

NEW MEDIA TECHNOLOGIES AND SOCIETY: A STUDY ON THE IMPACT OF NEW MEDIA TECHNOLOGY ON INTERACTION PATTERNS OF YOUTH

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Abstract:

The aim of this study is to see how new media technology affects Multan youth's interactive mode. Data was collected from 500 students using the survey form, with 250 men and 250 women filling out questionnaires. The study's main goal is to figure out how digital media technology like cell phones, social networks, and the Internet affect young people's interaction styles and family lives. This study also looks at how digital media platforms are used and how they affect young people's face-to-face experiences. New media technology has a detrimental effect on family life and how young people communicate, according to research. The findings of this study indicate that, as opposed to face-to-face contact, young people tend to communicate through digital media technologies, which contributes to youth isolation.

Keywords: Impact, New Media technologies, interaction, face to face communication, isolation.

Introduction

New media combines the increasing demand for knowledge with the proliferation of ideas in politics, society, and culture as a result of technological advancements. The media is a type of communication that entails the systematic distribution of information to a large number of people.

According to the definitions, digital media is a type of mass media, but it differs from conventional media in that it combines two forms of communication. Media was interactive (one-to-one) and mass networking (one to many) until recently (Crosbie, 2002). Email is a good example of this, since it can send personal information from one person to another or send the same message to the entire world.

Crosbie (2002) compared the three approaches of interpersonal communication, mass communication, and digital media to clearly explain this phenomenon. He claims that since the modern media incorporates the two features of the first two media right away, it can easily execute their functions. Now, it should be clear from the preceding clarification that digital media not only originate from new technology, but also possess the versatility of this type of media. What matters most is how people interact with digital media technology.

According to Terry Flew (2000), the question to ask is not what modern media developments simplify, but what revolution they bring to our lives. It's important to consider how we interact with digital media and how it affects us. According to the theorist Keith Bassett, the rapid growth of digital media and new technology has the potential to alter the structure of the public domain and provide new means of contact for the general public. 1996 (Bassett)

According to Bassett's paper, digital media can be expected to provide everyone with a new medium of communication. The Internet has now surpassed television as the most popular digital media knowledge medium.

Impact of ICTs on development of new media

ICT (Information and Communication Technology) has changed the way people communicate and how information flows (De Souza, Z. and Dick, 2007). The following are some of the ways that technology influences the creation of new media:

- Information and communication technology can more effectively transfer data, making it easier for users to access data. Communication and access to social networks have become increasingly faster as a result of ICT. ICT's reliability and mobility have strengthened the media's service operation. 2007 (Boyd and Ellison).
- Information and communication technology (ICT) provides users with a network that allows them to communicate without being constrained by physical barriers. New media technologies bring people from all over the world together. It allows people to

share concepts, facts, collaborate on topics of mutual interest, and exchange different ideas (Lee, 2010).

- Information and communication technology, such as social networks, have changed people's lifestyles. The way people learn has also changed as a result of these modern media developments. (De Souza and Dick, 2003; Coates, 2003).

New media technology and interaction

The convenience of social networks (such as the Internet and computers), backed up by technological infrastructure, creates a constant forum for online social interaction. Excellence is a significant indicator of user satisfaction and behavioral goals across online social networking platforms when looking at the reliability, manageability, and versatility of a technological solution (Liu et al., 2005).

According to Davison (1959), the process of convergence has resulted in many changes in new media through technological systems. People are looking forward to many positive changes, according to the researchers, primarily acquiring new technology through the Internet and other media, but they soon discovered that children and young people spend more time on unwanted websites, and therefore spend more time. There is less time available. Make time for other things, including school. Engage in social interactions.

Problem statement

The use of digital media technology by today's youth is on the rise, and this cannot be overlooked. The use of digital media technology by young people has grown in popularity over the years. Since young people spend the majority of their time using new media technology, it is still necessary to understand whether their use has a positive or negative effect on them in the sense of Pakistani society. As a result, researchers are increasingly interested in the effect of digital media technology such as cellphones, the Internet, and social media on how young people communicate.

Significance of the study

Researchers are interested in learning more about the effect of emerging media technology, such as interactive approaches, on young people's activities. Since young people use these technologies the majority of the time, this research aims to illustrate the effect of new media technologies on young people, especially those related to how they communicate with friends and family. As a result, the aim of this research is to identify changes in young people's social habits as a result of new media technologies.

Research Objectives:

The aim of this study is to look at how digital media technology affect young people's engagement patterns. The investigation's primary goals are as follows:

- a) Recognize how digital media technology affects how young people communicate.
- b) Find out if young people prefer face-to-face contact or online interaction.

Literature Review

Campbell (2011) addressed the public's perception of mobile communications. You've seen the effect of mobile communications on modern public spaces and people's forms of participation. According to research, the contact between strangers has increased as a result of mobile communications, the emergence of new public scenarios, and the sharing of assimilation information of mobile communications (for example, from the news).

Rabia (2016) investigated the effect of social media on Pakistani youth, with a focus on shifts in family relationships. According to the findings, the majority of respondents (94%) accepted that inappropriate use of social media has a negative effect on family relationships. They talk about feeling isolated from friends and even from themselves. This has been shown to result in introverted behaviour. According to the findings, the younger generation's use of social media is decreasing their links with their families and causing value shifts.

Social networking sites suggest that young people be on the podium, engage with newcomers, exchange information, and gain experience, according to Khurana (2015). Social networking sites serve as a platform for receiving timely and relevant information about upcoming events. Social networking sites, like coins, have two sides. They can be detrimental to young people. They choose to spend more time on social networking sites, which causes them to lose touch with reality and the basic reasons for engaging with it.

The effect of the Internet on young people's face-to-face contact was investigated by Gapsiso and Wilson (2015). A self-managed questionnaire was used to pick 132 final-year students. The two objectives of this study are to determine the relationship between Internet use and the effect it has on young people's face-to-face experiences. The findings of the study indicate that Internet use has a detrimental effect on youth engagement and seems to disrupt family and peer relationships. Furthermore, the study discovered that as a result of time spent on the Internet, time spent with family and friends has decreased, and the trend of face-to-face contact is diminishing.

Drago (2015) looked at how recent technical advancements affect face-to-face contact. Data was gathered using the field observation system. Technology, according to the findings, plays a critical role in face-to-face contact. When interacting with peers and family members, users have become overly reliant on technology, neglecting personal contact even when accompanied by others. Most people are concerned about the

decrease in call quality caused by technology, and they dislike using technology while their family and friends are present. Furthermore, nearly half of the respondents (46%) prefer to communicate with friends and family through technology rather than face-to-face contact, demonstrating that there are two aspects to face-to-face communication: quality and quantity.

The effect of technology was investigated by Brignall and Valey (2005). Face-to-face contact among young people has decreased dramatically as a result of their long-term usage of the Internet for building, communication, and entertainment, according to the findings of the study. They conclude that reducing young people's face-to-face experiences would "bring important results for the development of their social experience and the proliferation of identities" in the long run.

Turkle (2012) looked at how technology affects family relationships. The researchers spoke with 300 teenagers and 150 adults to gather information. The study's findings revealed that the majority of respondents said their parents spent more time and energy on smartphones than they did, negatively impacting their family relationships.

Lailah (2000) led a study to uncover the information technology and media elements that have a negative impact on family relationships. The study's aim is to understand how information technology and media affect people. As a consequence, the belief structure relating to family relationships is weakened. The findings revealed the detrimental effects of technology and the media on culture. According to the report, young people should be trained by succumbing to the moral hierarchy that supports their personality.

To better understand the effect of WhatsApp, Bhatt and Arshad (2016) conducted a report on young people in Agra, India. We conducted personal interviews with college students and employees after selecting 100 school interviewees. The study's main goal is to look at how WhatsApp Messenger affects young people in Agra and explore how it affects their education, mental health, and family lives. Researchers often use direct observation techniques to explore certain facts important to the study with the aid of family, colleagues, and contemporary people. The findings of the study indicate that WhatsApp has a negative effect on young people's learning, attitudes, and family relationships. Furthermore, the researchers came to the conclusion that WhatsApp has a high level of attractiveness that has not changed. The app's effect is so strong that users' overall emotional quotient is determined by which app they use. The majority of users claimed that the increased use of WhatsApp has harmed their real-life relationships, so this is a valid explanation for isolation.

Theoretical Framework

The theoretical framework is basically a conceptual model that describes how the theory logically connects several different aspects that have been shown to be relevant to the issue (Sekarran, 2000). The theory of usage and satisfaction will be used to assess the

effect of digital media technology on the engagement habits of young people in this research.

Uses and Gratification Theory

The theory of use and satisfaction, according to Katz, Blumler, and Gurevitch (1973-74), explains why and how people use those means to fulfil their exact Demand decision. The usage and reward theory explains how user choices result in social, physical, and emotional rewards. The theory of usage and incentives helps one to research the technical rewards consumers gain from the new technologies they use in the digital age of communication. The Internet is a relatively modern type of information technology as compared to other forms of the Internet. Users seeking new interactive media applications will get a lot of knowledge from modern communication technology, which makes them happier about their digital experience. The greater the incentive, the more likely the buyer will attribute positive attributes to the product, increasing the probability of purchase. The theory of usage and satisfaction is used to investigate the effect of digital media technology on the engagement types of young people in this research.

Research Questions

- 1) Does the use of digital media technologies cause young people to become isolated?
- 2) Can the use of digital media technologies have an effect on family relationships?
- 3) What are young people's expectations for online and face-to-face interaction?

Hypothesis

Hypothesis 1: New media technology can cause young people to become isolated.

Hypothesis 2: Digital media technology is said to have a detrimental effect on young people's family relationships.

Hypothesis 3: New media technology is reducing the pattern of young people interacting face to face.

Research methodology:

This survey approach is used to investigate the effect of digital media technologies on the social habits of young people. A questionnaire was created in order to collect data. The aim of this analysis, as well as a review of previous research, aid in clarifying the problem statement. A five-point Likert scale was used to gauge young people's reactions.

Population:

Students from Multan's Bahauddin Zakariya University were included in the report. Most people believe that college students use digital media technology such as cell phones, computers, the Internet, and social media on a regular basis. As a result, the study population includes all students at Bahauddin Zakariya University in Multan.

Sample size:

500 students (including 250 men and 250 women) from Bahauddin Zakariya Multan University were selected as samples for the study.

Sampling technique:

To gather data from test samples, use purposive sampling technique. Only students who use digital media technology on a daily basis should be considered.

Data collection and Presentation:

The respondents will be given a questionnaire to fill out in order to collect data. The data from the survey will be translated into a coding table, which will then be reviewed using SPSS software.

Hypothesis testing:

Hypotheses are essentially statements that are put to the test based on research goals or research topics. Different statistical tests were used to compare the hypotheses, depending on the intent of the study. Researchers are attempting to investigate the effect of digital media technology on young people's lifestyles and engagement habits in the current report. A survey approach was used to collect data from 500 respondents for this purpose. 250 men and 250 women were chosen from Bahauddin Zakariya Multan University to participate in this research. The following theories were suggested and evaluated using z-score testing and research findings:

H:1 It is likely to say that new media technologies leads youth towards isolation

Sample Distribution	Agree	Disagree
Proportion of Sample	0.77	0.23
Sample Size ofsample	719	211

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

Probability level $\alpha = 0.05$

Calculated value of z-score = 16.65798

P-Value= 0.0000

According to the data distribution in the table above, the survey ratio of 0.77 is reliable, while the ratio of 0.23 is inconsistent, indicating that the majority of people believe that digital media developments lead young people to separate. The z score's "p" value is 0.0000, which is less than the 0.05 chance level's value. As a result, it is possible to draw the conclusion that digital media technology isolates young people. The research hypothesis is then approved.

H:2 It is likely to say that new media technologies negatively influence the family connections of youth.

Sample Distribution	Agree	Disagree
Proportion of Sample	0.62	0.38
Size of Sample	838	508

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

Probability level $\alpha = 0.05$

Calculated value of z-score = 8.994798

P-Value = 0.0000

According to the data distribution in the table above, a percentage of 0.62 in the sample indicates agreement, while a percentage of 0.38 indicates disagreement, indicating that the majority of people accept the argument that new media technologies have a negative impact on young people's family relationships. It's 0.0000, which is less than the likelihood level's value of 0.05. As a result, it can be inferred that digital media technology would have a detrimental effect on the family relationships of young people. As a result, the study hypothesis is verified.

H:3 New media technologies lessen the trend of face to face interaction among youth.

Sample Distribution	Agree	Disagree
Proportion of Sample	0.88	0.12
Size of Sample	421	56

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

Probability level $\alpha = 0.05$

Calculated value of z-score = 16.7122

P-Value = 0.0000

The data distribution in the table above reveals that the sample ratio of 0.88 is reliable, while the sample ratio of 0.12 is inconsistent, implying that most people support the point that digital media technology has decreased the face-to-face interaction pattern amongst teenagers. The z-score is 0.0000, which is less than the chance level's value of 0.05. The research hypothesis is then approved.

Findings& Discussion

According to the study's findings, 56.6 percent of respondents agree with the following statement: New media technology like cell phones and the Internet will facilitate and speed up the interaction process. 65 percent of respondents, on the other hand, confessed to spending too much time with digital media technologies at times.

When asked about their communication methods, 47.8% of respondents strongly agreed that the trend of face-to-face contact between young people is diminishing as a result of the use of emerging communication technologies. The majority of respondents (39.6%) disagree with the statement that the use of new media technologies (such as mobile phones, the Internet) will not create a gap between them and their families, indicating that mobile phones, the Internet, and other new media technologies are causing a gap between the younger generation and their families.

On the other hand, 36.8% of people disagree with the notion that digital media technology is more successful than face-to-face contact with friends and family, according to the findings. According to the findings, 35.4 percent of respondents acknowledged that the amount of time they spend on digital media technologies has a negative impact on other things (such as family life).

To see if digital media technologies would cause young people to feel alone, we asked them who they would like to share their thoughts and feelings with. According to the findings, 56 percent of respondents believe that they want to express themselves and socialize. In the media, there are feelings. Not friends and relatives, nor the media. Another query about quarantine elicited 54.2 percent of respondents agreeing that they do not want to use digital media technology (Internet, cell phones, computers, etc.) to communicate with or meet others.

Conclusion

According to the findings, the detrimental effect of digital media technologies on youth engagement is attributed to a decrease in face-to-face interaction. Students tend to communicate online via cell phones, social networking sites, and other means, instead of having a face-to-face conversation. Another surprising finding that cannot be overlooked is that young people tend to share their thoughts and emotions on social media rather than with their friends, and that they prefer to spend time with digital media devices rather than with their families, friends and relatives (such as mobile phones). As the use of new media technology has grown, so has the rate of alienation among young people.

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