



## Impact of New Media Technologies on Life Style of Youth

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**Abstract-** This study is conducted to investigate the influential role of modern media technologies on the youth of Bahauddin Zakariya University Multan. Quantitative approach was adopted in this research however the sampling size of respondents were 500 in which 250 were females and 250 were males. To determine the impact of New Media Technologies on the life styles of youth is the main task of this research. The results indicated that the youth of Bahauddin Zakariya University was impacted by the New Media Technologies but the results shown were positively impacted. The majority of the youth stated the impact of New Media Technologies influenced the youth to set out positive results. However the results also stated that in the gender comparison the male gender tends to prefer New Media Technologies.

**Keywords:** Impact, New Media technologies, Gender, Lifestyle, Youth.

### I. INTRODUCTION:

According To Liddell et al,(1940) it was stated the word Technology is originated from Greek word which has various of meanings such as the potential to give a solution to the problem or achieve an goal. Therefore it can be stated as the sense of creation, information of tools, systems, change and manner of an organization are used in terms of technology.

In the times of World Wide Web, the online technology is adapted by general public in order to connect with another even at a far distance. The source of communication with one another with also containing vast knowledge on a single platform is known as social media. The major place on social media where people tend to share their ideas and connect with each other are some of the social networking sites which are Whatsapp, Facebook and Twitter however they have modernized rapidly in past few years.

According to DeLoatch (2015) in any corner of the world the internet can be used to gain any kind of information related to anything. The accessibility to fundamental information has been made easier by the humans through their several of the invention in this world. However there is also some negative uses of the internet through some of the inappropriate sites.

#### **New Media**

According to Church et al, (2010) it was stated that the societal environment is congested in various ways by the new media. The personal relations are clearly impacted due to the number of new inventions in technologies. The new media technologies have been implanted in daily life of public in such a way that it is hard to survive without these modern technologies.

Simmons (2008) conducted a study in which the results indicated that new technologies have started a new race among the public in which the public pushes themselves to have the most modern technology with them. Through having the most modern technologies the youth tends to give more importance to that person and they categorize those people has high standard.

Samaha (2016) conducted a study in which the results revealed that the hardware, software and network communications in mobile technologies were going through epic and noticeable revolution. However, there is a war of being the best taking place between the manufacturers thus they want to give out the best of the technology to the public.

The attention of youth is attained by the technologies being made every day which are getting better and better. In the present times the youth is considered as the age group which is the major client of modern technologies. The social interaction and daily routine of youth is highly impacted by the technologies adopted by them. The modern technology can also help youth in boosting their social communication. With the help of these technologies it can also help out with the removal of generations gaps. The influence of technology on your family can be clearly seen if taken a look. The attainment of impacts of

new media technologies on youth of Bahauddin Zakariya University Multan is the main aim of researcher in this study.

### **New Media Technologies**

Manovich (2002) conducted a study in which it was stated that the social stuff which is constructed through a digital computer technology is known as new media.

Livingstone et al, (2002) conducted a study in which the results indicated that message, societal background and technology are the three main ingredients of new media technology which are mostly included in the modern studies of technologies.

Voithofer (2005) conducted a research in which the differences between the new media and old media were accurately elaborated as there were changes in the new media which were having connection with the technology.

Some of the significant new media technologies which are used by the Youth are:

#### **Mobile/cell phone:**

According to Heeks (2008) it was stated that the first mobile phone was invented in 1973. It is a technology through which people tend to connect with each other from a far distance. The users can contact each other through texting or calling which are the features of a cell phone. However there are some of the other features like e-mail, Internet, Bluetooth, Music and much more.

#### **Computer:**

According to Woyke (2012) it was stated that a computer is a technology which performs multiple tasks like rational and arithmetic operations. Moreover it can provide a solution to multiple errors at a single time. Therefore it can be stated the computer technology can be used to get access to the information or secure information at a place. It was stated that almost 80% of the world population have access to the computers.

#### **Laptop**

According to Woyke (2012) it was stated the first Laptop was invented by Bill Maggridge who was a British designer. The first Laptop was invented in 1979 however 1989 is the year which was considered beneficial for the Laptop manufacturers. It is a device which is similar to the computer however it is a portable technology or a portable type of computer. A user can take a laptop anywhere with itself and the laptop has an operating system which works through the battery fitted in the Laptop.

#### **Services: Internet**

The connection between the computers around the world with a wire or wireless connections is known as Internet. Games, Music, Social interactions, shopping are some of the examples of internet community. Bing and Google are the most common search engines used on Internet. The most trusted search engine on internet is Google.

#### **Social networking**

According to Boyd et al, (2008) social networking site is a platform which can be used for communicating with the world and through which the users can share several of activities happening around them with ease. Moreover according to Carlson (2010) it was stated that the most famous social networking sites in present times are Google, Whatsapp, Twitter, Facebook, etc. The Founder of Facebook is known as Mark Zuckerberg and it was founded in 2008.

#### **Technology and Life Style**

The other aspect on which the technology has its impact is the life style of an individual. In the addiction of technologies the time and choice are the main factors revolving around an individual. Life style is a factor through which the morals, approaches and thoughts of an individual can be derived.

According to Spaargaren et al, (2000) it was stated that the control over all the life style characteristics of an individual is not possible because the choice of individual about their life style is controlled by the settings of society.

#### **Social aspects of new media technologies**

Williams et al, (1994) stated that there are several of the factors for which the new media technology is being adapted and not adapted which are:

- Convenience
- Adoption
- Availability to everyone
- Emotional Attachment

#### **Problem statement**

The excess use of new media technologies among the youth cannot be ignored. Among the youth new media technologies have grown rapidly in the recent times. The negative or positive impacts of the new media technologies among the youth need to be determined and studied more in Pakistan as the youth of

Pakistan spend their majority of time using new media technologies. Therefore the influence of new media technologies on the youth is investigated by the researcher in this study.

### **Significance of the study**

The awareness regarding the impact of new media technologies on the life style of youth was the prime focus of the researcher in this study. This research played a helpful as it defined the effects of new media technologies on the life style of youth. The youth tends to spend a noticeable time using new media technologies for which this study planned to focus on the changes taking place in the life style of youth.

### **Research Objectives:**

The purpose of the study is to analyze the impact of new media technologies on life style of youth. Following are the main objectives of the research.

- a. To discover the impact of new media technologies on life style of youth.
- b. To explore the relationship between gender and use of new media technologies.

## II. LITERATURE REVIEW

According to Miakotko (2013) it was stated that smart phones have become an essential part of human life however the human beings are also impacted by the smart phones. It was stated that smart phone is just like an E-toy for an human being who tends to live alone. Human beings tend to achieve and look upon more of the possibilities through these HHD devices. However it has many of the benefits but still it is harmful for human life as the human life is invaded. The conclusion of this study stated that these new media devices were affecting the health of human beings and made it weaken.

Ali et al, (2014) conducted a study on the image of Cable/Television in which the researcher tends to focus on the role played by the electronic media. The results of this study were derived from one on one interview. However the results of this study indicated the thoughts, beliefs, fashion, and life style of women being influenced by the electronic media.

Neha (2013) conducted a research on the media and mobile effects on Indian youth in which the results indicated that the mobile phones are playing crucial role in every field around the globe. These rapid changes and developments of technologies are moving the youth of India.

Parry (2016) conducted a research on the impacts of technologies on the lifestyle and health of an individual. This research was conducted in order to survey about the new technologies their effects and the connection with the individual and its mental and physical health. The structured questionnaire was used in this study. The questions were asked to the individuals aging from 18 to 35 in which the results revealed that there was a majority of 71% individuals which tend to spend their 6 to 7 hours on new media technologies. Whereas their social and behavioral activities are affect due to this.

Kulandairaj (2014) conducted a research to identify the impression of social media on youth's life style. The questionnaire technique was used in this study to collect the data. Thee life style and life standards of the youth were also investigated in this research. It was stated that awareness regarding the health issues through the social media has constructed positive results for the youth. Social media has also played a role through which youth tends to take part in social welfare activities and there are also Facebook pages available on social media which tend to give out the positive content to the youth. The social media has also played a vital role with increasing the communication among the family and friends through which they can communicate and share various thoughts. The lifestyle of youth is also transformed by the brands available on social media. However there are also some of the negative impacts of social media as well. The ability of questioning and intelligence of youth is affected due to social media. Moreover, the youth is also influenced to the pornography content rapidly which has negative impacts. There are some of the psychological problems also created due to social media.

Griffith (2013) conducted a research in which the results indicated that there is a significant role played by the social media sites in connecting the people with one another, impacting with the false information, and shaping the thoughts of people. The results of this study indicated that the life style of an individual is also affected by a social media site on which the individual has spent more than 30 minutes. Moreover, it was also stated that there were also positive impacts of social media sites which are interlinked with the personal life. The majority of individuals stated that their life was affected positively on a high level due to social media

### **Theoretical Framework**

According to Sekarran (2000) it was stated that the concept model which tends to give the logic to the theory and provides the solution to the problem of a research is termed as theoretical framework. To determine the impact of new media technology in this research the Uses and Gratification theory was used.

### **Uses and Gratification Theory**

According to Katz et al, (1974) it was stated that the theory through which one individual questions and explains the reason behind certain media full filling its need particularly is known Uses and Gratification theory. In the Uses and Gratification theory the major question is why people use media. Moreover this theory also gives the reason to why people prefer a certain media and how it is coming up to the individual's desire which would be increase in their social interactions. It is also proclaimed that the passive users of media are not the spectators according to the theory. However the choice of choosing the media which fulfills the desires of viewers is their own choice.

### **Technological Gratifications**

The detailed consideration of the social, emotional and physical satisfactions of a user can be understood through the uses and gratification theory. In the modern world of technological communication the theory of uses and gratification plays a role in investigating the technological satisfactions that the individual ears through the technology used by an individual. The vast amount of communication forms are provided by internet in comparison to the other technologies.

Stafford et al, (2004) conducted a survey to know about the point of views of users about their online activities taking place. In this survey the users were ask those questions which tend to address their own point of view about internet activities. Moreover the correlation between the users and internet was also observed in this. In comparison to the any other forms of media Internet came out as the form which provided the highest level of satisfaction to its users. It was also stated that the incorporate social gratification needed to be modified as recognized technological gratification in the theory of uses and gratification.

The users which tend to look out for the access to the interactive new media technologies are given extraordinary information by the digital communication technology which tends to increase the level of purchasing. The satisfaction of the user plays a vital role in purchasing as the satisfaction level would increase the chances of purchasing would increase. The main formula to investigate the impact of new media technology on the youth is the Uses and Gratification Theory.

### **Research Questions**

1. Does the use of new media technologies have any impact on life style of youth?
2. Does the use of new media technologies change the behavior and interest of youth?
3. Do the male prefer more new media technologies than females?

### **Hypothesis**

- H1: Greater the usage of new media technologies greater the impact on life style of youth  
H2: Greater the usage of new media technologies greater the changes in behavior and interests of youth.  
H3: It is likely to say that male prefer more new media technologies than females.

## **III. RESEARCH METHODOLOGY:**

To determine the impacts of new media technologies on life style of youth the survey methodology was used in this research. There was a questionnaire constructed to gather around the data. The statements for the questionnaire were constructed with the help of objectives of this research and literature review from past studies. The Likert Scale was used to evaluating the responses of youth.

### **Population:**

The students of Bahauddin Zakariya University Multan are considered as the population of this research. The students of Bahauddin Zakariya University Multan are considered as the population because it is a perception that the majority of the students are familiar with the new media technologies and they even use those technologies personally.

### **Sample size:**

The sampling size of study was 500 students belonging to BahauddinZakariya University Multan. In which the gender ration got equality as there were 250 males and 250 females for this research.

### **Sampling technique:**

The data for the sample of the study was assembled by using the purposive sampling technique however the respondents chosen for the study were only those who were using the new media technologies.

### **Youth:**

UNESCO.org stated that the youth is the group of people who are aged in between 15 to 24 years however the youth considered in this study tends to belong to the age group of 18 to 25 years.

### Data collection and Presentation:

To collect the data from the respondents they will be given the survey questionnaire to give response. The data would be converted in to coding sheet and it would be investigated through the guidance of SPSS software. The use of tables and graph will play a role in presenting the data.

Survey questionnaire will be distributed among the respondents for collecting the data. Data attained from the survey will be converted into to coding sheet and then examined with the help of SPSS software. Presentation of data will be done through the use of tables and graphs.

### Hypothesis testing:

The role of hypothesis is to verify the unsure statements which are according to the research questions and objectives. While keeping the aim of the study there are several of the statistical tests directed in order to verify the hypothesis. The impact of new media technologies on youth has been discussed and researched widely in this study. The sampling size for this study was constructed up to 500 respondents in which the ration of male was 250 and female was also 250 through which the equality was served in this survey. The respondents belonged to the Bahauddin Zakariya University Multan. The z-score test was used for the construction and verification of the hypothesis and the results derived are:

#### H:1 Greater the usage of new media technologies greater the impact on life style of youth

Sample Distribution	Agree	Disagree
Proportion of Sample	0.86	0.14
Size of Sample	1574	249

$$z = \frac{(\hat{P}_1 - \hat{P}_2) - (P_1 - P_2)}{\sqrt{\frac{\hat{P}_1 * Q_1}{n_1} + \frac{\hat{P}_2 * Q_2}{n_2}}}$$

Probability level  $\alpha = 0.05$

Calculated value of z-score = 31.03291

P-Value = 0.0000

In the above shown graph it is the response of students who were questioned about greater the usage of new media technologies more the impact on lifestyle on youth in which the results indicated that the most popular answer among the students was the ration of 0/86 which tends to agree however the unpopular opinion in this survey was to disagree with the ration 0.14 students. However the probability level is up to 0.05 which is more than the value of 'p' and z- score which is 0.0000 therefore this hypothesis is approved.

#### H:2 Greater the usage of new media technologies greater the changes in behavior and interests of youth

Sample Distribution	Agree	Disagree
Proportion of sample	0.86	0.14
Size of sample	416	65

$$z = \frac{(\hat{P}_1 - \hat{P}_2) - (P_1 - P_2)}{\sqrt{\frac{\hat{P}_1 * Q_1}{n_1} + \frac{\hat{P}_2 * Q_2}{n_2}}}$$

Probability level  $\alpha = 0.05$

Calculated value of z-score = 16.00422  
P-Value= 0.0000

In the above shown graph it is the response of students who were investigated about the behavior and interests changing greatly due to the greater usage of new media technologies in which the results indicated that the majority with 0.86 ratio tends to agree with the greater usage of new media technologies greater the changes in behavior and interest of youth however the minority with the ratio of 0.14 tends to disagree. Whereas the probability level is higher than 'p' and z score just like the previous one therefore this hypothesis is also approved.

**H:3 It is likely to say that male prefer more new media technologies than females.**

Sample Distribution	Male	Female
Proportion of Sample	0.60	0.40
Size of Sample	195	130

$$z = \frac{(\hat{P}_1 - \hat{P}_2) - (P_1 - P_2)}{\sqrt{\frac{\hat{P}_1 * Q_1}{n_1} + \frac{\hat{P}_2 * Q_2}{n_2}}}$$

Probability level  $\alpha = 0.05$

Calculated Value of z-score = 3.605551

P-Value= 0.000156

In the above shown graph it is results derived from the response of students regarding the males using new media technologies more than the females in which the results indicated that the majority of males with the ration 0.60 and females with ratio of 0.40 tends to agree which results into the agreeing with the males using new media technologies more than the females. The probability level was witness higher than the 'p' of z score which is 0.000156 so this hypothesis is also approved.

#### IV. FINDINGS & DISCUSSION

The 51.4% students responded as to strongly agree with the usage of new media technologies plays a role in modifying their lifestyle through which it can also be stated the students of Bahauddin Zakariya Univserity Multan are benefitted from the new media technologies. In the response of the survey of question of new media technologies being the finest to improve and mature themselves in which 42.2 percent of students strongly agreed. It was also stated through the results of 77% students that the new media technologies tend to impact their interests and behavior to positive path. The results of this study also stated that in the gender comparison of usage and time spent on new media technologies the males tend to dominate. Moreover the uses and gratifications theory is also appreciated in this study through which it was stated the perception of users of new media technologies being the passive users is false as they have the power of selecting content which satisfies their needs therefore they are active users.

#### V. CONCLUSION

The importance of new media technologies cannot be refused in modern world times it can also be stated that without the technologies no world could be imagined because all of the aspects are somehow depending on the new media technologies therefor it can also be stated that the development of any country is directly proportional to the new media technologies but the thing which needs to be identified is the purpose of usage of new media technologies here.

The impact of new media technologies on the life style of youth is the reason behind conducting this research. The results gathered around through this study can be stated as the youth is getting positives impacts through the new media technologies.



The results of study indicated that there was an encouraging role played by new media technologies in the life style of youth. However it was also stated that the females were using less media technologies in comparison to the males therefore the males were considered the major gender in using new media technologies.

The purpose of an individual while using technologies chooses either it is beneficial or is it giving out the negative impacts therefore, it cannot be stated as if the technology is good or bad. The technology should not be used to show off whereas it should be used according to the needs of an individual.

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