 28 years</td>
<td>69(58.5)</td>
<td>49(41.5)</td>
<td>102(86.4)</td>
<td>16(13.6)</td>
<td>18(15.3)</td>
</tr>
<tr>
<td>29 – 30 years</td>
<td>41(78.8)</td>
<td>11(21.2)</td>
<td>46(88.5)</td>
<td>6(11.5)</td>
<td>11(21.2)</td>
</tr>
</tbody>
</table>
As evident from Table 6.13, we can observe that as far as the Trend of Multitasking or Remaining Online while watching TV or listening to Radio is concerned, it was present in both Male and Female but not to a large extent, however, this Trend was more in Female respondents (47.3 percent) as compared to Male (37.6 percent). The Trend of visiting the Net Cafes was found very low and almost equal in both Male and Female respondents. Furthermore, the Mobile Phone was considered very important by both Male and Female respondents.

As regards to the Marital Status of respondents, the Table shows that the Trend of Multitasking was present in both Married as well as Un-Married respondents but not to a large extent. However, the trend of Multitasking was found more in Un-Married respondents (44.3 percent) as compared to Married (33.9 percent) respondents. Likewise, the Trend of visiting Net Cafes was again found very low in both Married as well as Un-Married respondents. Similarly, Mobile Phone was considered very important by both Married and Un-Married respondents.

As regards to the different Educational Levels of the students, the Trend of Multitasking was found high among Intermediate level students (54.9 percent) but was found very low among MS/MPhil level students (8.7 percent). The Trend of visiting Net Cafes was again found very low amongst the youth of all the Educational levels, however, was comparatively found high among Intermediate level students. Furthermore, the Mobile Phone was considered very important by the youth of all Educational levels. It is interesting to note that all the PhD level students (100 percent) considered the Mobile Phone as very important.
Interestingly, the Trend of Multitasking was found high among the youth belonging to Urban areas, however, the difference between Urban and Rural areas youth for Multitasking was not very big. Moreover, the Trend of visiting Net Cafes was found very low amongst the youth of Urban as well as Rural areas, however, it was comparatively found more in the Rural areas students. Furthermore, Mobile Phone was considered very important by youth of Urban as well as Rural areas.

Similarly, the Trend of Multitasking was found almost the same in the age groups 17-20 (54.0 percent), 21-24 (45.0 percent) and 25-28 (41.5 percent), however, it was found very less in the age group 29-30 (21.2 percent). The Trend of visiting Net Cafes was found very low and almost the same in all the age groups as shown in Table 6.13. Furthermore, the Mobile Phone was considered very important by youth of all age groups.

Overall, as evident from the Table 6.13, the Trend of Multi-Tasking (remaining online while watching Television or listening to the Radio) was not found very common among the youth. Furthermore, the Trend of visiting the Net Cafes, which was very common among the youth in Pakistan few years ago was found diminished among the youth of the twin cities. Interestingly, the youth was giving great priority to their Mobile Phone by considering it very important.
6.16 USE OF VARIOUS ELECTRONIC DEVICES FOR INTERNET ACCESS

The Table 6.14 explains the use of the various electronic devices like Personal Computer (PC), Tablet, Laptop and Mobile Phone for accessing the internet with respect to the Demography of the youth. The data was gathered on a five-point Likert scale: “Don’t Know” = 1, “Never” = 2, “To Some Extent” = 3, “Frequently” = 4, “Very Frequently” = 5. After the data entry in SPSS, the variables were re-coded, wherein the values ‘Very Frequently’ and ‘Frequently’ were re-coded as ‘High Usage’ and rest of the values (1-3) were re-coded as ‘Low Usage’ as shown in Table.

<table>
<thead>
<tr>
<th>DEMOGRAPHY</th>
<th>USE OF VARIOUS DEVICES BY YOUTH FOR INTERNET ACCESS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>PC</td>
</tr>
<tr>
<td></td>
<td>Low</td>
</tr>
<tr>
<td><strong>Gender</strong></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>60(21.9)</td>
</tr>
<tr>
<td>Female</td>
<td>65(28.8)</td>
</tr>
<tr>
<td><strong>Marital Status</strong></td>
<td></td>
</tr>
<tr>
<td>Married</td>
<td>28(25.0)</td>
</tr>
<tr>
<td>Un-Married</td>
<td>97(25.0)</td>
</tr>
<tr>
<td><strong>Educational Level</strong></td>
<td></td>
</tr>
<tr>
<td>Intermediate</td>
<td>27(22.1)</td>
</tr>
<tr>
<td>Bachelor</td>
<td>54(25.6)</td>
</tr>
<tr>
<td>Masters</td>
<td>33(24.8)</td>
</tr>
<tr>
<td>MS/MPhil</td>
<td>9(39.1)</td>
</tr>
<tr>
<td>PhD</td>
<td>2(18.2)</td>
</tr>
<tr>
<td><strong>Residential Area</strong></td>
<td></td>
</tr>
<tr>
<td>Urban</td>
<td>92(24.0)</td>
</tr>
<tr>
<td>Rural</td>
<td>33(28.4)</td>
</tr>
<tr>
<td><strong>Age in Years</strong></td>
<td></td>
</tr>
<tr>
<td>17 – 20 years</td>
<td>39(26.0)</td>
</tr>
<tr>
<td>21 – 24 years</td>
<td>41(22.8)</td>
</tr>
<tr>
<td>25 – 28 years</td>
<td>33(28.0)</td>
</tr>
<tr>
<td>29 – 30 years</td>
<td>12(23.1)</td>
</tr>
</tbody>
</table>

It is evident from the Table that the Male respondents were mostly using PC for accessing the internet, while the Female respondents were mostly using PC and Laptop for internet access.

The Trend of using Tablet for internet access was not found high among the Male as well as
Female respondents, however, the use of the Mobile Phone for internet access was also found high among the Male as well as Female respondents.

Similarly, the use of PC among Married and Un-Married youth was found high for accessing the internet and both were mostly using PC for internet access. The Trend of using Tablet was not found very high among the Married as well as Un-Married respondents. Moreover, both Married and Un-Married respondents were also highly using Laptop and Mobile Phone for internet access.

As far as the Educational Level of the students is concerned, it was found that the youth of all the Educational levels were mostly using Personal Computer for accessing the Internet. The use of Laptop and Mobile Phone for accessing the internet was also found high amongst the youth of all the Educational levels. The Trend of using the Tablet for internet access was also found present among the youth of almost all the Educational levels, however, it was not found very high.

Likewise, the difference between the Urban and Rural areas youth in the use of various electronic devices/gadgets for internet access was very small and mostly both the Urban and Rural areas youth was using Personal Computer for internet access. Interestingly, like the Urban youth, the Rural youth was also using Tablet, Laptop and Mobile Phone for getting access to the internet.

Similarly, the usage pattern of the various devices for internet access among the youth of different age groups as evident from Table 6.14 was found alike and they were mostly using Personal Computer for internet access, however the age group of 21-24 years was also highly using Laptop (75.0 percent) for the internet access.
6.17 USE OF RESTRICTED/PORNOGRAPHIC SITES

The Table 6.15 explains the surfing pattern of restricted/pornographic websites for watching Movies or Video Clips by the youth by their Demography. The data was gathered on a five-point Likert scale: “Don’t Know” = 1, “Never” = 2, “To Some Extent” = 3, “Frequently” = 4, “Very Frequently” = 5. After the data entry in SPSS, the variables were re-coded, wherein the values ‘Very Frequently’ and ‘Frequently’ were re-coded as ‘High Usage’ and rest of values (1-3) were re-coded as ‘Low Usage’ as shown in Table.

<table>
<thead>
<tr>
<th>DEMOGRAPHY</th>
<th>FREQUENCY OF WATCHING THE FOLLOWING ON ANY RESTRICTED/PORNOGRAPHIC SITE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Movie</td>
</tr>
<tr>
<td></td>
<td>Low</td>
</tr>
<tr>
<td>Gender</td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>201(73.4)</td>
</tr>
<tr>
<td>Female</td>
<td>186(82.3)</td>
</tr>
<tr>
<td>Marital Status</td>
<td></td>
</tr>
<tr>
<td>Married</td>
<td>93(83.0)</td>
</tr>
<tr>
<td>Un-Married</td>
<td>294(75.8)</td>
</tr>
<tr>
<td>Educational Level</td>
<td></td>
</tr>
<tr>
<td>Intermediate</td>
<td>85(69.7)</td>
</tr>
<tr>
<td>Bachelor</td>
<td>165(78.2)</td>
</tr>
<tr>
<td>Masters</td>
<td>107(80.5)</td>
</tr>
<tr>
<td>MS/MPhil</td>
<td>20(87.0)</td>
</tr>
<tr>
<td>PhD</td>
<td>10(90.9)</td>
</tr>
<tr>
<td>Residential Area</td>
<td></td>
</tr>
<tr>
<td>Urban</td>
<td>308(80.2)</td>
</tr>
<tr>
<td>Rural</td>
<td>79(68.1)</td>
</tr>
<tr>
<td>Age in Years</td>
<td></td>
</tr>
<tr>
<td>17 – 20 years</td>
<td>109(72.7)</td>
</tr>
<tr>
<td>21 – 24 years</td>
<td>137(76.1)</td>
</tr>
<tr>
<td>25 – 28 years</td>
<td>96(81.4)</td>
</tr>
<tr>
<td>29 – 30 years</td>
<td>45(86.5)</td>
</tr>
</tbody>
</table>

It is evident from the Table 6.15 that watching of Movies and Video Clips was very low in Male as well as Female respondents and the proportion was found almost the same in Male.
and Female respondents. As far as the Marital Status is concerned, the proportion of watching Movies and Video Clips among the Married and Un-Married respondents was also the same and was found very low.

As regards to the Educational level of the respondents, the Table 6.15 shows that the Trend of watching Movies and Video Clip on pornographic websites was very low among the youth off all the Educational levels, however, the students studying at the Intermediate level were comparatively getting more exposure to the Movies (30.3 percent) and Video Clips (28.7 percent) on restricted/pornographic websites.

Similarly, the youth belonging to the Rural areas was comparatively getting more exposure to the Movies (31.9 percent) and Video Clips (30.2 percent) on pornographic websites. However, overall the proportion of watching movies and video clips on pornographic websites by the youth was not found very high among the Rural as well as Urban youth.

Furthermore, the watching of Movies and Video Clips on restricted/pornographic websites was also found very low among the youth of all the age groups, however, this Trend was found comparatively high in the youngest age group i.e. 17-20 years, as shown in the Table 6.15. The youth of this age group are usually at the Intermediate and Bachelor level of education.

**Research Question 13:** What are the latest media trends among the Pakistani youth?

**Answering R.Q. 13:** We can trace some of the latest media trends found common among the Pakistani youth in the Table 6.13, Table 6.14 and Table 6.15. The trend of Multitasking or remaining online while watching
Television or Listening to the Radio was not found among the youth to a great extent. Likewise, the trend of going to or visiting the Net Cafes for accessing the internet was found diminishing among the Pakistani youth. However, the mobile phone was considered very important by the youth and the youth was giving great priority or preference to the Mobile Phone.

The youth was mostly using the Personal Computer for accessing and using the internet, however, they were also using the Laptop and Mobile Phone for accessing the internet. The trend of using the Tablet for accessing or using the Internet was present among the youth but not to a large extent.

It is also evident from the Table 6.15 that the youth was not watching the Movies and Video Clips on pornographic website to a large extent.
6.18 PREFER INTERNET ON TRADITIONAL MEDIA

The Table 6.16 presents the Trend of giving preference by the youth to the internet over the traditional media i.e. Newspaper, Television and Radio. The youth was asked that to what extent they agree with the statement “Internet means there's less need to Buy & Read Newspaper, Watch Television and Listen to Radio because it's quicker and cheaper to get latest news/information through internet than the traditional media”.

Table 6.16: Prefer Internet on Traditional Media by Audience’ Demography

<table>
<thead>
<tr>
<th>DEMOGRAPHY</th>
<th>Buy &amp; Read Newspaper</th>
<th>Watch Television</th>
<th>Listen to Radio</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Low</td>
<td>High</td>
<td>Low</td>
</tr>
<tr>
<td>Gender</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>124</td>
<td>150</td>
<td>96</td>
</tr>
<tr>
<td>Female</td>
<td>125</td>
<td>101</td>
<td>73</td>
</tr>
<tr>
<td>Marital Status</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Married</td>
<td>57</td>
<td>55</td>
<td>40</td>
</tr>
<tr>
<td>Un-Married</td>
<td>192</td>
<td>196</td>
<td>129</td>
</tr>
<tr>
<td>Educational Level</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Intermediate</td>
<td>66</td>
<td>56</td>
<td>44</td>
</tr>
<tr>
<td>Bachelor</td>
<td>111</td>
<td>100</td>
<td>66</td>
</tr>
<tr>
<td>Masters</td>
<td>57</td>
<td>76</td>
<td>50</td>
</tr>
<tr>
<td>MS/MPhil</td>
<td>12</td>
<td>11</td>
<td>6</td>
</tr>
<tr>
<td>PhD</td>
<td>3</td>
<td>8</td>
<td>3</td>
</tr>
<tr>
<td>Residential Area</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Urban</td>
<td>199</td>
<td>185</td>
<td>130</td>
</tr>
<tr>
<td>Rural</td>
<td>50</td>
<td>66</td>
<td>39</td>
</tr>
<tr>
<td>Age in Years</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>17 – 20 years</td>
<td>80</td>
<td>70</td>
<td>52</td>
</tr>
<tr>
<td>21 – 24 years</td>
<td>91</td>
<td>89</td>
<td>57</td>
</tr>
<tr>
<td>25 – 28 years</td>
<td>51</td>
<td>67</td>
<td>41</td>
</tr>
<tr>
<td>29 – 30 years</td>
<td>27</td>
<td>25</td>
<td>19</td>
</tr>
</tbody>
</table>

The data was gathered on a five-point Likert scale: “Don’t Know” = 1, “Not at all” = 2, “To Some Extent” = 3, “Greatly” = 4, “Very Greatly” = 5. After the data entry in SPSS, the variables were re-coded, wherein the values ‘Very Greatly’ and ‘Greatly’ were re-coded as ‘High’ and rest of the values (1-3) were re-coded as ‘Low’ as shown in Table.
As evident from the Table 6.16, Male were giving high preference to internet over buying and reading newspaper (54.7 percent) than the Female (44.7). While both Male (65.0) and Female (67.7) were giving high preference to internet over watching Television. However, both Male and Female respondents were not giving high preference to internet over listening to Radio.

Similarly, both Married and Un-Married respondents were giving high preference to the internet over watching Television. However, Married and Un-Married respondents were not giving high preference to internet over Newspaper and Radio.

Moreover, PhD (72.7 percent) and Masters (57.1 percent) level students were giving high preference to the internet over buying and reading Newspapers. Likewise, the students of all the Educational levels were giving high preference to the Internet over watching Television but were not giving high preference to Internet over listening to Radio.

Furthermore, the youth belonging to the Rural areas’ (56.9 percent) were giving more preference to the Internet over buying and reading Newspaper than the Urban areas’ youth. While, both Urban and Rural areas’ youth was giving preference to the Internet on watching Television. However, there was no preference to the Internet over listening to Radio by Urban and Rural areas’ youth. The age group 25-28 hours of the youth was giving comparatively more preference to the Internet on reading Newspaper than the youth of other age groups. However, it can be observed in Table 6.16 that the youth of all the age groups were preferring internet over Television while they were not giving preference to the Internet over listening Radio.
**Research Question 14:** Whether and to what extent the use of internet by the youth has affected the use of traditional media like newspaper, radio, and television?

**Answering R.Q. 14:** The answer to the Research Question 14 can be found from the Table 6.16, which shows that Male respondents were giving more preference to internet over buying and reading newspaper than Female. While both Male and Female respondents were giving preference to internet over watching Television. However, both Male and Female respondents were not giving much preference to internet over listening to Radio.

Similarly, both Married and Un-Married respondents were giving preference to internet over watching Television but were not giving preference to internet over Newspaper and Radio.

Overall, the students of all the Educational levels were giving some preference to Internet over watching Television and reading newspaper but were not giving preference to Internet over listening to Radio.

Likewise, the youth of both Urban and Rural areas was giving somewhat preference to Internet on watching Television and reading newspaper but were not giving preference to Internet over listening to Radio. Similarly, the youth of all the age groups were preferring internet over Television and newspaper, while they were not giving preference to the Internet over listening to Radio.
6.19 CONTACTING FRIENDS THROUGH VARIOUS WAYS

The Table 6.17 depicts the different ways used by the youth for contacting friends including through Physical Visits, through Social Networking Sites, through E-Mails, through Text Messages and through Mobile Phone Calls.

The data was gathered on a five-point Likert scale: “Don’t Know” = 1, “Never” = 2, “To Some Extent” = 3, “Frequently” = 4, “Very Frequently” = 5. After the data entry in SPSS, the variable ‘Contacting Friends’ was re-coded, wherein the values ‘Very Frequently’ and ‘Frequently’ were re-coded as ‘High’ and rest of the values (1-3) were re-coded as ‘Low’ as shown in the Table.

As evident from the Table, we can observe that the Male respondents were mostly contacting their friends through the Text Messages and Calls through Mobile Phone, while the Female respondents were mostly contacting their friends through Text Messages.

As regards to the Marital Status of the respondents, the Table 6.17 shows that Married respondents were mostly contacting their friends through the Text Messages and Calls through Mobile Phone, while Un-Married respondents were making contacts with their friends mostly through Text Messages and Physical Visits.

When we observe the difference in the pattern of contacting with friends by the youth as regards to their different Educational Levels, we found that the youth of all the Educational levels were mostly contacting their friends through Text Messages and Calls through their Mobile Phone. Similarly, the youth belonging to the Rural Areas as well as Urban Areas was mostly contacting their friends through Text Messages and Calls through Mobile Phone.
As far as the difference in the pattern of contacting friends among the youth of different age groups is concerned, it is evident from the Table 6.17 that mostly the youth of all age groups was contacting their friends through the Text Messages and Calls through their Mobile Phones.

Overall, it is elaborated from the Table 6.17 that the Trends of contacting with friends by the youth through the Physical Visits, Social Networking Sites and E-Mails were not found high and they were mostly relying on contacting their friends through the Text Messages and Calls through Mobile Phone.
Table 6.17:  Cross Tab of Audience’ Demography by Frequency of Contacting Friends through Various Ways

(Please see attached file ‘some large tables of thesis’)
6.20 EXPOSURE TO INTERNET AND ITS EFFECTS ON SOCIAL CAPITAL OF YOUTH

The Table 6.18 presents the results of the Multiple Regression, where the presumed predictors, namely, ‘Talk face to face with Parents daily’, ‘Talk face to face with Brothers & Sisters daily’, ‘Use of Modern Media has affected Interaction with Family Members’, ‘Use of Modern Media has decreased Physical Interaction with Friends’, ‘Use of Modern Media has decreased Physical Interaction with Neighbours’ and ‘Use of Modern Media has decreased Physical Interaction with Relatives’ were regressed against the criterion variable i.e. ‘Exposure to Internet’.

Table 6.18: Multiple Regression of Exposure to Internet and its effects on Social Capital of Youth

<table>
<thead>
<tr>
<th>df</th>
<th>Sum of Squares</th>
<th>Mean Squares</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>6</td>
<td>18.400</td>
</tr>
<tr>
<td>Residual</td>
<td>493</td>
<td>384.150</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Variables</th>
<th>B</th>
<th>SE B</th>
<th>Beta</th>
<th>T</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Talk face to face with Parents daily</td>
<td>-.030</td>
<td>.049</td>
<td>-.031</td>
<td>-.599</td>
<td>.549</td>
</tr>
<tr>
<td>Talk face to face with Brothers and Sisters daily</td>
<td>.035</td>
<td>.047</td>
<td>.039</td>
<td>.749</td>
<td>.454</td>
</tr>
<tr>
<td>Use of Modern Media has affected Interaction with Family Members</td>
<td>-.059</td>
<td>.046</td>
<td>-.064</td>
<td>-1.279</td>
<td>.201</td>
</tr>
<tr>
<td>Use of Modern Media has decreased Physical Interaction with Friends</td>
<td>.062</td>
<td>.052</td>
<td>.069</td>
<td>1.202</td>
<td>.230</td>
</tr>
<tr>
<td>Use of Modern Media has decreased Physical Interaction with Neighbours</td>
<td>.092</td>
<td>.053</td>
<td>.104</td>
<td>1.751</td>
<td>.081</td>
</tr>
<tr>
<td>Use of Modern Media has decreased Physical Interaction with Relatives</td>
<td>.062</td>
<td>.056</td>
<td>.067</td>
<td>1.099</td>
<td>.272</td>
</tr>
</tbody>
</table>

Note:

Dependent Variable: Exposure to Internet

Unstandardized Coefficients Equation: Exposure to Internet = 3.810 + (-.030 x Talk face to face with Parents daily) + (.035 x Talk face to face with Brothers and Sisters daily) + (-.059 x Use of Modern Media has affected Interaction with Family Members) + (.062 x Use of Modern Media has decreased Physical Interaction with Friends) + (.092 x Use of Modern Media has decreased Physical Interaction with Neighbours) + (.062 x Use of Modern Media has decreased Physical Interaction with Relatives)
The computed values of F (3.080) and Sig. (.006) of the ANOVA as shown in the Multiple Regression results of Table 6.18 indicate that the regression model is fit and overall statistically significant. Moreover, 19% of the variability ($R^2=.036$) in ‘Exposure to Internet’ was overall explained by the predictors.

As evident from the Table 6.18, there was not found any significant positive relationship between the criterion variable ‘Exposure to Internet’ and the predictors; i.e. ‘Talk face to face with Parents daily’ ($b=-.031$ and $p=.549$); ‘Talk face to face with Brothers & Sisters daily’ ($b=.039$ and $p=.454$), ‘Use of Modern Media has affected Interaction with Family Members’ ($b=-.064$ and $p=.201$), ‘Use of Modern Media has decreased Physical Interaction with Friends’ ($b=.069$ and $p=.230$), ‘Use of Modern Media has decreased Physical Interaction with Neighbours’ ($b=.104$ and $p=.081$) and ‘Use of Modern Media has decreased Physical Interaction with Relatives’ ($b=.067$ and $p=.272$).

The result of the Multiple Regression infers that the use of the Internet based modern media does not have any significant effect on the Social Capital of the College and University students.

Thus Hypothesis 7 (Exposure to Internet based modern media by the Youth would greatly affect them towards Interpersonal Communication and relationship with the Social Capital) was not supported. Which shows that the use of the Internet based modern media is not affecting the Social Capital of the Youth in Pakistan.
**Research Question 15:** What is the affect of internet based modern media on the Social Capital of Pakistani youth?

**Answering R.Q. 15:** As evident from the Table 6.18, there was not found any significant affect of the exposure to internet on the social capital of Pakistani Youth.

**Research Question 16:** Does the use of Internet displace the interpersonal communication of youth with their family members, friends, neighbours and relatives?

**Answering R.Q. 16:** As evident from the Table 6.18, there was not found any displacement affect of the exposure to internet on the interpersonal communication or face to face communication of the Pakistani Youth with their family members, friends, neighbours and relatives.
6.21 EXPOSURE TO INTERNET AND ITS EFFECTS ON YOUTH’S LIFE PATTERN

The following Table presents the results of the Multiple Regression, where the presumed predictors, namely, ‘Use of Modern Media has badly affected Educational Achievements’, ‘Use of Modern Media has badly affected Physical & Mental Health’, ‘Use of Modern Media has resulted Eating Disorders’, ‘Use of Modern Media has badly affected habit of Exercise/Games’ and ‘Use of Modern Media has created feeling of Loneliness’ were regressed against the criterion variable i.e. ‘Exposure to Internet’.

Table 6.19: Multiple Regression of Exposure to Internet and its effects on Youth’s Life Pattern

<table>
<thead>
<tr>
<th>df</th>
<th>Sum of Squares</th>
<th>Mean Squares</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>5</td>
<td>20.547</td>
</tr>
<tr>
<td>Residual</td>
<td>494</td>
<td>378.003</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Variables</th>
<th>B</th>
<th>SE B</th>
<th>Beta</th>
<th>T</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use of Modern Media has badly affected Educational Achievements</td>
<td>-.083</td>
<td>.048</td>
<td>-.093</td>
<td>-1.737</td>
<td>.083</td>
</tr>
<tr>
<td>Use of Modern Media has badly affected Physical &amp; Mental Health</td>
<td>.005</td>
<td>.047</td>
<td>.006</td>
<td>.107</td>
<td>.915</td>
</tr>
<tr>
<td>Use of Modern Media has resulted Eating Disorders</td>
<td>.072</td>
<td>.050</td>
<td>.080</td>
<td>1.437</td>
<td>.151</td>
</tr>
<tr>
<td>Use of Modern Media has badly affected habit of Exercise/Games</td>
<td>.141</td>
<td>.047</td>
<td>.171</td>
<td>3.036</td>
<td>.003</td>
</tr>
<tr>
<td>Use of Modern Media has created feeling of Loneliness</td>
<td>.036</td>
<td>.045</td>
<td>.044</td>
<td>.805</td>
<td>.421</td>
</tr>
</tbody>
</table>

Note:

Dependent Variable: Exposure to Internet

Unstandardized Coefficients Equation: Exposure to Internet = 3.803 + (.083 x Use of Modern Media has badly affected Educational Achievements) + (.005 x Use of Modern Media has badly affected Physical & Mental Health) + (.072 x Use of Modern Media has resulted Eating Disorders) + (.141 x Use of Modern Media has badly affected habit of Exercise/Games) + (.036 x Use of Modern Media has created feeling of Loneliness)

The computed values of F (5.370) and Sig. (.000) of the ANOVA as shown in Multiple Regression results of Table 6.19 indicate that the regression model is fit and overall
statistically significant. Moreover, 23% of the variability ($R^2 = .052$) in ‘Exposure to Internet’ was overall explained by the predictors.

As evident from Table 6.19, there was a positive significant relationship between the criterion variable “Exposure to Internet” and the predictor ‘Use of Modern Media has badly affected habit of Exercise/Games’ ($b = .171$ and $p = .003$). However, the relationship between the criterion variable ‘Exposure to Internet’ and the predictors; i.e. ‘Use of Modern Media has badly affected Educational Achievements’ ($b = -.093$ and $p = .083$); ‘Use of Modern Media has badly affected Physical & Mental Health’, ($b = .006$ and $p = .915$), ‘Use of Modern Media has resulted Eating Disorders’ ($b = .080$ and $p = .151$), and ‘Use of Modern Media has created feeling of Loneliness’ ($b = .044$ and $p = .421$) was not found significant.

A comparison of Beta scores indicated that relationship between ‘Exposure to Internet’ (criterion variable) and ‘Use of Modern Media has badly affected habit of Exercise/Games’ (predictor variable) ($\beta = .171$) was stronger than other predictor variables. The result infers that the college and university students think that the use of the Internet based modern media has affected their habit of exercise/games, however, it did not have any significant effect on other life patterns and daily routines of youth like Educational Achievements, Physical and Mental Health, Eating Disorders, and Feeling of Loneliness.

Thus Hypothesis 8 (Exposure to Internet by Youth would not greatly affect their Life Patterns) was supported except for Exercise/Games. Which shows that the use of Internet based new media did not affect the life patterns and daily routines of youth in Pakistan like Educational Achievements, Physical and Mental Health, Eating Disorders, and Feeling of Loneliness. Nevertheless, the use of Modern Media had greatly affected the habit of exercise/games of the youth in Pakistan.
**Research Question 17:** What is the relationship between youth’s use of modern media and their educational achievements?

**Answering R.Q. 17:** As evident from the Table 6.19, the multiple regression analysis did not predict any bad affect on the educational achievements of the youth due to the exposure to internet.

Thus **Hypothesis 9 (The use of the modern media will be badly effecting the educational achievements of the youth)** was not supported.

**Research Question 18:** What is the relationship between youth’s use of modern media and their physical and mental health?

**Answering R.Q. 18:** As evident from the Table 6.19, the multiple regression analysis did not predict any bad affect on the physical and mental health of the youth due to the exposure to internet.

Thus **Hypothesis 10 (The use of the modern media will be badly affecting the physical and mental health of the youth)** was not supported.

**Research Question 19:** Whether and to what extent the use of modern media by youth is resulting eating disorders in youth’s daily life?

**Answering R.Q. 19:** As evident from the Table 6.19, the multiple regression analysis did not predict eating disorders in youth’s daily life due to the exposure to internet.
Thus **Hypothesis 11 (The use of the modern media will be resulting in eating disorder in the daily life routine of the youth)** was not supported.

**Research Question 20:** Whether and to what extent the use of modern media by youth has badly affected their habit of exercises/games?

**Answering R.Q. 20:** As evident from the Table 6.19, the multiple regression analysis predicts that the use of Modern Media had greatly affected the habit of exercise/games of the youth in Pakistan.

Thus **Hypothesis 12 (The use of the modern media will be badly affecting the habit of exercises/games of the youth)** was supported.

**Research Question 21:** What is the relationship between youth’s use of modern media and feeling of loneliness/isolation?

**Answering R.Q. 21:** As evident from the Table 6.19, the multiple regression analysis did not predict the feeling of loneliness among the youth due to the exposure to internet.

Thus **Hypothesis 13 (The use of the modern media will be producing the feeling of loneliness/isolation in the lives of the youth)** was not supported.
6.22 HOW FREQUENTLY THE YOUTH MAKES DISCUSSION ON VARIOUS ISSUES WITH FAMILY MEMBERS

The Table 6.20 presents the picture about the frequency of making discussions by the youth with their family members on various issues like Current Affairs, Issues about Religion, Economic Issues, Educational Issues, Social Issues and Personal Matters. The data was gathered on a five-point Likert scale: “Don’t Know” = 1, “Never” = 2, “To Some Extent” = 3, “Frequently” = 4, “Very Frequently” = 5. After the data entry in SPSS, the variables were re-coded, wherein the values ‘Very Frequently’ and ‘Frequently’ were re-coded as ‘High’ and rest of the values (1-3) were re-coded as ‘Low’ as shown in the Table.

We can observe from the Table that there was not a large difference in the interpersonal communication or discussion pattern of Male and Female respondents with their family members, however, Female respondents were having slightly more discussion or the interpersonal communication with their family members than the Male respondents.

As regards to the Marital Status of respondents, the Table 6.20 elaborates that that there was not a big difference in the interpersonal communication pattern of Married and Un-Married respondents with their family members.

Likewise, about the difference in the pattern of the interpersonal communication by the youth with their family members, as regards to their different Educational Levels, the Table 6.20 tells us that there was not found any big difference in the interpersonal communication pattern among the different Educational levels. However, the students at Bachelor level were highly discussing their Educational Issues (80.6 percent) with their family members while the students at the PhD level were highly discussing the Issues about Religion (90.9 percent) with their family members.
Similarly, the youth belonging to the Rural Areas as well as Urban Areas were not having large interpersonal communication or discussion on various issues with their family members and the proportion of discussion was found almost the same among the youth belonging to the Rural as well as Urban areas.

As far as the difference in the pattern of discussing the various issues by the youth with their family members as regards to different age groups is concerned, it is obvious from the Table 6.20 that the frequency of making discussions on various issues with family members by the youth was almost the same among all the age groups, however, the youth of the age group 17-20 years was comparatively discussing the Educational Issues more (83.3 percent) with their family as compared to the other age groups.

Overall, it is evident from the Table 6.20 that the frequency of discussing the Economic Issues by the youth with the family members was very less as compared to the other issues. However, the frequency of discussing other issues with the family members was also found not very high among the youth.

**Research Question 22:** Whether and to what extent the youth makes discussion on various issues with their family members?

**Answering R.Q. 22:** As evident from Table 6.20, the frequency of discussing the ‘Economic Issues’ by youth with family members was found very low as compared to other issues. However, frequency of making discussions on other issues (Current Affairs, Issues about Religion, Educational Issues, Social Issues and Personal Matters) with family members was also found not very high among the youth.
Table 6.20:  Cross Tab of Audience’ Demography by How Frequently the Youth makes Discussion on Various Issues with Family Members

(Please see attached file ‘some large tables of thesis’)

<table>
<thead>
<tr>
<th>Demography</th>
<th>Discussion Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Category 1</td>
<td>Value 1</td>
</tr>
<tr>
<td>Category 2</td>
<td>Value 2</td>
</tr>
<tr>
<td>Category 3</td>
<td>Value 3</td>
</tr>
</tbody>
</table>


6.23 RELATIONSHIP BETWEEN YOUTH’S EXPOSURE TO INTERNET AND THEIR INTERACTION/DISCUSSION ON VARIOUS ISSUES WITH FAMILY

The Table 6.21 depicts the relationship between the Youth’s Exposure to Internet and their Interaction/Discussion on various issues with the family members viz Discuss Current Affairs, Discuss Issues relating to Religion, Discuss Economic Issues, Discuss Educational Issues, Discuss Social Issues and Discuss Personal Matters.

Table 6.21: Relationship between Exposure to Internet and Youth’s Interaction/Discussion on various issues with their Family Members

<table>
<thead>
<tr>
<th>Interaction/Discussion with Family Members</th>
<th>Exposure To Internet</th>
<th>Relationship</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>Mean</td>
</tr>
<tr>
<td>Discuss Current Affairs</td>
<td>500</td>
<td>3.87</td>
</tr>
<tr>
<td>Discuss Issues relating to Religion</td>
<td>500</td>
<td>3.91</td>
</tr>
<tr>
<td>Discuss Economic Issues</td>
<td>500</td>
<td>3.46</td>
</tr>
<tr>
<td>Discuss Educational Issues</td>
<td>500</td>
<td>4.06</td>
</tr>
<tr>
<td>Discuss Social Issues</td>
<td>500</td>
<td>3.88</td>
</tr>
<tr>
<td>Discuss Personal Matters</td>
<td>500</td>
<td>3.95</td>
</tr>
</tbody>
</table>

Note: Correlation is significant at the 0.01 level (2-tailed).

As evident from the Table 6.21, the relationship between the Youth’s Exposure to Internet and their Interaction/Discussion on various issues with their family members viz Discuss Current Affairs, Discuss Issues relating to Religion, Discuss Economic Issues, Discuss Educational Issues, Discuss Social Issues and Discuss Personal Matters was not found significant.

So, it is obvious through the Table 6.21 that the Youth’s Exposure to Internet did not affect the frequency of their Interaction/Discussion on the various issues with their family members viz Discuss Current Affairs, Discuss Issues relating to Religion, Discuss Economic Issues, Discuss Educational Issues, Discuss Social Issues and Discuss Personal Matters, as perceived by the youth.
**Research Question 23:** What is the relationship between Exposure to Internet and Youth’s Discussion on various issues with their Family Members?

**Answering R.Q. 23:** It is obvious from the Table 6.21 that there was not found any positive significant relationship between Exposure to the Internet and Youth’s Discussion on various issues with their Family Members. It means that the Youth’s Exposure to Internet did not affect the frequency of their Interaction/Discussion on various issues with their family members viz Discuss Current Affairs, Discuss Issues relating to Religion, Discuss Economic Issues, Discuss Educational Issues, Discuss Social Issues and Discuss Personal Matters, as perceived by the youth.

Thus **Hypothesis 14 (There will be significant positive relationship between Exposure to Internet and Youth’s Interaction/Discussion on various issues with their Family Members)** was not supported. So, the exposure to internet had no affect on the youth’s discussion on various issues with their family members.
CHAPTER No. 7
FINDINGS, CONCLUSIONS AND RECOMMENDATIONS
7.1 DISCUSSION AND FINDINGS

This research study aimed at exploring the media use habits of the youth with special reference to the latest trends and preferences in the use of the various media outlets (i.e. television, radio, newspapers, film, Internet, mobile phone and social networking sites) and the ultimate affects of media use especially the use of the Internet based modern media on the social capital and life patterns of youth in Pakistan. The survey of 500 young people studying in the various colleges and universities of the twin cities of Rawalpindi and Islamabad have explored many interesting facts about the latest trends and preferences in the use of various media outlets by the youth in Pakistan and how the use of internet based new media affects their social capital and daily life routine.

One of the objectives of this study was to explore whether the youth's use of the Internet and Internet based social media was related with their stock of social capital. The social capital is a construct which includes interpersonal communication, social relationship, physical activities and behaviour towards the society. So, the study also tested the Time Displacement Hypothesis presented by Robert Putnam (1995) regarding the social capital, in which he relates the heavy use of media with the decrease and erosion of the social capital of media users, especially the children and young people in terms of their interpersonal communication with their family, friends, colleagues, neighbours and relatives, decrease in physical activities, games, exercise, eating disorders, physical and mental health and avoiding the social events and participation etc.

Moreover, the study also sought the help of the Uses and Gratification theory and Humans Needs Theory to explore and bring to light the various purposes, needs, uses and gratifications sought by the youth in the use of the various media outlets like Television,
Radio, Newspaper, Internet, and Social Networking Sites. The study showed that the youth was using the various media outlets for gratification of different media needs.

The demographic characteristics of the respondents of the survey (Table 6.1) included the Male respondents (54.8 percent) and Female respondents (45.2 percent). The majority of the respondents were Un-Married (77.6 percent) and were students at the Bachelor level (42.2 percent). Similarly, the majority of the students were studying in the Government Institutions (45.4 percent) with residence in the Urban Areas (76.8 percent). Furthermore, the Mean Age in years of the respondents was 22.97 percent, while the mean Monthly Family Income of the respondents was 30000 to 35000.

When we study the exposure to various media outlets as regards to the Demography of the respondents (Table 6.2), it can be observed that the Female students were getting more exposure to Television, Radio, Film and Mobile Phone than the Male students, while Male students were having more exposure to Newspapers and Internet than the Female students. Similarly, Married respondents were having high exposure to Radio and Newspapers, while Un-Married respondents were having more exposure to Television and Film. However, the frequency of exposure to Internet and Mobile Phone was almost the same for both Married and Un-Married respondents.

Moreover, the students at Masters level were having higher exposure to Television and Internet while PhD level students were having higher exposure to Newspapers. However, the Intermediate level students were getting more exposure to Radio and Film. The use of Mobile Phone was very found high among the youth of all the Educational levels, however PhD level students were having slightly more exposure to Mobile Phone than the others.
Likewise, comparing the exposure to the various media outlets among the students of Government, Semi Government and Private institutions, we found that the difference was very low among the exposure to Television, Radio, Newspaper, Internet and Mobile Phone, however, the students of the Semi Government institutions were getting slightly more exposure to these media outlets. While, the students of Government institutions were getting more exposure to Film.

It is interesting to note that the youth belonging to the Rural Areas was getting more exposure to the Traditional media i.e. Television, Radio and Newspaper, while the youth belonging to the Urban Areas was getting more exposure to the Internet, Film and Mobile Phone (Table 6.2). So, the youth of the rural areas was found still relying and getting their needs gratified through the traditional media (Television, Radio and Newspaper). Interestingly, the difference in the exposure to various media outlets among the different Monthly Family Income groups was found very minor.

Overall, the youth was found mostly using Internet and Mobile Phone for gratification of their needs while the exposure to Radio by the youth was found as the lowest. So, the trend of internet and mobile phone was found popular among the Pakistani youth, while the habit of using radio by the youth was found was found diminishing. These results support the propositions of the uses and gratification theory proposed by Katz, Blumler, & Gurevitch in 1974, which says that the media users are no more passive but are active and they use the various media outlets to gratify their needs. Actually, the users of the media go for such medium or media that best gratify or satisfy their needs especially when they have alternative media available with them (Blumler and Katz, 1974).
The loss of popularity by the radio among the youth may be due to the reason that radio in Pakistan nowadays is mostly used by the listeners during driving or travelling in the cars, buses, vans etc. and students or the youth usually travel less and spend most of their time at the educational institutions, out-door activities and at homes for studying. Furthermore, the radio in Pakistan is more interactive nowadays and entertainment on radio is decreasing due to more talks, discussions and live calls, which is not the need of the youth, who are usually fond of music especially and pop and fast music, films, dramas, movies, emails, chatting or using of social networking sites. So, the findings of the previous researches like the research of Katz, Blumler, & Gurevitch (1974) that the people prefer to use the media which best satisfy or gratify their needs are supported by the results mentioned above.

To assess the impact of youth’s demography on the habit of Paying Attention during Exposure to the various Media outlets, a Kruskal-Wallis Test was run (Table 6.3), which showed that the influence of Gender upon Paying Attention during Exposure to Newspaper by Male (M = 271.40) as compared with Female (M = 225.16) was higher (Chi-Square = 13.867, \( p = .000 \)). However, the Gender had no influence on Paying Attention during Exposure to other media outlets.

The study further revealed that that influence of PhD Educational Level (M = 336.59) compared with Intermediate (M = 275.23), Bachelor (M = 238.60), Master (M = 241.20) and MS/MPhil (M = 241.09) was higher for Paying Attention during listening to Radio (Chi-Square = 10.401, \( p = .034 \)). This means that the PhD level students were giving much attention while listening to the Radio. However, the Educational Level had no influence on Paying Attention during exposure to other media outlets.
Furthermore, regarding Institutions’ Type, it was observed that the influence of Semi-Government Institution (M = 276.10) compared with Government Institution (M = 257.98) and Private Institution (M = 222.80) was higher for Paying Attention during exposure to Newspaper (Chi-Square = 10.988, p = .004). Similarly, the Government Institution (M = 264.63) had more influence compared with Semi-Government (M = 263.08) and Private Institution (M = 222.33) (Chi-Square = 11.065, p = .004) for Paying Attention during exposure to Internet.

Moreover, the influence of Semi-Government Institution (M = 278.41) compared with the Government Institution (M = 238.55) and Private Institution (M = 248.30) was higher for Paying Attention during exposure to Film (Chi-Square = 6.121, p = .024). The influence of Semi-Government Institution (M = 273.87) compared with Government Institution (M = 253.18) and Private Institution (M = 230.99) was higher for Paying Attention during exposure to Mobile Phone (Chi-Square = 7.418, p = .024). However, the Institution Type had no influence for Paying Attention during exposure to Television and Radio. However, no statistically significant difference was found in the influence of Marital Status and Residential Area for Paying Attention during Exposure to various media outlets.

The results of Multiple Regression analysis (Table 6.3) indicated that there was a positive significant relationship between the criterion variable ‘Exposure to TV’ and the predictors; i.e. ‘Watching TV for Information’ (b=.231 and p=.000); and ‘Watching TV for Entertainment’ (b=.270 and p=.000). However, the relationship between ‘Exposure to TV’ and ‘Watching TV for Education’ (b=.086 and p=.081) was not found significant, which infers that the college and university students were watching TV more for Information and Entertainment purposes and less for Education purpose.
Similarly, the multiple regression analysis (Table 6.5), in which the presumed predictors, namely, ‘Listening Radio for Information’, ‘Listening Radio for Education’ and ‘Listening Radio for Entertainment’ were regressed against the criterion variable i.e. ‘Exposure to Radio’ showed significant relationship between the criterion variable and ‘Listening Radio for Education’ (b=.284 and p=.000); and ‘Listening Radio for Entertainment’ (b=.295 and p=.000).

The relationship between ‘Exposure to Radio’ and the predictor ‘Listening Radio for Information’ (b=.130 and p=.047) was not found significant. So, it can be inferred that the youth was Listening Radio mostly for Entertainment and Education purposes and less for Information purpose. Radio today is more focused on the entertainment with the latest and popular music. Moreover, majority of the educational institutions in Pakistan are now having their own Radio stations for educational programs, due to which the youth was found using radio for education purpose. These findings also give answer to the core question put forward by McQuail (1987), about uses and gratification research that “why do people use media and what do they use them for?” So, the media users have sufficient knowledge about the content of the media and about the media outlet which can best meet their media needs as postulated by the uses and gratification approach.

The results of the multiple regression (Table 6.6), where the presumed predictors, namely, ‘Reading Newspaper for Information’, ‘Reading Newspaper for Education’ and ‘Reading Newspaper for Entertainment’ were regressed against the criterion variable i.e. ‘Exposure to Newspaper’, depicted significant positive relationship between the criterion variable and ‘Reading Newspaper for Information’ (b=.381 and p=.000); and ‘Reading Newspaper for Education’ (b=.204 and p=.000).
However, the relationship between the criterion variable and ‘Reading Newspaper for Entertainment’ (b=.004 and p=.922) was not found significant. This infers that the youth studying in the colleges and universities of the twin cities of Rawalpindi/Islamabad was reading newspaper mostly for Information and Education purposes and not for Entertainment purpose. Actually, the newspapers are the best source of information and they also help in education by providing vocabulary and other education and reading stuff.

Moreover, the multiple regression analysis (Table 6.7), showed the significant positive relationship between the criterion variable ‘Exposure to Internet’ and ‘Using Internet for Information’ (b=.254 and p=.000); ‘Using Internet for Education’ (b=.140 and p=.008), ‘Using Internet for Music/Film/Video’ (b=.210 and p=.000) and ‘Using Internet for E-Mails’ (b=.105 and p=.031).

However, the relationship between ‘Exposure to Internet’ and ‘Using Internet for Online Games’ (b=.015 and p=.714), ‘Using Internet for Chatting’ (b=.052 and p=.286), ‘Using Internet for Social Networking Sites’ (b=.063 and p=.154) and ‘Using Internet for Online Newspapers’ (b=-.002 and p=.965) was not found significant. So, the results infer that the youth was using Internet more for Information, Education, Music/Film/Video and E-Mails purposes. However, internet was not mostly used for online games, chatting, social networking sites and reading newspaper online.

The Internet can meet various needs that are usually served by the traditional media. Due to digitization, the media attributes of text, voice, and images have converged on the Internet. As the Internet possesses the attributes of traditional media with additional or enhanced capabilities, it serves the functions of the traditional media better, or at least has the potential to provide better services to its users. Therefore, the Internet is in a position to displace rather
than supplement the traditional media, and it is a matter of fact that internet and internet based media is getting popularity and strength with every passing day. These findings also support the classification of gratifications explained by McQuail, Blumler, and Brown (1972), which a person seeks from the various mass media outlets like Diversion, Personal Relationship, Personal Identity, and Surveillance.

When a Kruskal-Wallis Test was run to assess the impact of the demography of youth on the Needs Satisfaction/Gratification through various Media outlets (Table 6.8), it was observed that the influence of Gender upon needs satisfaction through newspaper by Male (M = 266.69) compared with Female (M = 230.87) was higher (Chi-Square = 8.483, p = .004). However, the Gender had no influence on the needs gratification and satisfaction through other media outlets. This means that the male respondents were reading newspapers more than the female respondents.

Furthermore, it was observed that the influence of the Government Institution (M = 263.15) compared with Semi-Government (M = 257.15) and Private Institution (M = 228.39) was higher for satisfaction through Television (Chi-Square = 6.537, p = .038). Similarly, the Government Institution (M = 266.03) had more influence compared with Semi-Government (M = 256.15) and Private Institution (M = 225.06) (Chi-Square = 8.747, p = .013) for needs satisfaction through Newspaper. Moreover, the influence of the Government Institution (M = 263.93) compared with Semi-Government (M = 256.12) and Private Institution (M = 228.00) was higher for Needs Satisfaction through Mobile Phone (Chi-Square = 6.962, p = .031). However, the Institution Type had no influence for Needs Satisfaction through Radio, Internet and Film.
It is interesting to note that no statistically significant difference was found on the influence of Marital Status, Educational Level and Residential Area for needs satisfaction through various media outlets, which shows that the Marital Status, Educational Level and Residential Area had no influence in the needs satisfaction and gratification through various media outlets.

The Pearson Correlation (Table 6.9) between youth’s getting of first hand information through various media outlets viz Television, Radio, Newspaper, Internet and Mobile Phone and youth’s preference/choice about the specific media outlet for getting further details about the incident was found positive and significant at the 0.01 level (2-tailed). This shows that the Pakistani youth prefers the same media for confirmation and further details, through which it gets the first hand information on news/current affairs. So, if the youth is getting first hand information on news/current affairs through the Television, then it will prefer the Television for getting further details about the incident.

When the daily time spent in hours by the youth on exposure to various media outlets were worked out (Table 6.10), it was found that the majority (37.6 percent) of youth was getting exposure to Television for Above 1 hour upto 2 hours. Furthermore, the majority (55.2 percent) of respondents were listening to Radio for Less than 1 hour and the majority of youth (60.0 percent) was reading newspapers for Less than 1 hour. The 26.2 percent of the internet users were using internet for Above 1 hour upto 2 hours and same was the case with the Social Networking Sites, where the maximum (36.2 percent) number of users of social networking sites were using SNS for Above 1 hour upto 2 hours.

The medium which was heavily used as compared to other media was found as Internet, which was used for More than 4 hours by 19.2 percent respondents. Similarly 17.0 percent
respondents were using Internet for Above 3 hours upto 4 hours, which is high percentage as compared to other media usage for these time frames. As according to Robinson, Kestnbaum, Neustadtl, & Alvarez, (2000), ‘Time’ is very important in studying the effects of the new technology on the previous activities and media use patterns and habits of the people especially the youth.

It is a matter of fact that when a person chooses to adopt or use a new medium, the most likely scenario is the ultimate decrease in time spared for the old or traditional media or the non-media activities. So, when a new medium is introduced, the proportions of time spent on all the media outlets will surely become reduced than before. Since, the most heavily used media though by the small number of respondents i.e. Internet may in fact waste a lot of time of its users in surfing, playing online games, chatting and social media. Already, this concern had been shown by the study by Kayany and Yelsma (2000) that the people who used too much internet were found as displacing the watching of television alongwith the displacement of newspaper reading and use of telephone.

When we observe the usage pattern of the social networking sites among the youth (Table 6.11), we see that the majority (64.8 percent) of respondents was using Facebook, while the second most popular social networking site was found as Skype and Twitter was found as the least popular social networking site among the youth of the twin cities of Rawalpindi/Islamabad with 7.6 percent membership. Interestingly, 7.0 percent of respondents were not using any social networking sites.

Overall, the Male respondents were found using the Social Networking Sites more than the Female respondents. Facebook was found as the most popular among Male (37.6 percent) as well as Female (27.2 percent) respondents. Similarly, Un-Married respondents were using the
Social Networking Sites more than Married respondents with most popular SNS as Facebook with 52.0 percent respondents. It is interesting to note that the Bachelor level students were using SNS more (27.0 percent) than the students of other Educational Levels. The Facebook was most popular among students of all Educational levels. Interestingly, all the MPhil and PhD level students were members of some social networking site.

The results further elaborate that the students studying in the Government institutions were using social networking sites more than the youth studying in the Semi-Government and Private institutions. Facebook was found as the most popular social networking site among the youth of all age groups residing in Urban as well as Rural areas.

The results of the Multiple Regression run to assess the various purposes for the use of social networking sites (Table 6.12) showed a positive significant relationship between the criterion variable ‘Exposure to SNS’ and the predictor; i.e. ‘Using SNS for Chatting’ (b=.181 and p=.001). However, the relationship between the criterion variable and ‘Using SNS for Uploading Pictures’ (b=.077 and p=.126), ‘Using SNS for Discussing Events’ (b=.082 and p=.098), ‘Using SNS for Sayings/Quotes’ (b=.095 and p=.062), and ‘Using SNS for Comments/Likes’ (b=.064 and p=.227) was not found significant.

So, the result infers that the College and University students were using the Social networking sites more for Chatting purposes and less for other purposes viz Uploading Pictures, Discussing Events, Sayings/Quotes and Comments/Likes. So, the major use of the social networking sites among the Pakistani youth was found to build the virtual relationship and ties through online chatting and sharing ideas. One possible explanation to this trend and habit of youth may be that the social media are considered to be as functionally equivalent to the interpersonal communication among the people.
Meyrowitz (1985) stated that “television as a medium has changed the balance between public and private spheres”. Similarly, the social networking sites are accommodating the wide spectrum of what once was private behaviour, which is considered as very close interpersonal conversation or communication. Thus, the fear that the users of social networking sites may have a reduced need to get engage in the traditional forms of face to face interaction and interpersonal communication, when they can very easily do these activities through social networking site while sitting in their bedroom or anywhere else of their ease in front of a computer screen is gaining strength.

The study also explored the latest media trends which have cultivated among the youth (Table 6.13), and the results show that the Trend of Multitasking or Remaining Online while watching Television or listening to Radio was found present in both Male and Female respondents but not to a large extent, however, this Trend was found more in Female respondents (47.3 percent) as compared to Male (37.6 percent). Interestingly, the Trend of visiting Net Cafes which was very popular few years ago in Pakistan was found much diminished among both Male and Female respondents. However, the Mobile Phone was considered very important by both the Male and Female respondents.

Similarly, the Trend of Multitasking was found more in Un-Married respondents (44.3 percent) as compared to Married (33.9 percent). The Trend of visiting Net Cafes was again found very low in both Married and Un-Married respondents. Similarly, Mobile Phone was considered very important by both Married and Un-Married respondents.

Furthermore, the Trend of Multitasking was also found high among the Intermediate level students (54.9 percent) and was found very low among MS/MPhil level students (8.7
percent). The Trend of visiting Net Cafes was again found very low among the students of all the Educational level and was comparatively found high among the students of Intermediate level. Likewise, the students of all the Educational level considered Mobile Phone as very important for them.

Interestingly, the Trend of Multitasking was found high among youth belonging to the Urban areas, however, the difference between the youth belonging to Urban and Rural areas for Multitasking was not very large. The youth of both the Urban as well as the Rural areas were not visiting the Net Cafes at a large extent, however, the trend was found comparatively more common among the youth of Rural areas. Furthermore, Mobile Phone was considered as very important gadget by the youth of Urban as well as Rural areas. One possible reason for the decrease in the trend of going to internet cafes may be the evolution and getting common of the latest gadgets like laptop, smart phones and tablets and most importantly the availability of the wi-fi mesh systems and broadband internet connection to get internet access at cheap and affordable charges.

The study also explains the use of the various electronic devices or gadgets like Personal Computer (PC), Tablet, Laptop or Mobile Phone for accessing the internet (Table 6.14). The results show that the Male respondents were mostly using PC, while the Female respondents were mostly using PC and Laptop for the internet access. The Trend of using the Tablet for internet access was not found high among Male as well as Female respondents, however, the use of Mobile Phone for internet access was found high among Male and Female respondents. Similarly, both Married and Un-Married respondents were mostly using PC for internet access and were less using Laptop and Mobile Phone, while, Tablet was not very popular among both the categories.
Likewise, the youth of all the Educational levels were mostly using Personal Computer for accessing the Internet. Moreover, the use of Laptop and Mobile Phone was also found common among the students of all the Educational levels. However, the Trend of using Tablet for internet access was also present among the youth of almost all the Educational levels, however, it was not found very high.

The difference between the Urban and Rural areas youth in the use of various devices/gadgets for internet access was very small and mostly both were using PC for internet access. Interestingly, like the Urban youth, the Rural youth was also using Tablet, Laptop and Mobile Phone for internet access. Overall, the trend of using the Tablet among the Pakistani youth was found very low, and mostly the youth was using Personal Computer, Laptop and Mobile Phones for internet access.

The study also explores the surfing of restricted/pornographic websites for watching Movies or Video Clips by the youth (Table 6.15). The results show that the Trend of watching such Movies and Video Clips was found very low among Male as well as Female respondents and the proportion was found almost the same in Male and Female respondents. Interestingly, the same was the situation among Married and Un-Married respondents.

Similarly, watching Movies and Video Clip was found low among the youth of all the Educational levels, however, the students of Intermediate level were comparatively getting more exposure to Movies (30.3 percent) and Video Clips (28.7 percent) on restricted/pornographic websites. The Rural areas youth was comparatively getting more exposure to Movies (31.9 percent) and Video Clips (30.2 percent) on pornographic sites than the youth belonging to the Urban areas.
The study also brings to light the Trend of giving preference to the internet over the traditional media i.e. Newspaper, Television and Radio by the youth (Table 6.16). The youth was asked that to what extent they agree with the statement “internet means there's less need to Buy & Read Newspaper, Watch Television and Listen to Radio because it's quicker and cheaper to get latest news/information through the internet than the traditional media”. Male respondents were giving high preference to the internet over buying and reading newspaper (54.7 percent) than the Female (44.7). While both Male (65.0 percent) and Female (67.7 percent) were giving high preference to the internet over watching Television. However, both Male and Female respondents were not giving high preference to internet over listening to Radio.

Similarly, both Married and Un-Married respondents were giving high preference to the internet over watching Television while, both Married and Un-Married respondents were not giving preference to internet over Newspaper and Radio. Moreover, PhD level (72.7 percent) and Masters level (57.1 percent) students were giving high preference to internet over buying and reading Newspapers.

It is interesting to note that the youth belonging to the Rural areas (56.9 percent) was giving more preference to internet over Newspapers than the youth of Urban areas. While, both Urban and Rural areas’ youth was giving preference to internet over Television. However, there was no preference given to internet over Radio by Urban as well as Rural areas’ youth. The age group 25-28 was giving more preference to the internet on Newspaper than the youth of other age groups. However, the youth of all age groups was giving preference to internet over Television but were not giving preference to the internet over Radio.

The above results also support the findings of the study conducted by Ferguson and Perse
(2000), according to which, most of the students and youth use the Internet most frequently for the entertainment purpose because the Internet better serves the functions of the television, and therefore, Internet can be a serious displacement threat to the Television if it offers more and better entertainment. The results further support the Media Richness theory (Daft and Lengel, 1984) and the Niche theory and the study of Lievrouw and Livingstone (2002), which says that the new media is having the attributes like networking, anonymity and interactivity and is better at the exchange of information and better gratifies the needs of the users especially the youth.

The study also investigated the different ways used by the youth for contacting their friends including Physical Visits, Social Networking Sites, E-Mails, Text Messages and Calls through their Mobile Phones (Table 6.17). The results showed that the Male respondents were mostly contacting their friends through Text Messages and Calls through their Mobile Phone, while Female respondents were mostly contacting their friends through Text Messages. As regards to the Marital Status of the respondents, the results showed that the Married respondents were mostly contacting their friends through the Text Messages and Calls through their Mobile Phones, while Un-Married respondents were making contacts with their friends mostly through Text Messages and Physical Visits.

It was also found that the youth of all the Educational levels were mostly contacting their friends through Text Messages and Calls through their Mobile Phone. Similarly, the youth belonging to the Rural Areas as well as Urban Areas was mostly contacting their friends through Text Messages and Calls through Mobile Phone and almost similar was the situation with the youth of all age groups, which were mostly contacting their friends through Text Messages and Calls through Mobile Phone.
So, the results showed that the physical visits were decreasing and mostly the youth was contacting with their friends through text messaging and Mobile Phone calls. Overall, it is elaborated that the Trend of contacting with friends by the youth through Physical Visits, Social Networking Sites and E-Mails was not high and they were mostly relying in contacting friends through Text Messages and Calls through Mobile Phone. So, mobile phones were mostly used by the youth for contacting friends.

One purpose of this study was to examine the youth’s Internet use and how the Internet usage influences the youth’s daily life routines and their social capital. This study sought to determine if there was a possible displacement effect of internet for their daily activities and an impact on the physical, social, and psychological well-being of the youth of Pakistan. Specifically, this study investigated the internet use by youth and its impact on their non-media activities, physical activities, social relationships and loneliness.

To assess the impact of the usage of internet on the social capital of the youth, Multiple Regression analysis was made, where the presumed predictors, ‘Talk face to face with Parents daily’, ‘Talk face to face with Brothers & Sisters daily’, ‘Use of Modern Media has affected Interaction with Family Members’, ‘Use of Modern Media has decreased Physical Interaction with Friends’, ‘Use of Modern Media has decreased Physical Interaction with Neighbours’ and ‘Use of Modern Media has decreased Physical Interaction with Relatives’ were regressed against the criterion variable i.e. ‘Exposure to Internet’ (Table 6.18).

Interestingly, there was not found any significant positive relationship between the criterion variable ‘Exposure to Internet’ and the predictors; i.e. ‘Talk face to face with Parents daily’ (b=-.031 and p=.549); ‘Talk face to face with Brothers & Sisters daily’ (b=.039 and p=.454), ‘Use of Modern Media has affected Interaction with Family Members’ (b=-.064 and p=.201),
‘Use of Modern Media has decreased Physical Interaction with Friends’ (b=.069 and p=.230), ‘Use of Modern Media has decreased Physical Interaction with Neighbours’ (b=.104 and p=.081) and ‘Use of Modern Media has decreased Physical Interaction with Relatives’ (b=.067 and p=.272).

So, the above results infer that the use of the internet and internet based new media does not have any significant effect on the erosion of the Social Capital of the youth in Pakistan. We can further infer that the use of the internet based new media is not eroding the interpersonal or face to face communication of the youth with their family, friends, neighbours, relatives and colleagues etc. moreover, the social bonding and relationships are not disrupted by the use of the modern media by youth in Pakistan, which is contrary and does not support the findings of Robert Putnam (1995).

Similarly, the results of the Multiple Regression, where the presumed predictors, namely, ‘Use of Modern Media has badly affected Educational Achievements’, ‘Use of Modern Media has badly affected Physical & Mental Health’, ‘Use of Modern Media has resulted Eating Disorders’, ‘Use of Modern Media has badly affected habit of Exercise/Games’ and ‘Use of Modern Media has created feeling of Loneliness’ were regressed against the criterion variable i.e. ‘Exposure to Internet’ (Table 6.19) found a positive significant relationship between the criterion variable “Exposure to Internet” and the predictor ‘Use of Modern Media has badly affected habit of Exercise/Games’ (b=.171 and p=.003).

However, the relationship between the criterion variable ‘Exposure to Internet’ and the predictors; i.e. ‘Use of Modern Media has badly affected Educational Achievements’ (b=-.093 and p=.083); ‘Use of Modern Media has badly affected Physical & Mental Health’, (b=.006 and p=.915), ‘Use of Modern Media has resulted Eating Disorders’ (b=.080 and
p=.151), and ‘Use of Modern Media has created feeling of Loneliness’ (b=.044 and p=.421) was not found significant. So, the result infers that the college and university students think that the use of the modern media especially the Internet based media affected their habit of exercise/games, however, it did not have any significant effect on other life patterns and daily routines of youth.

To assess the effects of modern media on the social capital and relationship of youth especially with their family members, the study also investigated the frequency of making discussions by the youth with their family members on various issues like Current Affairs, Issues about Religion, Economic Issues, Educational Issues, Social Issues and Personal Matters (Table 6.20). The results showed that the Female respondents were having slightly more discussion or interpersonal communication with their family members than the Male respondents. The reason for this can be that the Male members usually remain outside on various tasks or bringing household items etc. as a cultural norm in Pakistan while the Female members of the family usually prefer to remain inside to complete household chores like cooking, sewing, cleaning, dusting, decorations etc.

Furthermore, there was not found a big difference in the interpersonal communication or discussion pattern of Married and Un-Married respondents with their family members and same was the case with the youth of the different Educational levels as there was not found any big difference among them. However, the students at the Bachelor level were highly discussing their Educational Issues (80.6 percent) with their family members and the students at the PhD level were highly discussing the Issues about Religion (90.9 percent) with their family members.
The youth belonging to Rural Areas as well as Urban Areas were not having large interpersonal communication or discussion on various issues with their family members and the proportion was almost the same among the two categories. Furthermore, the frequency of discussing various issues with the family members by the youth was almost the same among all the age groups, however, youth of the age group 17-20 hours was discussing the Educational Issues comparatively more (83.3 percent) than the other age groups. Overall, the frequency of discussing the Economic Issues by the youth with family members was found very less as compared to other issues. However, the frequency of discussing other issues with the family members was also not very high among the youth.

The Pearson Correlation (Table 6.21) between the Youth’s Exposure to the Internet and their Interaction/Discussion on various issues with their family members viz Discuss Current Affairs, Discuss Issues relating to Religion, Discuss Economic Issues, Discuss Educational Issues, Discuss Social Issues and Discuss Personal Matters was not found significant. So, it is obvious that the Youth’s Exposure to Internet does not affect the frequency of their Interaction/Discussion on various issues with their family members viz Discuss Current Affairs, Discuss Issues relating to Religion, Discuss Economic Issues, Discuss Educational Issues, Discuss Social Issues and Discuss Personal Matters.

It important to mention here that the absence of the discussion or interaction of youth with the family and society can produce the feeling of loneliness as discussed by Abraham Maslow (1954) in his Hierarchy of Needs. Since, the Internet usage was not disrupting the discussions of youth with their family and therefore, there was not found any feeling of loneliness among the youth.
So, this study did not support the Putnam’s (1995a; 1995b) Time Displacement Hypothesis regarding the use of the media and erosion of the social capital. Overall, the findings of this research study suggest that the time spent using internet based modern media does not erode the daily life activities and interpersonal and face to face communication of youth with their family, friends, neighbours, relatives and society. So, the net-generation surrounded by the various media outlets and gadgets especially the internet based modern media are not necessarily giving up other daily routine activities that are also important for their physical, intellectual, psychological and social well being and development.

On the other hand, the findings of the study support the theory of the Uses and Gratification, which was proposed by Katz, Blumler, & Gurevitch in 1974 and which advocates that the media users are active rather than passive, who use the various media outlets to gratify their social and psychological needs. Furthermore, the youth was also found using the Internet based social media (social networking sites) to gratify the Social Needs - Love and Belongings needs as proposed by the Abraham Maslow (1954) in his Hierarchy of Needs.

Moreover, the study also shows that the time spent using the Social Networking Sites by the youth in Pakistan is not at alarming situation and Pakistani youth has not been found as heavy users of social networking sites and internet till this time. Thus, internet and internet based social media is not too much harmful for displacing other daily activities especially the interpersonal communication and face to face interaction of youth with their family, friends, relatives, neighbours and society. Concluding, we can say that the youth surrounded by the internet and internet based social media are not vulnerable to social networking sites and other online activities for sacrificing other important activities.
7.2 CONCLUSIONS

The survey of 500 young people of 17 to 30 years of age studying in the various colleges and universities of the twin cities of Rawalpindi and Islamabad explored many interesting facts about the media use habits of the youth with special reference to the latest trends and preferences given by youth in the use of various media outlets and the affects of modern media on the social capital and life patterns of the youth in Pakistan.

The study also tested the Time Displacement Hypothesis of Robert Putnam (1995) regarding the use of the media and erosion of the social capital. Robert Putnam relates the excessive usage of media with the decrease of the social capital of the users especially the children and the youth in terms of their interpersonal communication with family, friends, colleagues, neighbours and relatives, physical activates, games, exercises, eating disorders, physical and mental health and social events etc. So, this study was concerned with not only the amount of time spent and various latest trends in using media outlets but also the attitude towards the physical activities, loneliness and social relations.

Using the survey data collected at eleven campuses of different colleges and universities of the twin cities of Rawalpindi and Islamabad, it has been predicted that there is not any displacement effect of the use of internet and internet based media on the youths’ social capital in Pakistan. These findings do not support the popular view that heavy users of internet and internet based modern media are more isolated and less connected to the society than the non-users of these media.

The results showed that the Female respondents were getting more exposure to Television, Radio, Film and Mobile Phone than Male respondents, while Male respondents were having more exposure to Newspapers and Internet than the Female respondents. Similarly, Married
respondents were having more exposure to Radio and Newspapers, while Un-Married respondents were having more exposure to Television and Film. However, the frequency of exposure to Internet and Mobile Phone was almost the same for both Married and Un-Married respondents. The use of Mobile Phone was very high among the youth of all Educational levels, however PhD level students were having slightly more exposure to Mobile Phone than the others.

The students of the Semi Government institutions were getting slightly more exposure to Television, Radio, Newspaper, Internet and Mobile Phone while the students of Government institutions were getting more exposure to Film. Interestingly, the youth belonging to Rural Areas was found getting more exposure to the Traditional media i.e. Television, Radio and Newspaper, while, the youth belonging to Urban Areas was getting more exposure to Internet, Film and Mobile Phone.

Overall, the youth was found mostly using Internet and Mobile Phone for gratification of their needs while the exposure to Radio was found as the lowest. So, the trend of internet and mobile phone was found very popular among the Pakistani youth, while the habit of using radio had a negative trend. These results support the propositions of the uses and gratification theory of Katz, Blumler, & Gurevitch (1974), which says that the media users are no more passive but are active and they use the various media to gratify their needs.

The loss of popularity by Radio among the youth in Pakistan may be due to the reason that Radio in Pakistan is nowadays mostly used by the listeners during driving or travelling in cars, buses, vans etc. and during doing some sort of work, however, the travel time in students’ life is usually not very big and most of the time the students remain busy in educational activities and when they find time out of their schedule they prefer using the new
media like the internet and social networking sites. Furthermore, the radio has become more interactive and entertainment on radio is decreasing due to more talks and discussions, which is not the need of youth, who are usually interested in music, films, dramas, movies, emails, chatting and top of list in using the social networking sites.

The Multiple Regression analysis showed that the college and university students were using Television mostly for Information and Entertainment purposes and less for Education purpose. While they were Listening Radio mostly for Entertainment and Education purposes and less for Information purpose. Similarly, the youth was reading newspapers mostly for Information and Education purposes and not for Entertainment purpose. Likewise, the youth was using the Internet mostly for Information, Education, Music/Film/Video and E-Mails and less for Online Games, Chatting, Social Networking Sites and Online Newspapers.

Interestingly, it was found that the Pakistani youth prefers the same media for confirmation and further details, through which it gets the first hand information on news/current affairs. So, if the youth is getting first hand information on news/current affairs through the Television, it will prefer the Television for getting further details about the incident.

The study also indicated that the majority of the youth was getting exposure to Television for Above 1 hour upto 2 hours, while majority was listening to Radio for Less than 1 hour. Furthermore, the majority of youth was reading newspapers for Less than 1 hour while majority was using internet for Above 1 hour upto 2 hours and same was the case with the Social Networking Sites. The medium which was heavily used as compared to other media though by a less number of people was found as Internet.
The Facebook was found as the most popular social networking site among the Pakistani youth. The second most popular networking site was found to be the Skype, while Twitter was the least popular networking site among the youth of Pakistan. Interestingly, 7.0 percent of respondents were not using any social networking site. Overall the Male respondents were using SNS more than Female respondents. Similarly, Un-Married respondents were using SNS more than Married respondents. It is interesting to note that the Bachelor level students were using SNS more than students of other Educational Levels, while all the MPhil and PhD level students were using SNS. Furthermore, the students studying in Government institutions were using social networking sites more than the Semi-Government and Private institution’s students.

The College and University students were using social networking sites mostly for Chatting purposes and less for Uploading Pictures, Discussing Events, Sayings/Quotes, and Comments/Likes. So, the major use of the social networking sites among the Pakistani youth was found to build virtual relationship and ties through the online chatting and sharing ideas. One possible explanation to this Trend and habit of the youth may be that the social media or the social networking sites are considered to be as functionally equivalent to the interpersonal or face to face communication.

The Trend of Multitasking or Remaining Online while watching TV or listening to Radio was also found present in both Male and Female respondents but not to a large extent, however, this Trend was found more common in Female respondents. Furthermore, Multitasking Trend was found more in Un-Married respondents and was high among Intermediate level students but was very low among MS/MPhil level students. The Trend of Multitasking was also found high among the youth belonging to the Urban areas, however, the difference between the youth belonging to Urban and Rural areas for Multitasking was not very big.
Interestingly, the Trend of visiting Net Cafes which was very popular few years ago was found diminished among the youth of the twin cities. However, the Mobile Phone was considered very important by majority of the respondents.

Another interesting finding of the study is that the Male respondents were mostly using Personal Computer, while Female were mostly using Personal Computer and Laptop for accessing and using internet. The Trend of using Tablet for internet access was not found high among Male as well as Female respondents, however, the use of Mobile Phone for internet access was found high among Male and Female respondents. Similarly, both Married and Un-Married respondents were mostly using Personal Computer for internet access. The youth of all Educational levels were mostly using Personal Computer for accessing the Internet. The Trend of using Tablet for internet access was also found present in almost all the Educational level youth, however, it was not found very high. Interestingly, like the Urban youth, the Rural youth was also found using the Tablet, Laptop and Mobile Phone for internet access.

The trend of surfing the restricted/pornographic websites for watching Movies or Video Clips by the youth was found very low among majority of the respondents of different democratic characteristics. However, the students of Intermediate level were comparatively getting more exposure to such Movies and Video Clips. Similarly, the youth belonging to the Rural areas was comparatively getting more exposure to Movies and Video Clips on pornographic sites than the youth belonging to Urban areas.

It is an important finding of this research study that the Male respondents were giving more preference to Internet over buying and reading newspaper than the Female. While both Male
and Female were giving high preference to internet over watching Television but were not giving preference to internet over listening to Radio. Similarly, both Married and Un-Married respondents were giving high preference to internet over watching Television but were not giving preference to internet over Newspaper and Radio.

Moreover, PhD and Masters level students were giving high preference to internet over buying and reading Newspapers. It is interesting to note that youth belonging to the Rural areas was giving more preference to internet over Newspaper than Urban areas’ youth, while, both Urban and Rural areas’ youth was giving preference to internet on Television. However, there was no preference to internet over Radio by Urban and Rural areas’ youth. So, the youth was giving preference to the internet over the traditional media for gratifying their media needs.

It was found that the Male respondents were mostly contacting their friends through Text Messages and Calls through Mobile Phone, while Female respondents were mostly contacting their friends through Text Messages. Likewise, the Married respondents were mostly contacting their friends through Text Messages and Calls through their Mobile Phones, while Un-Married respondents were making contacts with their friends mostly through the Text Messages and Physical Visits. Similarly, the students of all Educational levels were mostly contacting their friends through Text Messages and Calls through their Mobile Phone and same was the case with youth belonging to Rural Areas as well as Urban Areas. So, the habit of meeting friends through physical visits was found as declining and mostly the youth was contacting with their friends through text messaging and Mobile Phone calls, which is not good for their health.
Another important finding of the study is that the results of Multiple Regression analysis infer that the use of the Internet based modern media does not have any significant effect on the Social Capital and Time Displacement of the youth in Pakistan. Similarly, the results of the Multiple Regression infer that the college and university students think that the use of the modern media especially the Internet based media badly affected their habit of exercise/games, however, the modern media did not have any significant effect on other life patterns and daily routines of youth including Educational Achievements, Physical & Mental Health, Eating Disorders and feeling of Loneliness.

The study also brought to light that the Female respondents were making slightly more discussion or interpersonal communication with their family members than the Male respondents. The reason for this can be that the Male members usually remain outside on various tasks or bringing household items etc. as a cultural norm in Pakistan and Female members of family usually prefer to remain inside the home to complete household chores like cooking, sewing, cleaning, dusting, decorations etc.

Furthermore, there was not found a big difference in the interpersonal communication pattern of Married and Un-Married respondents with their family members and same was the case with youth of different Educational levels. However, the students at Bachelor level were mostly discussing their Educational Issues with their family members and the students at PhD level were highly discussing the Issues about Religion with the family members.

The youth belonging to Rural Areas as well as Urban Areas were not having large interpersonal communication with their family members and the proportion was almost the same among the two categories. Overall, the frequency of discussing the Economic Issues by the youth with their family members was very low as compared to other issues. However, the
frequency of discussing other issues with family members was also not found very high among the youth, which means that the youth was not discussing various issues with their family members at a large extent.

The Pearson Correlation showed that the Youth’s Exposure to Internet had no effect on the frequency of their Interaction/Discussion or interpersonal communication on various issues with their family members viz Discuss Current Affairs, Discuss Issues relating to Religion, Discuss Economic Issues, Discuss Educational Issues, Discuss Social Issues and Discuss Personal Matters.

Summarizing, we can say that this study did not support the Robert Putnam’s (1995a; 1995b) Time Displacement Hypothesis regarding the use of media and erosion of the social capital. So, the media usage especially the usage of the Internet based modern media had no effect on the erosion of the interpersonal communication and the Social Capital of the youth. Most importantly, the new media had not created the feeling of loneliness among the youth in Pakistan.

Furthermore, the study supports the Uses and Gratification theory of Katz, Blumler, & Gurevitch (1974), which advocates that the media users are active, and they use the various media outlets to satisfy and gratify their needs. The study also supports the Human Needs Theory of Abraham Maslow since the youth was found in satisfying their Social Needs – Love and Belonging when they were found engaged in using the Social Networking Sites for Chatting purposes to make contacts with people. Furthermore, the youth was using Text Messages and Mobile Phone calls for making contacts with their friends, which is basic Social Need of making communication with people.
The study further shows that the time spent using Social Networking Sites by the youth in Pakistan is not at alarming situation and Pakistani youth has not been found as heavy users of the Social Networking Sites. So, the young generation surrounded by the various media including the internet based social media are not displacing their important activities including interpersonal communication, discussion with family members, social participation and educational achievements.

7.3 RECOMMENDATIONS/SUGGESTIONS FOR FUTURE RESEARCH

This study has several implications. Future researchers may be willing to use the relative proportions of time measures to explore the effects of the internet and internet based new media on the displacement of activities like face to face communication with friends, visiting libraries, going to museums, going out for shopping in the markets, attending seminars and conferences, attending social events and functions, and taking lectures, etc.

Future researches may also want to explore the effects of the specific dimensions of the media use to explore the ways, through which, the social capital of the youth gets enhanced or gets eroded. Likewise, the future research, should also examine the effects of the internet and social networking sites on the social capital of the users by using a more diverse and strong population.

This study also strongly suggests that the various uses and purposes of the use of the Internet and social networking sites should be critically examined and explored to investigate the displacement effects of the modern media. For example, the activities on internet and internet based media like online game playing, chatting, surfing, watching movies and video clips and sharing of ideas etc. are important elements in investigating the displacement of the social capital of the users.
Actually, chatting is meant for communication and relationships with other people. Sometimes, online relationships are transformed into strong offline relationships. Similarly, some people have more strong online relationships than the offline relationships and they get understanding and support from these online relationships. So, by examining the effects of specific types of uses of internet and social networking sites on users’ daily life routine and other important activities will surely provide enhanced understanding about the use of new media and time displacement and erosion of social capital.

Another very important aspect to be explored by the future researches is the issue of the Internet addiction, which will surely be very interesting and useful in the investigation of the relationship between the use of the internet based new media and the social capital including physical and psychological health of the children and youth.

A contribution of this study is also to bring to light the displacement effects of Internet on the Pakistani youth. For future studies, this study also strongly suggests to examine the displacement effects of new media within the college and university time. Since the study time in the educational institutions like colleges and universities takes up almost half of the day, so, it would be interesting to see the displacement effects of internet on class activities, time spent in library, research and other curricular activities etc.

Overall, this study found no displacement effect of Internet and Internet based new media on the youth’s daily activities and life pattern but contrary to that, the internet and internet based social media has been found providing the youth a place for establishing online social relationships.
Though this study made an effort to study the displacement effect of the Internet based new media on the traditional media (Television, Radio, and Newspaper), however, it is recommended that the future research should explore in depth the various aspects of the displacement effect of the new media on time allocated by the youth to the traditional media like Television, Radio, and Newspaper.
SURVEY QUESTIONNAIRE

The student of PhD in Mass Communication at the Gomal University, D. I. Khan is conducting this research study “MEDIA USE HABITS OF YOUTH: EXPLORING TRENDS, PREFERENCES AND EFFECTS ON SOCIAL CAPITAL”. The purpose of this study is to explore and analyze the media usage patterns of Youth of the twin cities of Rawalpindi/Islamabad with special focus on the new trends and preferences in media use and their ultimate effects on social capital of youth. All information will be kept confidential and will only be used for research and analysis purpose.

Age in Years: [ ] [ ]
Gender: [ ] Male [ ] Female
Marital Status: [ ] Married [ ] Un-Married [ ] Other
Educational Level: [ ] Intermediate [ ] Bachelor
[ ] Masters [ ] MS/MPhil
[ ] PhD [ ] Any other, please specify ____
Nature of Institution: [ ] Government [ ] Semi-Government [ ] Private
Religion: [ ] Muslim [ ] Non-Muslim
Residential Area: [ ] Urban [ ] Rural

1) How frequently do you have exposure to the following media? (please tick (√) the appropriate response for each category)

<table>
<thead>
<tr>
<th>Type of Media</th>
<th>Very Frequently</th>
<th>Frequently</th>
<th>To Some Extent</th>
<th>Never</th>
<th>Don’t Know</th>
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<td>Television</td>
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<td>Newspaper</td>
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2) How frequently do you pay attention during exposure to the following media? (please tick (√) the appropriate response for each category)

<table>
<thead>
<tr>
<th>Type of Media</th>
<th>Very Frequently</th>
<th>Frequently</th>
<th>To Some Extent</th>
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<td>Television</td>
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3) How frequently do you watch ‘Television’ for following purposes? (please tick (√) the appropriate response for each category)

<table>
<thead>
<tr>
<th>Purposes</th>
<th>Very Frequently</th>
<th>Frequently</th>
<th>To Some Extent</th>
<th>Never</th>
<th>Don’t Know</th>
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<td>Information</td>
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<td>Education</td>
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<td>Entertainment</td>
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</table>
4) How frequently do you listen to ‘Radio’ for following purposes? (please tick (√) the appropriate response for each category)

<table>
<thead>
<tr>
<th>Purposes</th>
<th>Very Frequently</th>
<th>Frequently</th>
<th>To Some Extent</th>
<th>Never</th>
<th>Don’t Know</th>
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<tbody>
<tr>
<td>Information</td>
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5) How frequently do you read ‘Newspaper’ for following purposes? (please tick (√) the appropriate response for each category)

<table>
<thead>
<tr>
<th>Purposes</th>
<th>Very Frequently</th>
<th>Frequently</th>
<th>To Some Extent</th>
<th>Never</th>
<th>Don’t Know</th>
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<td>Information</td>
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6) How frequently do you use ‘Internet’ for following purposes? (please tick (√) the appropriate response for each category)

<table>
<thead>
<tr>
<th>Purposes</th>
<th>Very Frequently</th>
<th>Frequently</th>
<th>To Some Extent</th>
<th>Never</th>
<th>Don’t Know</th>
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<tbody>
<tr>
<td>Information</td>
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<tr>
<td>Education</td>
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<tr>
<td>Music/Film/Video</td>
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<tr>
<td>Online Games</td>
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<tr>
<td>E-mails</td>
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<tr>
<td>Chatting</td>
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<tr>
<td>Social Networking Sites</td>
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<tr>
<td>Online Newspaper</td>
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<tr>
<td>Any other, pl specify</td>
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</tbody>
</table>

7) To what extent the following media satisfy your needs? (please tick (√) the appropriate response for each category)

<table>
<thead>
<tr>
<th>Type of Media</th>
<th>Very Greatly</th>
<th>Greatly</th>
<th>To Some Extent</th>
<th>Not at all</th>
<th>Don’t Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td></td>
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<tr>
<td>Radio</td>
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<tr>
<td>Newspaper</td>
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<tr>
<td>Internet</td>
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<tr>
<td>Film</td>
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<tr>
<td>Mobile Phone</td>
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<tr>
<td>Any other, pl specify</td>
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</tbody>
</table>

8) How frequently do you get first-hand information on news/current affairs from following media? (please tick (√) the appropriate response for each category)

<table>
<thead>
<tr>
<th>Type of Media</th>
<th>Very Frequently</th>
<th>Frequently</th>
<th>To Some Extent</th>
<th>Never</th>
<th>Don’t Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td></td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>Radio</td>
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<tr>
<td>Newspaper</td>
<td></td>
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<tr>
<td>Internet</td>
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<tr>
<td>Mobile Phone</td>
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<tr>
<td>Any other, pl specify</td>
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</tbody>
</table>
9) After getting information from the first medium, to what extent you prefer the following media for confirmation and further details? (please tick (√) the appropriate response for each category)

<table>
<thead>
<tr>
<th>Type of Media</th>
<th>Very Greatly</th>
<th>Greatly</th>
<th>To Some Extent</th>
<th>Not at all</th>
<th>Don’t Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Radio</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Newspaper</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Internet</td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>Mobile Phone</td>
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<tr>
<td>Any other, pl specify____</td>
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</tbody>
</table>

Note: Please answer by encircling the appropriate option in the following questions.

10) Approximately how much time per day do you spend on watching TV?
   a. less than 1 hour  
   b. above 1 hour upto 2 hours  
   c. above 2 hours upto 3 hrs  
   d. above 3 hours upto 4 hours  
   e. more than 4 hours  
   f. do not watch TV

11) Approximately how much time per day do you spend on listening to the Radio?
   a. less than 1 hour  
   b. above 1 hour upto 2 hours  
   c. above 2 hours upto 3 hrs  
   d. above 3 hours upto 4 hours  
   e. more than 4 hours  
   f. do not listen to radio

12) Approximately how much time per day do you spend reading Newspaper?
   a. less than 1 hour  
   b. above 1 hour upto 2 hours  
   c. above 2 hours upto 3 hrs  
   d. above 3 hours upto 4 hours  
   e. more than 4 hours  
   f. do not read newspaper

13) Approximately how much time per day do you spend on using Internet?
   a. less than 1 hour  
   b. above 1 hour upto 2 hours  
   c. above 2 hours upto 3 hrs  
   d. above 3 hours upto 4 hours  
   e. more than 4 hours  
   f. do not use internet

14) Which of the following Social Networking Sites you use the most? (please tick (√) only one option)
   a. Facebook  
   b. Twitter  
   c. Skype  
   d. Linked In  
   e. Any other, please specify ________  
   f. Do not use SNS

Note: If your answer is (option ‘f’), then skip question No. 15 and 16.

15) Approximately how much time per day do you spend in using Social Networking Sites?
   a. less than 1 hour  
   b. above 1 hour upto 2 hours  
   c. above 2 hours upto 3 hrs  
   d. above 3 hours upto 4 hours  
   e. more than 4 hours

16) How frequently do you use Social Networking Sites for following purposes? (please tick (√) the appropriate response for each category)

<table>
<thead>
<tr>
<th>Purposes</th>
<th>Very Frequently</th>
<th>Frequently</th>
<th>To Some Extent</th>
<th>Never</th>
<th>Don’t Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Uploading Personal Pictures</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Chatting</td>
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<tr>
<td>Discussing Events</td>
<td></td>
<td></td>
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<tr>
<td>Popular Sayings/Quotes</td>
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<tr>
<td>Comments/Likes</td>
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</tr>
<tr>
<td>Any other, pl specify____</td>
<td></td>
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</tr>
</tbody>
</table>

17) How frequently do you remain online even when watching Television or listening to Music?
   A. Very Frequently  
   B. Frequently  
   C. To some extent  
   D. Never  
   E. Don’t Know
18) How frequently do you use the following electronic devices for Internet access? (please tick (√) the appropriate response for each category)

<table>
<thead>
<tr>
<th>Type of Device</th>
<th>Very Frequently</th>
<th>Frequently</th>
<th>To Some Extent</th>
<th>Never</th>
<th>Don’t Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal Computer</td>
<td></td>
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<tr>
<td>Tablet PC</td>
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<tr>
<td>Laptop</td>
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<tr>
<td>Mobile Phone</td>
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<tr>
<td>Any other, pl specify</td>
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</tr>
</tbody>
</table>

19) How frequently do you visit net cafes?
   A. Very Frequently   B. Frequently   C. To some extent   D. Never   E. Don’t Know

20) How frequently do you watch the following on any restricted/pornographic site? (please tick (√) the appropriate response for each category)

<table>
<thead>
<tr>
<th>Type of program</th>
<th>Very Frequently</th>
<th>Frequently</th>
<th>To Some Extent</th>
<th>Never</th>
<th>Don’t Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Movie</td>
<td></td>
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<tr>
<td>Video Clip</td>
<td></td>
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<td>Any other, pl specify</td>
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</tbody>
</table>

21) "The Internet" means there's less need for me to do the following because it's quicker and cheaper to get latest news/information through internet. To what extent do you agree?

<table>
<thead>
<tr>
<th>Type of Media</th>
<th>Very Greatly</th>
<th>Greatly</th>
<th>To Some Extent</th>
<th>Not at all</th>
<th>Don’t Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buy &amp; read Newspaper</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Watch Television</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Listen to Radio</td>
<td></td>
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</tr>
</tbody>
</table>

22) How important is your mobile phone for you?
   A. Very Important   B. Important   C. Somewhat Important   D. Not at all   E. Don’t Know

23) How frequently do you arrange contact with your friends through following ways? (please tick (√) the appropriate response for each category)

<table>
<thead>
<tr>
<th>Way of Contacting</th>
<th>Very Frequently</th>
<th>Frequently</th>
<th>To Some Extent</th>
<th>Never</th>
<th>Don’t Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>via Physical Visits</td>
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<tr>
<td>via Networking Sites</td>
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<tr>
<td>via E-mail</td>
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<tr>
<td>via Text Messages</td>
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<td></td>
<td></td>
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<tr>
<td>via Phone Call</td>
<td></td>
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<td></td>
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<tr>
<td>Any other, pl specify</td>
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</tr>
</tbody>
</table>

24) How often do you talk face to face with your parents daily?
   A. Very often   B. Often   C. Sometimes   D. Not at all   E. Don’t Know

25) How often do you talk face to face with your brothers and sisters daily?
   A. Very often   B. Often   C. Sometimes   D. Not at all   E. Don’t Know

26) How far the use of modern media has affected your interaction with family members?
   A. Very Greatly   B. Greatly   C. To some extent   D. Not at all   E. Don’t Know

27) How far the use of modern media has decreased your physical interaction with your friends?
   A. Very Greatly   B. Greatly   C. To some extent   D. Not at all   E. Don’t Know

28) How far the use of modern media has decreased your physical interaction with neighbors?
   A. Very Greatly   B. Greatly   C. To some extent   D. Not at all   E. Don’t Know

29) How far the use of modern media has decreased your physical interaction with your relatives?
   A. Very Greatly   B. Greatly   C. To some extent   D. Not at all   E. Don’t Know
30) How far the use of the modern media has badly affected your educational achievements?
   A. Very Greatly  B. Greatly  C. To some extent  D. Not at all  E. Don’t Know

31) How far the use of the modern media has badly affected your physical and mental health?
   A. Very Greatly  B. Greatly  C. To some extent  D. Not at all  E. Don’t Know

32) How far the use of the modern media has resulted eating disorders in your daily routine?
   A. Very Greatly  B. Greatly  C. To some extent  D. Not at all  E. Don’t Know

33) How far the use of modern media has badly affected your habit of exercises/games?
   A. Very Greatly  B. Greatly  C. To some extent  D. Not at all  E. Don’t Know

34) To what extent do you feel loneliness/isolated in your life due to the use of modern media?
   A. Very Greatly  B. Greatly  C. To some extent  D. Not at all  E. Don’t Know

35) How frequently do you discuss the following issues with your family members? (please tick (√) the appropriate response for each category)

<table>
<thead>
<tr>
<th>Issues</th>
<th>Very Frequently</th>
<th>Frequently</th>
<th>To Some Extent</th>
<th>Never</th>
<th>Don’t Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Affairs</td>
<td></td>
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<tr>
<td>Issues relating to Religion</td>
<td></td>
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<tr>
<td>Economic Issues</td>
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<tr>
<td>Educational Issues</td>
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<tr>
<td>Social Issues</td>
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<tr>
<td>Personal Matters</td>
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</tbody>
</table>

36) Approximate Monthly Income of your family (please tick the relevant block):

<table>
<thead>
<tr>
<th>Less than 15000</th>
<th>15001 – 20000</th>
<th>20001 – 25000</th>
<th>25001 – 30000</th>
<th>30001 – 35000</th>
<th>More than 35000</th>
</tr>
</thead>
</table>

Thank you very much!
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Valentine, Gill. (2004). Public Space and the Culture of Childhood. Hants, England: Ashgate. This is partly because children prefer to play games at home while at school they would process or use databases, and partly because at school, children’s use of computers is generally closely supervised by teachers, while at home – the main location of use (Pew, 2001a) – parents supervise rather little (Kerawalla & Crook, 2002)


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