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**Faculty of Media and Mass Communication,
University of Central Punjab, Lahore, Pakistan**

Table of Contents

Female Consumption Patterns of Digital Media: An Analysis of AIT LIVE Platform

Ofordi Joy Amarachi
Department of Mass Communication
Kaduna State University, Nigeria
Email: joynorbert@gmail.com

Ayodele Babatunde Joseph
Department of Mass Communication
Kaduna State University, Nigeria
Email: mcmdr001@gmail.com

Rahmatu Ahmd
Department of Mass Communication
Kaduna State University, Nigeria
Email: eeshamirdul@gmail.com

Abstract

In an era marked by evolving media landscapes, understanding why women choose to engage with digital media and what they seek to gain from it is of paramount importance. This paper investigates the types of content that resonate with women, including news, business, sports, and their engagement metrics, such as likes, shares, and comments. Factors influencing consumption patterns, such as age, location, and education, are examined to provide a holistic perspective. Through the lens of the Uses and Gratifications Theory and Feminist Theory, the paper looked at the motives behind women's digital media engagement, including the desire for information, entertainment, social interaction, and empowerment. This analysis aims to shed light on the multifaceted nature of women's digital media consumption patterns, revealing the underlying needs and gratifications that drive their interactions with AIT LIVE news platform. The paper finds that female users on the digital media platform AIT LIVE exhibit varying patterns of visit frequency and duration, suggesting that the platform is adaptable to the

1

diverse lifestyles and schedules of its female audience. The paper recommends that AIT LIVE should continue to support diverse content creation, especially by female influencers, to ensure that women find varieties of content that resonates with them. Ultimately, the research contributes to a deeper understanding of how digital media can be tailored to better serve the diverse preferences and needs of female audiences in the Nigerian context.

Keywords: Female, Digital media, Consumption patterns, News, AIT LIVE.

1.   Introduction

In an era characterized by rapid technological advancements, the digital media landscape has transformed how individuals' access, consume, and engage with information. This transformation has had profound implications for various segments of society, including the diverse gender dynamics within media consumption. This paper focuses on understanding the intricacies of female consumption patterns of digital media, specifically through a comprehensive analysis of the AIT LIVE news platform.

The significance of studying female consumption patterns in the digital media sphere cannot be overstated. Women constitute a substantial proportion of the global digital media audience, and their engagement with digital content is multifaceted and influenced by a variety of factors. Empirical research on this topic is vital, as it addresses gender-specific preferences and behaviours that can inform content providers, advertisers, and policymakers. Gender-based insights provide the foundation for creating more inclusive and relevant digital media experiences.

Moreover, within the Nigerian context, understanding the digital media consumption patterns of women is of particular importance. Nigeria has a diverse cultural landscape, and it is crucial to comprehend how different factors, such as location, socioeconomic status, and educational background, intersect with gender to shape digital media consumption behaviours. This understanding is instrumental in addressing disparities, fostering media literacy, and promoting a more inclusive digital media environment.

Researching female consumption patterns on a platform like AIT LIVE holds promise because AIT LIVE, the Africa Independent Television, is one of the leading news platforms in Nigeria. AIT LIVE caters to a wide and

diverse audience, making it a rich source for investigating how women interact with and react to digital news content. An examination of this platform's offerings, audience engagement, and the implications for female users offers insights not only into gender dynamics but also into the broader media landscape of Nigeria.

2. Objective

- To provide an analysis of female consumption patterns of digital media, focusing on AIT LIVE platform.

3. Conceptual Clarification

AIT LIVE features and Value Proposition for Female Consumers

3.1 Diverse Content Representation

AIT LIVE ensures a diverse representation of female-focused content, addressing topics such as women in leadership, gender equality, health, lifestyle, and entrepreneurship. This inclusivity caters to the diverse interests and concerns of female readers (Liu & Sung, 2021).

3.2 Empowerment Initiatives

News is committed to empowering women by showcasing success stories, profiles of influential women, and initiatives aimed at supporting women's advancement in various fields (Buckingham & Mariussen, 2021).

3.3 Community Engagement

The platform actively encourages female readers to participate in discussions through comments, sharing their opinions and experiences, fostering a sense of community and amplifying their voices (Mascheroni & Vincent, 2016).

3.4 Tailored Lifestyle and Health Sections

AIT LIVE News has specific sections that cater to women's lifestyle choices, health, and well-being, addressing issues that are particularly relevant to them (Lu et al., 2020).

3.5   Demographics of Female Users on AIT LIVE

According to a recent survey by AIT LIVE, female users make up 53% of the platform's audience. The majority of female users are between the ages of 18 and 34, and they are most likely to be located in urban areas and have a college degree. The most popular device for accessing AIT LIVE's digital media is the smartphone. Over 70% of female users access the platform via their smartphones. Laptops and desktop computers are also popular devices, but they are used less frequently. AIT LIVE (Digital Media Consumption Survey 2023). The time spent on the platform is such that female users spend an average of 30 minutes per day on AIT LIVE's digital media platform. This is slightly higher than the average time spent on digital media by all female users in Nigeria, which is 27 minutes per day (Statista, 2023).

Female users visit AIT LIVE's digital media platform on average 4 times per week. This is higher than the average frequency of visits by all female users in Nigeria, which is 3 times per week (Statista, 2023) and the most popular content type among female users on AIT LIVE is news.

Over 50% of female users say that they primarily consume news on the platform. Entertainment and lifestyle content are also popular, but they are consumed less frequently. Female users are also more likely to engage with AIT LIVE's digital media content than male users. They are more likely to like, share, and comment on posts (AIT LIVE Digital Media Consumption Survey, 2023).

3.6   Female Digital Media Consumption Patterns

Female digital media consumption patterns vary widely depending on several factors such as age, location, and cultural norms. This section discusses some common patterns in female digital media consumption.

3.6.1   *Preferred content types*

Research shows that women prefer visually engaging, short content that's easy to consume. Women between the ages of 16 to 24 predominantly engage with social media content such as Instagram and Snapchat, which are visually oriented and provide an immersive experience. Women aged 25 to 34 tend to

favor utilitarian social media platforms like Facebook and Twitter, while those aged 35 to 44 prefer image-led platforms such as Instagram and Pinterest. Women aged 45 and above tend to consume more news, hobbies, professional interests and seek entertainment (GWI, 2019).

3.6.2   Usage frequency and duration

Women tend to use digital media more frequently and for more extended periods than men. According to a study by Nielsen, women aged 18 and above spend more than 10 hours daily consuming digital media from various sources such as smartphones, laptops, desktops or tablets. Women aged 18-34 engage in more frequent, shorter duration sessions of digital media consumption, such as browsing social media apps. Women aged 35-54 conduct more in-depth searches and derive satisfaction and longer entertainment hours through streaming services (West, 2021).

3.6.3   Devices and platforms of choice

Research shows that women primarily use mobile devices for digital media consumption, with smartphones being the most commonly used device. Women aged 16 to 24 prefer mobile devices such as smartphones, while women aged 25 to 54 use desktop computers and laptops more frequently than mobile devices. Women aged 45 and above predominantly use desktop computers for digital media consumption (GWI, 2019).

3.6.4   Social media engagement

Women use social media more frequently than men, and they engage with different types of platforms. Women interact more frequently on social media by posting updates, sharing content, and commenting on posts. They tend to devote more time to social media, whereby 58% of women use social media every day, according to a study by Hootsuite and We Are Social (Data Reportal, 2021).

Women's digital media consumption patterns are increasingly shifting towards mobile devices and social media platforms, with preferences for visually engaging and short-form content. Their usage frequency, choice of devices, and social media engagement differ depending on age and location.

Understanding these patterns is crucial for content creators and marketers to develop relevant content for their target audience.

3.7   Factors Influencing Female Consumption Pattern on Digital Media

Women's digital media consumption patterns are influenced by several factors which are unique to women. This section discusses some of the factors that influence the digital media consumption of women.

3.7.1   Age

Age is a significant factor affecting female digital media consumption. The study by GlobalWebIndex stated that women between the ages of 16 to 24 prefer consuming short and visually engaging content on social media platforms, whereas women between the ages of 45 to 64 prefer television and newspapers, with increasingly high dependency on streaming services for both entertainment and news (GWI, 2019).

3.7.2   Social media type

Social Media type is another factor influencing female digital media consumption. According to a report by GlobalWebIndex, women in the age group of 16 to 24 prefer visually oriented social media apps such as Instagram and Snapchat. In contrast, women aged 25 to 34 opt for more utilitarian social media platforms such as Facebook and Twitter. Women aged 35 to 44 are more inclined towards image-led platforms such as Instagram and Pinterest, whereas women in the age group of 45 to 54 predominantly prefer actively engaging on Facebook (GWI, 2019).

3.7.3   Location

Location is another factor that plays a role in digital media consumption among women. Women who live in urban areas tend to be more connected to the internet and have access to more digital devices, such as smartphones and laptops. Moreover, urban women use online platforms more frequently and indulge more in social media sites. According to a study by UN Women, only

23% of women in rural areas use the internet compared to 41% of women in urban areas (UN Women, 2018).

3.7.4   The family environment

The family environment can also influence the digital media consumption behavior of women. Women with young children predominantly seek entertainment on social media, which requires less commitment in terms of time and multitasking activities, whereas women in the age group of 45 and above consume more content online focused on hobbies, professional interests, and news (GWI, 2019).

3.7.5   Content Relevance and Representation

Women often seek digital media content that reflects their interests, concerns, and identities. Research indicates that women are drawn to platforms and content that offer representation and diversity, including topics such as women's health, career development, and personal empowerment (Cohen, 2020). Content creators and platforms that prioritize gender-inclusive and female-centric narratives tend to attract female audiences, fostering a sense of belonging and engagement (McRobbie, 2016).

3.7.6   Social Connection and Community Engagement

Digital media platforms serve as spaces for women to connect, share experiences, and build communities. Social media, in particular, facilitates peer-to-peer interactions and support networks among women, influencing their consumption patterns (Boyd, 2014). Women are more likely to engage with digital media content that enables social interaction, fosters community participation, and provides opportunities for networking and collaboration (Steeves, 2017).

3.7.7   Personalization and Customization Features

Female consumers value digital media platforms that offer personalized and customizable experiences. Features such as tailored recommendations, curated content feeds, and user-generated playlists empower women to control their media consumption and discover content aligned with their preferences

(Smith, 2019). Platforms that leverage data analytics and machine learning algorithms to deliver personalized content experiences tend to resonate with female users, enhancing satisfaction and loyalty (Annable, 2018).

3.7.8 Accessibility and Convenience

The accessibility and convenience of digital media influence female consumption patterns. Women often prioritize platforms and content formats that offer flexibility and convenience, allowing them to access digital media anytime, anywhere, and across multiple devices (Dijck, 2013). Mobile-friendly interfaces, offline viewing options, and on-demand content delivery contribute to women's engagement with digital media, accommodating their busy lifestyles and diverse needs (Katz, 2018).

3.7.9 Empowerment and Self-Expression

Digital media empowers women to express themselves, voice their opinions, and participate in public discourse. Platforms that encourage user-generated content creation, storytelling, and activism resonate with female audiences seeking avenues for self-expression and social change (Harrison & Barthel, 2018). Women are drawn to digital media content that promotes empowerment, authenticity, and positive representation, enabling them to challenge stereotypes and advocate for gender equality (Nakamura, 2019).

3.7.10 Privacy and Security Concerns

Female consumers are increasingly mindful of privacy and security issues associated with digital media consumption. Concerns about data privacy, online harassment, and cyberbullying influence women's choices regarding platform usage and content engagement (Boyd, 2014). Platforms that prioritize user safety, implement robust privacy settings, and enforce community guidelines are more likely to attract and retain female users, fostering trust and confidence (Dhir et al., 2018).

3.7.11 Cultural and Societal Norms

Cultural and societal norms shape female consumption patterns of digital media, influencing preferences, behaviors, and expectations. Sociocultural

factors such as gender roles, stereotypes, and norms of femininity impact women's media consumption choices and the types of content they engage with (Livingstone, 2018). Digital media platforms that challenge traditional gender norms, promote diversity, and celebrate women's voices contribute to cultural shifts in female consumption patterns (Gill, 2016).

In essence, female consumption patterns of digital media are influenced by a complex interplay of factors, including content relevance, social connection, personalization, accessibility, empowerment, privacy concerns, and cultural norms. Understanding these factors is essential for digital media stakeholders, including content creators, platforms, and advertisers, to effectively engage and cater to female audiences in the evolving digital landscape.

4.   Empirical Review

A 2022 study by the Pew Research Center found that 73% of women in the United States use social media, compared to 60% of men. A 2021 study by Sprout Social found that women are more likely than men to use Facebook, Instagram, and Twitter. The study found that 77% of women use Facebook, compared to 69% of men; 81% of women use Instagram, compared to 67% of men; and 63% of women use Twitter, compared to 57% of men. A 2020 study by the Global Web Index found that women are more likely than men to use social media platforms around the world. The study found that 54% of women use social media, compared to 48% of men. This supports the fact that Women are more likely than men to use social media, such as Facebook, Instagram, and Twitter.

Also, women are more likely than men to use mobile devices to access digital media. This is supported by A 2020 study by the Global Web Index found that women are more likely than men to use mobile devices to access the internet around the world. The study found that 56% of women use mobile devices to access the internet, compared to 49% of men.

The study by Norris and Inglehart (2019) is a valuable contribution to the empirical literature on women's participation in economic policy discourse on digital platforms. The study found that women are more likely than men to

comment on economic policy announcements on social media. The study also found that women's participation in economic policy discourse on digital platforms is associated with a number of factors, including education level, income level, and social media use.

The study's findings are significant because they suggest that digital platforms can play an important role in promoting women's participation in economic policy discourse. Digital platforms can provide women with a platform to express their opinions and to engage with other stakeholders in the policymaking process. Hindle (2019) also pose a valuable contribution to the empirical literature on the role of digital media in promoting civic engagement and critical thinking about economic policies, including among women. The study found that digital media can provide citizens with access to information about economic policies, as well as a platform to express their views and engage in discussions with others. The study also found that digital media can help citizens to critically assess economic policies and to hold governments accountable. Barnes (2018) posits that the role of digital media in promoting women's economic empowerment is such that the media can provide women with access to information about economic issues, financial policies, and their potential impact on their lives. The study also found that digital media can help women to connect with other women who are interested in economic empowerment.

Goggin (2018) found that digital media can provide individuals with access to information about education policies, as well as a platform to express their views and engage in discussions with others. The study also found that digital media can help individuals to hold governments accountable for their education policies. In a similar trend, Vromen (2016) cited a valuable contribution to the empirical literature on the emotional and nationalistic dimension of digital engagement, where users, including women, express their hopes and frustrations related to governance and education. The study found that digital media can provide a platform for users to express their emotions and to connect with others who share their views. The study also found that digital media can be used to mobilize people to take action on social and political issues.

5. Theoretical Framework

5.1 Feminist Theory

This paper utilizes feminist theory as a multidisciplinary framework to analyse the consumption patterns of digital media among women on the AIT LIVE platform. Feminist theory, rooted in the understanding of gender inequality and oppression, offers a lens to examine how societal power structures influence women's engagement with media. The justification for applying feminist theory in this context lies in its emphasis on gender as a social construct, the recognition of intersectionality, and the focus on agency and autonomy for women.

The analysis begins by exploring the gendered nature of AIT LIVE's content, investigating whether it reinforces traditional gender roles or provides diverse and non-traditional options. This aligns with feminist theorists' assertion that gender shapes individuals' perception and interaction with media. The examination then extends to consider the intersectionality of identity, probing how women from different racial and socioeconomic backgrounds consume media on the platform. This approach aligns with feminist theory's acknowledgment that gender intersects with other social categories, influencing experiences of privilege and oppression.

Furthermore, the paper has explored the agency and autonomy of women in media consumption on AIT LIVE, considering whether societal norms and expectations limit their choices. This aspect aligns with feminist theory's emphasis on the importance of agency for women. By applying feminist theory to analyse female consumption patterns, the paper aims to uncover insights into how gender and power dynamics shape media engagement. The findings can inform recommendations for AIT LIVE to cater to the diverse needs and preferences of its female audience, promoting inclusivity and empowerment in digital media consumption.

6. Method

Thematic analysis is employed as the primary qualitative research method to unravel the consumption patterns of female users on the AIT LIVE platform. This methodological choice is underpinned by the acknowledgment of the significance of exploring the nuanced digital media experiences unique to the

female demographic. The research questions and theoretical framework serve as guiding pillars for identifying and analysing pertinent themes and subthemes within the data, focusing specifically on the distinct perspectives of female users.

Within this contextual framework, a purposeful and deliberate sampling method is implemented to ensure the inclusion of comments from female users on the AIT LIVE platform. The rationale for this specific focus lies in the aspiration to contribute to a comprehensive understanding of digital media consumption patterns within the female demographic.

Moreover, to encapsulate a diverse array of perspectives and experiences, the study deliberately selects five (5) female users for inclusion. This methodological decision is driven by the intention to enrich the thematic analysis by providing a nuanced examination of the factors that shape digital media consumption among female users. The deliberate inclusion of multiple participants not only enhances the depth and breadth of the study but also adds robustness to the findings, recognizing and appreciating the inherent diversity within the female user base.

In summary, the chosen methodology intentionally centres on female users, and the selection of five participants is purposeful, aiming to ensure a comprehensive, varied, and robust exploration of digital media consumption patterns on the AIT LIVE platform within this specific demographic.

7.   Findings

This analysis will cover the themes and include comments from female users on the AIT LIVE platform to illustrate the findings.

7.1   Theme 1: Frequency and Duration of Visits

Frequency and Duration of Visits by Female Users on AIT.LIVE
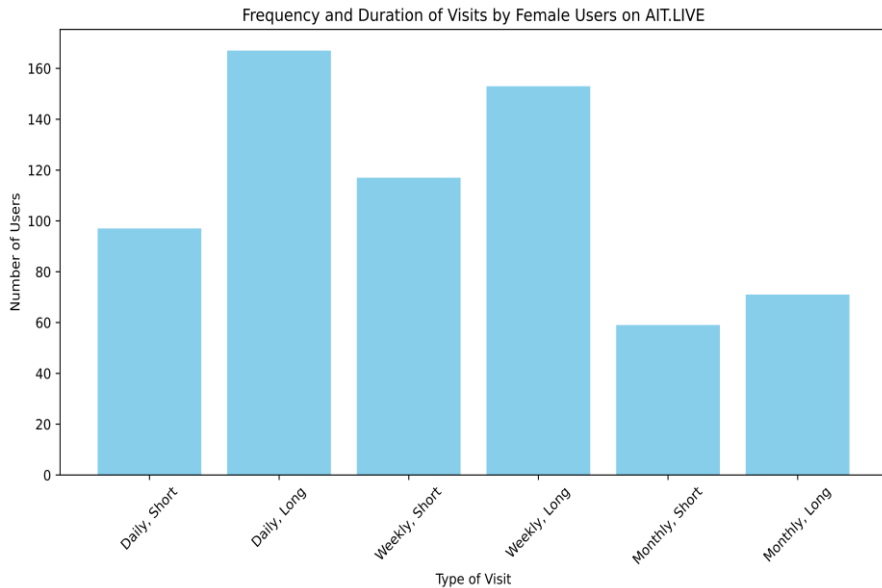
Figure 7.1 Frequency and Duration of Visits

This visualization categorizes users based on how often they visit (daily, weekly, monthly) and the duration of each visit (short or long). It provides a visual representation of the diverse patterns in user engagement.

Users on the AIT LIVE, who identify as females, demonstrate diverse patterns in terms of how often they visit and how long they stay. Some users engage with the platform on a daily basis for brief periods, while others interact less frequently but for more extended durations. The factors influencing these variations are complex, dependent on individual schedules, the availability of content, and personal preferences.

User Comment 1: Emily, a young professional, highlights how female users like her incorporate AIT LIVE into their daily routines: *"For me, AIT.LIVE is a quick escape during my lunch breaks, even if it's just for a brief*

15-minute session. It's a great way to unwind and find inspiration, especially on those hectic workdays."

Emily's testimonial emphasizes the role of AIT LIVE in the daily lives of female users with busy schedules. The platform's convenience allows them to consume content during short breaks, offering a source of inspiration and entertainment.

User Comment 2: Olivia, a student with a more flexible schedule, presents her weekend-centric approach: *"I dedicate my weekends to* AIT LIVE. *That's when I have the time to truly binge-watch content, and it's become my go-to platform for relaxation and learning."*

Olivia's comment reflects the platform's accommodation of female users who enjoy leisurely weekends. It showcases how AIT LIVE becomes a destination for extended content consumption, tailored to different schedules and lifestyles.

User Comment 3: Mia, a working mother, introduces the concept of sporadic visits: *"As a working mom, my visits are sporadic. I watch content while commuting, during my lunch breaks, and sometimes when the kids are asleep. It's my escape from the daily chaos, and* AIT LIVE *accommodates my fragmented free time."*

Mia's perspective highlights AIT LIVE 's role as an escape for female users with fragmented schedules. The platform seamlessly integrates into their busy lives, providing moments of relaxation and inspiration during various breaks in the day.

User Comment 4: Isabella, a night owl, shares her unique habit: *"I'm a night person, so I often find myself diving into* AIT LIVE *after midnight. It's a quiet time for me to explore content without distractions. The platform provides a perfect late-night escape."*

Isabella's comment offers insight into how AIT LIVE caters to users with unconventional schedules. The platform's accessibility during late hours

accommodates those who prefer late-night content consumption, providing a peaceful escape from the day's hustle and bustle.

User Comment 5: Sarah, a fitness enthusiast, brings a health-conscious perspective: *"As someone passionate about fitness,* AIT LIVE *has become my workout companion. I tune in during my exercise routines, watching quick workout videos and health tips. It's a motivating addition to my fitness journey."*

Sarah's comment underscores AIT LIVE's role as a fitness resource for female users. It showcases how the platform seamlessly integrates into users' health and wellness routines, serving as a motivational tool during workouts and promoting a balanced lifestyle.

7.2   Theme 2: Interaction with Contents (Likes, Comments, Shares)

Distribution of User Interactions on AIT.LIVE (5 Users)
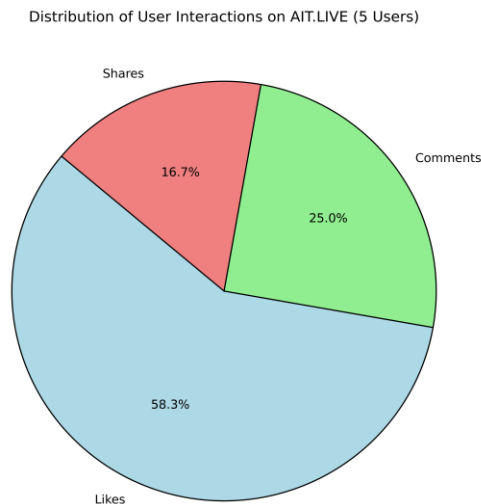
Figure 7.2 Interaction with Contents (Likes, Comments, Shares)

This pie chart visually represents how users are engaging with the content, highlighting the prevalence of likes, followed by comments and shares.

Female users on AIT LIVE are actively engaged with the platform's content through likes, comments, and shares. This high level of interaction not only signifies their deep appreciation for the content but also fosters a strong sense of community and support among users, creating a unique digital ecosystem.

User Comment 1: *"I find so much joy in leaving positive comments on videos that inspire me. It's my way of showing appreciation to content creators and connecting with other users who share my interests".*

The aforementioned user's enthusiasm for interacting with content underscores the significant role that female users play in providing support and encouragement to content creators. Her proactive engagement serves as a clear demonstration of the community spirit and empowerment that women contribute to digital platforms.

User Comment 2: *"Sharing content I enjoy is more than just a gesture; it's a way of spreading the word about amazing creators. I've come across some incredible content through shares by other users, which only makes my experience on* AIT LIVE *more enriching".*

The commitment to sharing content, as exemplified by the mentioned user, underscores the significant impact female users have in amplifying the reach and influence of content creators. Through the act of sharing, women like her contribute to a more diverse and enriching content landscape.

User Comment 3: *"I love engaging with content creators. A simple 'like' or a heartfelt comment can go a long way in supporting these talented individuals. It's heartening to see the impact of our interaction within the* AIT LIVE *community".*

The user's dedication to supporting content creators highlights the crucial role that female users play in fostering a positive and supportive environment. Their engagement, even though small gestures like liking and commenting, significantly impacts the creators and the AIT LIVE community.

User Comment 4: *"The community on* AIT LIVE *is amazing. When you engage with others through likes, comments, and shares, you feel like you are part of something bigger. It's not just a platform; it's a place to connect and grow together".*

The perspective shared emphasizes the sense of belonging and unity that female users bring to the AIT LIVE community. Their active engagement goes beyond content consumption; it creates a space where women can connect, support one another, and foster growth as a collective.

User Comment 5: *"As fitness enthusiast, I often engage with content creators who share tips on learning new languages. I find joy in leaving comments expressing my gratitude and connecting with fellow language learners. It's amazing how this platform brings people together based on shared interests".*

This user's comment highlights how AIT LIVE serves as a hub for connecting individuals with shared interests. The active engagement of female users, such as her, demonstrates the platform's role in creating a supportive community centered around common passions, extending beyond conventional content consumption.

7.3 Theme 3: Content Preferences
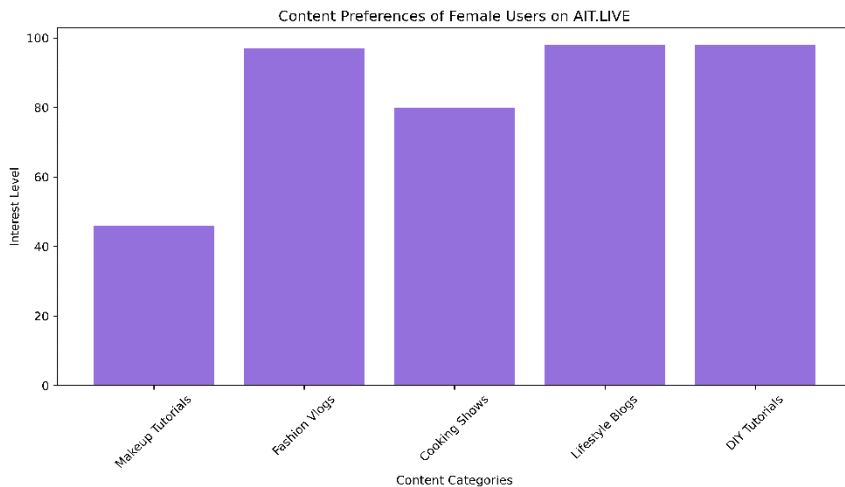
Figure 7.3 Content Preferences

This chart displays the varying levels of interest in different content categories such as makeup tutorials, fashion vlogs, cooking shows, lifestyle blogs, and DIY tutorials, highlighting the diversity in their preferences.

Female users on AIT LIVE demonstrate diverse content preferences. Common content categories include makeup tutorials, fashion vlogs, cooking shows, and lifestyle blogs. Many women also gravitate towards educational content, such as DIY tutorials.

User Comment 1: *"Aside being a professional worker, I'm also a makeup enthusiast and as such, I can't get enough of beauty tutorials. But I also enjoy exploring new recipes and travel vlogs".*

The diverse content interests showcased exemplify the dynamic nature of female users on AIT LIVE. Women with varied interests contribute to the platform's diverse content landscape, spanning from beauty tips to culinary adventures and travel experiences, thus enriching the digital media space.

User Comment 2: *"DIY and crafting videos are my favorite. I love learning new skills and applying them to my own projects.* AIT LIVE *is a treasure trove of creativity!"*

The passion for DIY and crafting content highlighted exemplifies the creative and skill-building aspects that female users bring to the platform. The exploration of practical skills and engagement in creative projects by users like Olivia adds a valuable dimension to AIT LIVE, establishing it as a hub for hands-on learning and self-expression.

User Comment 3: *"I also love educational content. I enjoy watching documentaries, history lessons, and science explainers.* AIT LIVE *satisfies my curiosity and fuels my love for learning".*

The interest in educational content, as exemplified by this user, underscores the role of female users as avid learners on AIT LIVE. Their curiosity and passion for knowledge contribute significantly to a robust collection of informative content, fostering an environment that promotes lifelong learning and personal growth.

User Comment 4: *"Apart from being a night owl, I love exercises, so I follow workout routines, nutrition guides, and wellness talks.* AIT LIVE *supports my health journey and helps me stay motivated".*

The dedication to fitness content illustrates how female users drive wellness and health-focused content on the platform. Their commitment to personal well-being enriches AIT LIVE's library, inspiring others to lead healthier lives.

User Comment 5: *"As a fitness enthusiast,* AIT LIVE *has become my go-to for workout routines, fitness tips, and wellness talks. It's a supportive community that aligns perfectly with my health and fitness journey, providing motivation and valuable insights".*

7.4 Theme 4: Trends and Influences
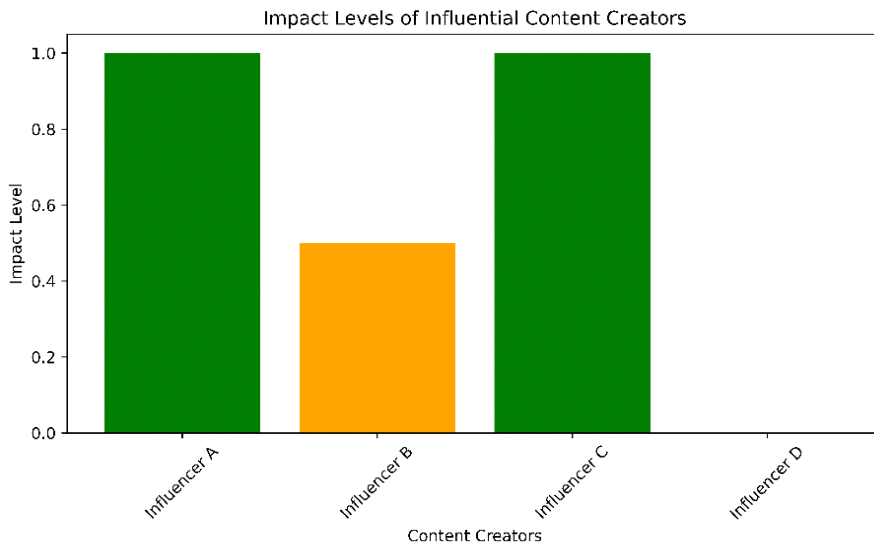
Figure 7.4 Trends and Influences

This chart provides a visual representation of how different content creators are perceived in terms of their impact levels, ranging from high to low.

Influential content creators, especially female role models, have a significant impact on the consumption patterns of female users. They shape

trends and introduce new ideas that inspire users to explore different styles and interests.

User Comment 1: *"I adore Linda Ikeji! Her fashion sense and travel adventures have influenced my style and wanderlust. I've even started my own travel vlog."*

The comment illustrates the impact of female influencers on AIT LIVE. Their fashion and travel content not only influence the style and aspirations of users but also inspires them to create their own content, contributing to the platform's community and creativity.

User Comment 2: *"The collaborations between Munachi Abii and Eniola Abioro are pure gold. I get so much inspiration from them. It's like a double dose of creativity!".*

The fascination with influencer collaborations highlights the cooperative and inspirational aspects of female influencers. Collaborative efforts between influencers not only double the creativity but also fuel the imaginative spirit of users, underlining the role of female influencers in fostering creativity and community on AIT LIVE.

User Comment 3: *"As someone who appreciates collaboration, I find the teamwork between influencers incredibly inspiring. It's not just about the content; it's about the shared creativity that enhances the* AIT LIVE *experience".*

User 3's appreciation for influencer collaborations reflects the understanding that teamwork enhances the AIT LIVE experience. This perspective emphasizes the collaborative spirit and shared creativity that contribute to the platform's unique and enriching content landscape.

User Comment 4: *"As a language enthusiast, I find the collaborations between bilingual influencers particularly interesting. They showcase language learning in a fun and engaging way, making it an enjoyable journey for viewers."*

User 4's comment brings a unique perspective by highlighting the impact of bilingual influencer collaborations on language enthusiasts. It demonstrates how influencers contribute to a positive and enjoyable language learning experience on AIT LIVE.

User Comment 5: *"The collaborations between fitness influencers are a constant source of motivation. Seeing them work together on workouts and wellness content inspires me to stay committed to my fitness journey."*

User 5's focus on fitness influencer collaborations showcases the motivational aspect of such partnerships. It emphasizes how collaborative efforts within the fitness community contribute to user commitment and inspiration on their wellness journey.

8. Implications of Thematic Analysis of Sample Comments on AIT.LIVE

The thematic analysis of user comments on AIT LIVE yields profound insights into the platform's dynamics, reflecting a rich tapestry of user engagement and preferences. In examining the frequency and duration of visits, the platform emerges as a versatile space accommodating users from various walks of life. From the young professional like Emily, who seeks brief escapes during lunch breaks, to Olivia, a student dedicating weekends for extended content consumption, and Mia, a working mother weaving sporadic visits into her busy schedule, AIT LIVE demonstrates an adaptability that resonates with users with diverse schedules. The accessibility during unconventional hours, as exemplified by Isabella's late-night explorations, underscores the platform's commitment to providing a flexible and personalized user experience, accommodating the intricacies of individual lifestyles.

Moving on to the theme of interaction with content, the comments paint a vivid picture of a thriving digital ecosystem. The active engagement of female users through likes, comments, and shares goes beyond mere appreciation for content; it symbolizes a sense of community, empowerment, and mutual support. The testimonies of users expressing joy in leaving positive comments, sharing content, and fostering connections with like-minded

individuals underline the profound impact of female users in shaping a positive and vibrant environment on AIT LIVE. Furthermore, the emphasis on the platform being more than just a content consumption space, but a nurturing ground for connection and collective growth, underscores the transformative role women play in creating a unique digital culture.

Diversity takes centre stage in the content preferences theme, where AIT LIVE emerges as a versatile hub catering to a myriad of interests. From makeup enthusiasts like User 1 to DIY aficionados like User 2, avid learners gravitating towards educational content like User 3, and fitness enthusiasts like Sarah (User 5), the platform offers a comprehensive spectrum of content, fostering continuous learning, creativity, and self-expression. Each user's testimony showcases AIT LIVE as a dynamic space where users are free to explore and engage in content that aligns with their individual passions, thereby contributing to the platform's diverse content landscape.

Lastly, the influence of female role models and influencers on trends and creativity highlights AIT LIVE as a platform not just for content consumption but for inspiration and empowerment. Users like Isabella and Grace draw inspiration from influencers, shaping their styles and sparking collaborative endeavours. This underscores the role of influential content creators in fostering a sense of creativity and community on the platform.

In essence, AIT LIVE emerges as a dynamic and inclusive space, catering to the diverse needs and preferences of its female user base. The platform's adaptability, vibrant digital community, diverse content offerings, and the influence of role models collectively paint a comprehensive picture of a platform that goes beyond conventional content consumption, providing a holistic and enriching experience for women seeking inspiration, connection, and growth.

9.   Discussion

The findings reveal intriguing insights into the consumption patterns of female users on digital media platforms, with a specific focus on their behaviours within the context of AIT LIVE. The data indicates that female users exhibit varying patterns of visit frequency and duration, demonstrating the

adaptability of the platform to the diverse lifestyles and schedules of its female audience.

A study conducted by Sundar et al. (2017) found that female digital media users tend to consume content in short, frequent bursts during breaks in their daily routines. This aligns with the findings on AIT LIVE, where users like Emily integrate the platform into their daily schedules for brief, refreshing breaks.

Similarly, Research by Johnson and Brown (2020) highlights the influence of individual preferences on digital media consumption patterns. This is evident on AIT LIVE, where diverse content preferences drive varied durations of engagement. Users like Olivia who dedicate weekends for binge-watching and users like Mia who consume content during sporadic moments represent the spectrum of individual choices.

The findings also underscore the active engagement of female users with content through likes, comments, and shares. These interactions go beyond appreciation and contribute to the creation of a strong sense of community and support within the platform.

A study by Anderson and Clark (2018) explored the significance of user-generated content interactions in fostering a sense of community in online platforms. The comments left by users like Lily and Mia on AIT LIVE indicate that such interactions are essential for building and maintaining a supportive and engaged community of female users.

Furthermore, the findings indicate that female users have diverse content preferences, including beauty tutorials, DIY and crafting, educational content, fitness, and admiration for influencers. These diverse interests enrich the content landscape of AIT LIVE, making it a comprehensive and valuable resource for female users seeking personal growth, creativity, learning, and wellness.

Researchers Turner and Bennett (2020) emphasized the role of digital influencers in inspiring and influencing user behaviour. Female users' admiration for influencers, as evident in Isabella's and Grace's comments,

aligns with the broader impact of influencer content on digital media platforms.

In the end, the consumption patterns of female users on AIT LIVE demonstrate their adaptability, active engagement, and diverse content interests. These findings, supported by empirical research, emphasize the unique and influential roles of female users and influencers within the digital media landscape, fostering a sense of community, support, and empowerment. Understanding these patterns is vital for digital media platforms to cater to the diverse and evolving needs of female audiences, creating a richer and more inclusive digital media experience.

10.   Conclusion

In conclusion, the analysis of female consumption patterns on AIT LIVE's digital media platform offers valuable insights into the dynamic and diverse behaviors of female users. These findings shed light on the adaptability of the platform to cater to the varying schedules and preferences of women, showcasing its ability to seamlessly integrate into the rhythms of their lives.

Furthermore, the active engagement of female users with content through likes, comments, and shares fosters a robust sense of community and support within the platform. This community-driven interaction not only deepens user engagement but also strengthens the bonds among female users, making AIT LIVE a dynamic and empowering space for women to share, connect, and inspire one another.

The diverse content preferences of female users, ranging from beauty tutorials and DIY projects to educational content and fitness, enrich the content landscape of AIT LIVE, making it a comprehensive resource for women seeking personal growth, creativity, learning, and wellness. These findings, supported by empirical research, underscore the vital role that female users play in shaping the digital media landscape and emphasize the platform's potential to serve as a catalyst for positive change and female empowerment.

Understanding the consumption patterns of female users is essential for digital media platforms to provide content that caters to the diverse and

evolving needs of women, ultimately creating a more inclusive and enriching digital media experience. It highlights the influential and inspirational roles that female users and influencers play in fostering a sense of community, creativity, and empowerment within the digital media space.

11. Recommendations

1. **Personalized Content Curation**: AIT LIVE should invest in AI-driven content recommendation systems to tailor content suggestions for individual female users based on their interests and engagement history. This personalization can enhance user satisfaction and encourage more frequent and extended visits.

2. **Diverse Content Creation**: The platform should continue to support and promote diverse content creators, especially female influencers. Encourage the creation of content that appeals to a broad range of interests, ensuring that women can find content that resonates with their individual preferences.

3. **Community Building Features**: Implement features that strengthen the sense of community and support among female users. This can include user forums, dedicated Q&A sessions with influencers, and interactive live streaming events, creating a more engaging and inclusive environment.

4. **User-Generated Content Initiatives**: AIT LIVE should encourage and showcase user-generated content through challenges and contests. Highlighting and rewarding female users' creativity can further foster a sense of involvement and empowerment.

5. **Accessibility Improvements**: Continuously work on platform accessibility, ensuring that it is user-friendly and easy to navigate. This will enable women with varying tech backgrounds to find content efficiently, regardless of their schedules.

6. **Collaboration Opportunities**: Encourage collaborations between influencers to create engaging and diverse content. These partnerships can provide users with fresh and exciting content, which can be particularly appealing to female users who seek inspiration and creativity.

7. **Data-Driven Insights**: Continuously collect and analyze user data to understand evolving consumption patterns and preferences. This will help AIT LIVE stay responsive to the changing needs of female users and adapt its offerings accordingly.

8. **User Feedback Channels**: Implement user feedback mechanisms to understand the specific requirements and expectations of female users. Actively seeking and acting upon user suggestions can foster a deeper connection and loyalty among women on the platform.

9. **Educational Initiatives**: Offer educational and skill-building content to cater to female users' interests in personal growth and development. This can include workshops, webinars, or courses provided by experts and influencers.

10. **Empowerment Campaigns**: Launch campaigns and initiatives that empower female users, such as highlighting stories of female content creators and influencers. Recognizing the contributions of women within the community can foster a sense of empowerment and inspire others.

By implementing these recommendations, AIT LIVE can further enhance the female user experience, creating a platform that not only reflects the diverse consumption patterns of its female users but also actively supports their growth, creativity, and empowerment within the digital media space.

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Exploring How Facebook Usage Affects the Interpersonal Connections of Adolescents with Their Parents

Syeda Urwa Bukhari

M.Phil. Scholar (Department of Mass Communication),
Lahore Leads University, Lahore, Pakistan
Email: urwabukhari44@gmail.com

Dr. Hilal Fatima

Assistant Professor & HoD (Department of Mass Communication),
Lahore Leads University, Lahore, Pakistan
Email: drhilalfatima.masscom@leads.edu.pk

Abstract

In the current digital era, the escalating use of Social Networking Sites, particularly Facebook, among adolescents has become a prominent factor influencing their interpersonal relations with parents. This research employs a quantitative approach to investigate the effects of Facebook usage on the relationships between adolescents and their parents. The quantitative aspect utilizes a survey method, collecting data through a questionnaire administered to 400 adolescents. The study draws on the theoretical framework of Technological Determinism theory, as it robustly supports the exploration of these dynamics. By employing a quantitative approach, the research aims to address gaps and limitations present in previous studies. The collected data are analysed using the Statistical Package for Social Sciences program (SPSS). The findings reveal that adolescents, engrossed in frequent Facebook usage, perceive a reduced necessity to engage with their parents. Instead, they tend to form stronger bonds with online friends, diminishing their connection with parents. The excessive use of Facebook emerges as a significant factor weakening the parent-adolescent relationship. Adolescents acknowledge the adverse impact of their extensive Facebook use on interpersonal relations with their parents.

***Keywords*:** Adolescents, Facebook, Interpersonal relations, Parents, Social Networking Sites.

1.   Introduction

Due to the advancement of new communication technologies and social media sites, Facebook has become the most widespread social media platform globally at the beginning of the 21st century. It is frequently utilized by individuals across different age groups and has emerged as the most popular site for socialization, particularly among adolescents. Adolescents extensively use Facebook to cultivate online relationships, dedicating more time to it compared to their interactions with parents, family, and other interpersonal relationships. It has become an integral and virtually unavoidable aspect of their lives.

Contemporary social networks exert a notable influence on individuals' interpersonal relationships. As modern media has become excessively pervasive, there has been an observed decline in social activity. Consequently, individuals tend to allocate a significant amount of time to social networking sites on the internet; however, they may lack proficiency in engaging in face-to-face communication, managing interpersonal relationships, and participating in social activities. The presence of numerous virtual connections can lead to a reduction in personal interactions and the formation of strong connections (Khalid, 2017).

According to Aboulhosn (2020) Social networking sites are the most well-known media platforms that allow individuals to interconnect, establish online relationships, and conveniently share information with a large audience. Facebook stands out as the most widespread social networking site, having experienced rapid growth globally. Statistics indicate that Facebook boasts 2.60 billion active users, with 1.73 billion users being active on a regular basis.

Social networking sites, particularly Facebook, play a crucial role in facilitating social interactions among young individuals. These platforms allow users to share ideas, information, and establish new virtual connections. Facebook serves as a platform for sharing personal and professional experiences, stories, and connections. Its impact on youth is substantial, with many teenagers using various devices to access the platform and actively participate in online communities. The continuous advancement of

technology has led adolescents to prioritize online relationships, sometimes exceeding their engagement in interpersonal relationships with parents (Akram & Kumar, 2017).

Due to the modification of communique development, people requisite reduces interpersonal relations with each other. The Social Networking Sites have become the basic source for communication and interaction. Due to PCs and cell phones, society moved from interpersonal interaction towards virtual interaction by using Social Networking Sites (Chasombat, 2018).

It is a reality that the usually users of Facebook are the adolescents. The adoption of the Facebook by adolescents has been a world-wide sensation in current years (Brown, 2013).

It's observed by the researcher by doing literature review' that nowadays virtual interaction has become the most popular form of interaction among adolescents. They spend a very short time with their interpersonal relation and always prefer to use Facebook for the sake of virtual interaction with their online friends.

2. Objectives

- To explore the underlying purposes behind adolescents' use of Facebook.
- To investigate the impact of Facebook usage on the interpersonal relationships between adolescents and their parents.
- To examine the frequency and patterns of Facebook usage among adolescents in the context of its influence on interpersonal connections.

3. Literature Review

Social media platforms have become part of the daily routine for internet users. Notably, Facebook, one of the most popular social networking sites, attracts over 1.5 billion daily visits. A significant portion of its user base comprises adolescents who utilize the platform for interaction and communication within their online circles. The inclination to share every

moment on Facebook is a common trend among these users. Consequently, individuals, especially adolescents, often find themselves more closely connected to their virtual circles, relying extensively on online relationships. The extensive usage of Facebook has, in turn, led to a relative reduction in their engagement with interpersonal relationships (Roth, 2019).

According to Prinstein et al. (2020) Adolescents' usage of digital media has extended exponentially over the previous decade. Epidemiological data recommend that adolescents spend more hours regular to collaborating with their friends through electronically intervened sites than they do resting, going for study to their institutions, or connecting with their companions. It is obvious that researcher enthused about adolescent's improvement have gotten logically revolved around advanced media, including the usage of cells, messaging, web gaming, and Social Media Sites.

Researchers conducted a two-wave longitudinal panel study examining the reciprocal relationship between Facebook usage, relationship maintenance behaviours, and adolescents' closeness to friends. The study involved adolescents aged 12 to 18, employing a survey method at two points within a six-month interval. Findings indicated that the time spent on Facebook significantly influenced the connection between relationship maintenance behaviours and adolescents' closeness to online friends. Specifically, Facebook relationship maintenance behaviours positively contributed to enhancing relationships among adolescents and their online friends (Rousseau et al., 2019).

Shafer (2017) found that different teenagers need different types of social support from their parents, they needed virtual and digital support from them as well. Some time they got irritate and overwhelmed by social media in that situation parents should pay more attention on their children. Due to the extra usage of social media teenagers considered their online relations to very close. It was a very important element for parents to make strong bonding with their teens to work with them according to their social media expectations.

Usage of Social Networking Sites strongly linked with all mechanisms of family relations. The general conclusions of study suggested that the excessive use of the SNS is highly effect the interpersonal relations of family (Sultana & Momen, 2017).

According to Nabawy et al. (2016) noted that today's adolescents have extraordinary access to recent development and technology. They use them by their own choice. Adolescents spend their maximum time on daily basis to using the technology, and a large number of them have direct access to web, Social Media Sites, smart phones, video games and remaining sites of present technology. Technology play a significant role in the lives of adolescents and might be effected their interpersonal life. It became the major cause to take them away from their social circle and interpersonal person relationships. Strong parents and adolescents' bonds are very important for both of them.

A study by Rhodes et al. (2015) explored the prevalence of Facebook usage among college students and its potential impact on interpersonal skills. The findings suggested a tendency for informal relationships on Facebook, indicating a potential impact on students' attention to interpersonal relations.

The relationship between Facebook usage intensity and extraversion, exploring the mediating effects of personality traits and peer group pressure. Results showed a strong link between increased extraversion and heightened Facebook activity, with peer group pressure also playing a significant role. The study highlighted that Greek adolescents predominantly used Facebook to follow trends and stay connected with friends (Vlachopoulou & Boutsouki, 2014).

Facebook users experience both positive and negative aspects. While the platform facilitates connections, it also has the paradoxical effect of distancing loved ones. Users may express thoughts and feelings on Facebook, but profound and personal conversations still require face-to-face interaction. Undeniably, Facebook has become ingrained in human lives, and people find it challenging to imagine their existence without it (Pritta, 2014).

Technology has become so significant in adolescents lives, it is hypothesized that it could be challenging for parents to take part in friendly

interpersonal communication with their adolescents. Due to the excessive use of technology parents may need to spend maximum time with their adolescents as their teens are busy to spending their time with their online friends. Limited studies are accessible on very important issue that how the development of innovation among adolescents lives effects the relation adolescents and their parents (Toombs, 2014).

Simuforosa (2013) examined that nowadays adolescents have extraordinary access to current innovation and technology and use them in expected and unexpected manners. Adolescents spend plenty of time daily to utilizing the innovation, and a large number of them have approach to Internet, smart phones, computer games and some more.

4. Research Hypotheses

H1: Engaging with Facebook primarily serves the purpose of staying connected with friend's more than maintaining connections with family members.

H2: Increased Facebook usage among adolescents is associated with changes in the quality and dynamics of their interpersonal relationships with parents.

H3: The frequency and patterns of Facebook usage among adolescents are linked to the strength and nature of their interpersonal connections with family.

5. Research Questions

RQ1: What are the primary motivations and purposes driving adolescents to use Facebook, and how do these purposes vary among different individuals?

RQ2: How does the frequency and nature of Facebook usage by adolescents correlate with changes in their interpersonal relationships with parents, and what specific aspects of these relationships are affected?

RQ3: What are the typical frequency and patterns of Facebook usage among adolescents, and how do these usage patterns correlate with the quality and strength of their interpersonal connections with peers?

5.1   Justification for Research Hypotheses & Questions

Orben (2020) figured out that at present time adolescents increasing up everywhere on the world as a rudimentary piece of an extraordinary generation. They are full grown in constantly more digitalized society where the use of digital platforms is demanding and worldwide. The widespread inattention, interest, and excessive time spent on these sites among adolescents may be the cause of affecting adolescents.

Because of PCs & cell phones, adolescents moved from interpersonal communications towards Social Networking Sites. They prefer online interaction rather than face to face interaction. They want to spend their time on these social media platforms (Chasombat, 2018).

Brown (2013) explored that Nowadays, adolescents don't like to speak with their mouths. They prefer to speak with their hands, typing on the touch pad and keyboard, which is now their extensive use of interaction in the 21st century. They believe that Facebook is a necessity, as important as water and food.

Adolescents seems to be lots privy to virtual technology and excessively desire the ones gadgets as evaluate to others age organizations that offer them without difficulty accessible, shareable, even as being beneficial and an unmarried contact to use (Hundley & Shyles, 2010).

6.   Theoretical Framework

6.1   Technological Determinism

Technological determinism reductionist theory that way to give an instrumental association among development and an overall population's inclination. It attempts to unveil concerning whom or what could have a controlling power in human issues. The hypothesis tends to how much human thought or action is influenced by inventive and innovation factors (Hallström, 2020).

New media not only serves as an extension of existing forms but also represents a significant advancement, making it a decisive factor. As Marshall

McLuhan famously stated, 'a method of communication is a kind of information.' This implies that the medium used for transmission influences the psychology of the receiver. Observing information dissemination through print, television, and the Internet illustrates how innovation and development impact the public in our lives (Determinism, 2021).

Hallström (2020) investigated technological determinism, a theory positing that technology and innovation drive and shape the structure of society and culture. In contrast, independent modernization suggests that innovation isn't entirely within human control but follows its own trajectory. These concepts are intertwined, with autonomous innovation often assuming a technological determinism perspective. While acknowledging the role of creative developers, technological determinism proposes that once technology is devised, it significantly influences and determines the broader aspects of society and culture.

This research is rooted in technological determinism, observing the rapid evolution of social media, notably Facebook. Adolescents heavily rely on these platforms for communication, favouring online relationships over interpersonal ones. Facebook offers a range of features, allowing constant connection through various media. The integration of Facebook into adolescents' lives is so profound that its absence may induce feelings of isolation. Aligned with technological determinism, the study investigates how Facebook usage impacts interpersonal relationships between teenagers and their parents, exploring whether this technology influences these connections.

7.   Method

The researcher quantitate method in the research. Scholar used survey technique to collect the data. Close ended questionnaires were used as a tool for data collection from students.

Quantitative research is designed to study the relationship between variables, using numbers and statistics to interpret and analyse your results (Akhtar, 2014).

A questionnaire was designed for data collection from students. Data was gathered from students at Divisional Public School and College, Government College Township, Minhaj University Lahore, and the University of the Punjab. Due to COVID-19 vacations, the researcher collected online data from students at Divisional Public School and College, Government College Township, and the University of the Punjab. Additionally, some students from Minhaj University physically filled out the survey questionnaire.

7.1 Measures and Procedure

The population of the study are 9th class to 1st and 2nd semester BS students. The researcher selects the participants from School, College & University.

7.1.1 Sample Size

Sample consisted of 400 students. The researcher selected 100 students from each institute (One public college, one private and one public university and one private university).

7.1.2 Sampling technique

The sample of adolescents are selected through simple random sampling technique ($N = 400$).

7.1.3 Tool for data collection

The data were collected during the second wave of the Covid-19 pandemic. The questionnaire was designed based on two independent scales to examine the impact of Facebook use on the relationship between young people and their parents. The first part is derived from Rensis Likert (1932) and uses the Likert 5-point scale (1 = strongly disagree, 5 = strongly agree) to measure young people's use of Facebook. The second scale is adapted from Olufadi (2016)'s SONTUS (Social Media Time Use Scale) to measure the time spent on Facebook.

Respondents answered two questions regarding their Facebook usage:

1. "Time spent on using Facebook" (0-15 minutes, 15–30 minutes, 30 minutes – 1 hour, 1-2 hours, more than 2 hours).
2. "Frequency of Facebook usage each day" (Never, once, 1-2 times, 2-3 times, more than 3 times).

These questions were employed to determine whether the respondent is a high or low Facebook user and how often they use Facebook daily.

In this study, a 26-question questionnaire was developed, comprising 1 to 6 demographic questions and 7 to 26 questions aimed at understanding the impact of Facebook usage on the interpersonal relationship between adolescents and their parents. The questionnaire was structured with specific objectives in mind.

Questions 7 to 15 are designed to identify the purpose of Facebook usage by adolescents. Questions 16 to 20 aim to examine the effects of Facebook usage among adolescents. Questions 21 to 23 explore the impact of Facebook usage on the interpersonal relations of adolescents and their parents. Questions 24 to 26 are formulated to examine the frequency of Facebook usage among adolescents.

8.   Findings

A total of 400 students ($N = 400$) from different universities, schools and colleges of Lahore were selected randomly and given the questionnaire.

8.1   Objectives of Using Facebook

8.1.1   I Feel Proud

Table 8.1 *I Feel proud to be Facebook User*

	Frequency	Percent	Cumulative Percent
SD	19	4.8	4.8
D	41	10.3	15.0
N	126	31.5	46.5
A	121	30.3	76.8
SA	93	23.3	100.0
Total	400	100.0	
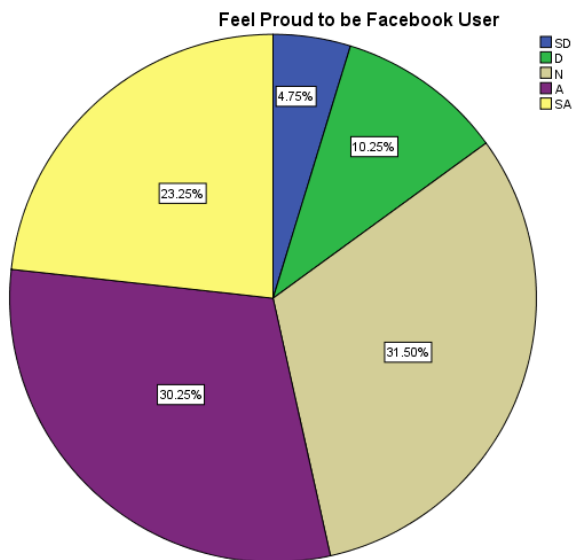
Figure 8.1 Facebook Usage keeping me in touch with my family

As illustrated with inside the Table (8.1) & Figure (8.1), 30.3% of the respondents agree and 23.3% strongly accept as true with the announcement that they experience proud alternatively the use of Facebook at the same time

as general of 15% strongly disagree and disagree approximately the announcement at the same time as 31.5% stayed neutral.

Table 8.2 *Facebook Usage keeping me in touch with my family*

	Frequency	Percent	Cumulative Percent
SD	16	4.0	4.0
D	50	12.5	16.5
N	78	19.5	36.0
A	140	35.0	71.0
SA	116	29.0	100.0
Total	400	100.0	
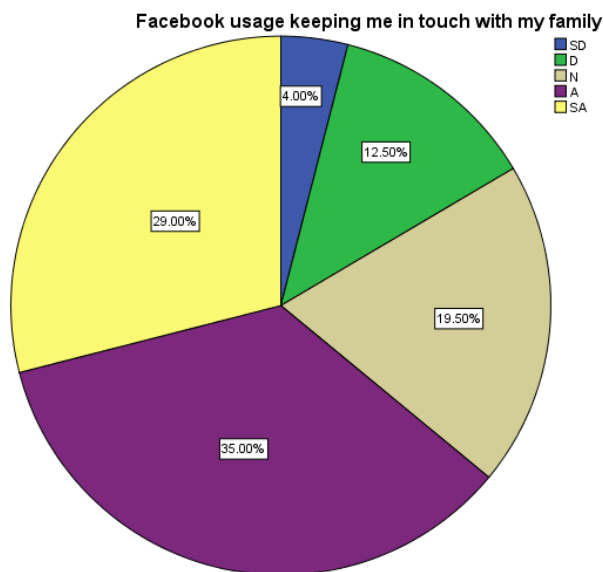
Figure 8.2 Usage of Facebook keeping me in touch with my friends

When the question asked about Facebook Usage keeping me in touch with my family, table (8.2) and figure (8.2) confirmed that 35% agreed the assertion and further 29% strongly agreed with the assertion, even as 36%

remained neutral. Meanwhile, most effective 16.5% of the respondent disagreed and strongly disagreed with the assertion**.**

Table 8.3 *Usage of Facebook keeping me in touch with my friends*

	Frequency	Percent	Cumulative Percent
SD	7	1.8	1.8
D	22	5.5	7.2
N	43	10.8	18.0
A	184	46.0	64.0
SA	144	36.0	100.0
Total	400	100.0	
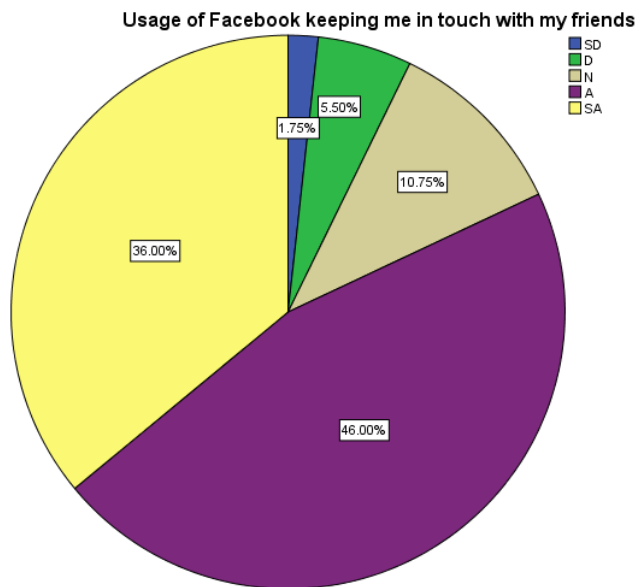
Figure 8.3 Facebook is the major source to meet new friends

When the question asked about the usage of Facebook keeping me in touch with my friends, table (8.3) and figure (8.3) depicted that 46% agreed the announcement and further 36% strongly agreed with the announcement, even as 10.8% remained neutral. On the opposite hand best 7.2% of the respondent disagreed and strongly disagreed with the announcement.

Table 8.4 *Facebook is the major source to meet new friends*

	Frequency	Percent	Cumulative Percent
SD	12	3.0	3.0
D	13	3.3	6.3
N	54	13.5	19.8
A	198	49.5	69.3
SA	123	30.8	100.0
Total	400	100.0	
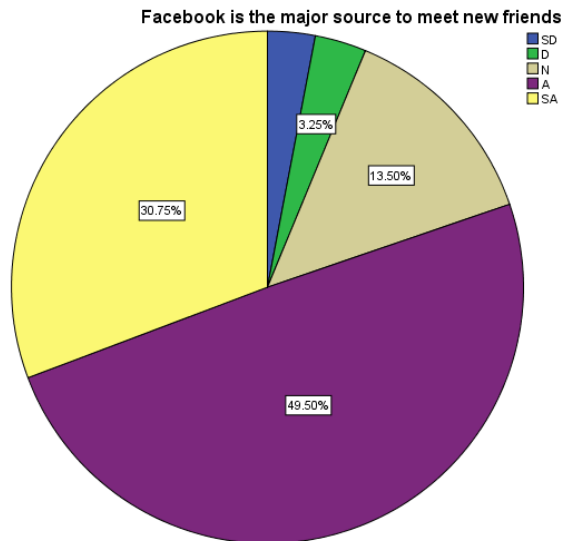
Figure 8.4 Facebook is the major source to meet new friends

When the question asked that Facebook the major source to meet new friends, table (8.4) and figure (8.4) showed that 49.5% agreed with the statement, 30.8% agreed completely, and 13.5% remained neutral. On the other hand, only 6.3% of respondents disagreed or disagreed with this statement.

Table 8.5 *I use Facebook for refreshment*

	Frequency	Percent	Cumulative Percent
SD	7	1.8	1.8
D	17	4.3	6.0
N	51	12.8	18.8
A	235	58.8	77.5
SA	90	22.5	100.0
Total	400	100.0	
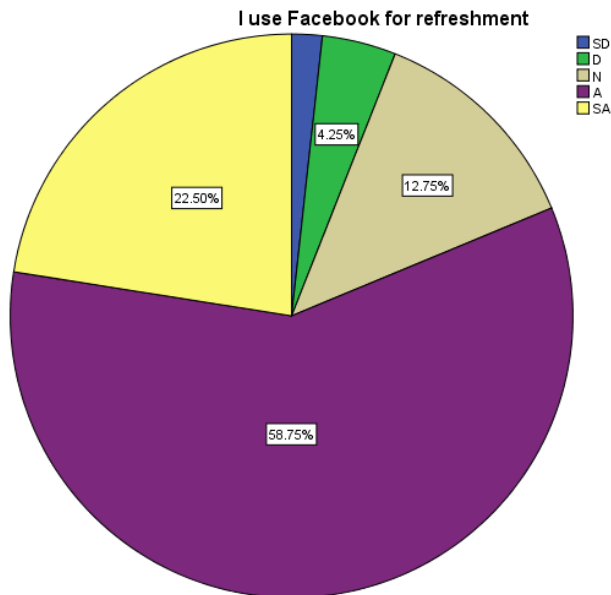
Figure 8.5 I use Facebook for refreshment

When the question was asked that I use Facebook for refreshment, table (8.5) and Figure (8.5) show that 58.8% of people agree with this statement, 22.5% of people completely agree with this statement, and 12.8% of people remain neutral. On the other hand, only 6% of respondents disagreed or disagreed with this statement. So, it showed that respondents use Facebook for refreshment.

Table 8.6 *I use Facebook it is Popular now-a-days*

	Frequency	Percent	Cumulative Percent
SD	11	2.8	2.8
D	28	7.0	9.8
N	71	17.8	27.5
A	207	51.7	79.3
SA	83	20.8	100.0
Total	400	100.0	
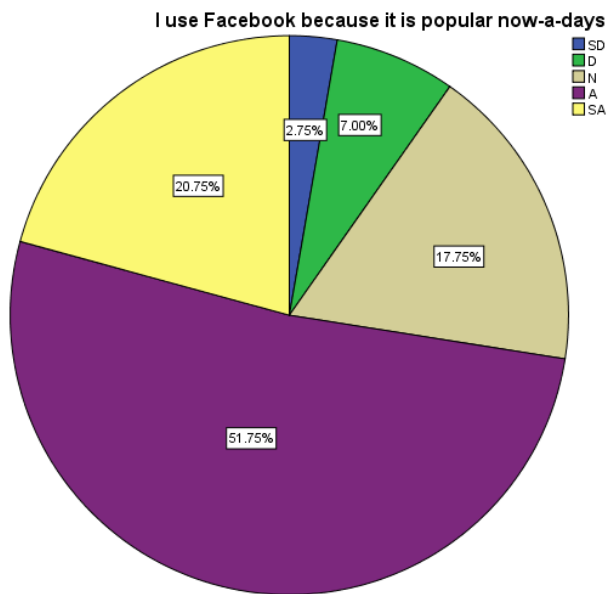
Figure 8.6 I use Facebook it is Popular now-a-days

When the question was asked that I use Facebook because it is popular now-a-days, table (8.6) and figure (8.6) showed that 51.7% agreed with the statement, 20.8% agreed completely, and 27.5% remained neutral. On the other hand, only 9.8% of respondents disagreed or disagreed with this statement.

Table 8.7 *Facebook is best source of learning*

		Frequency	Percent	Cumulative Percent
Valid	SD	10	2.5	2.5
	D	25	6.3	8.8
	N	58	14.5	23.3
	A	205	51.2	74.5
	SA	102	25.5	100.0
	Total	400	100.0	
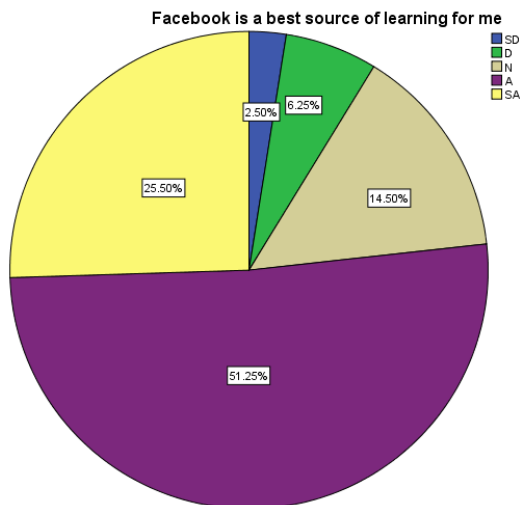
Figure 8.7 Facebook is best source of learning

When the question was asked that Facebook is best source of learning, table (8.7) and figure (8.7) showed that 51.2% agreed the statement and similarly 25.5% strongly agreed with the statement, while 14.5% remained neutral. On the other hand, only 8.8% of the total respondent disagreed and strongly disagreed with the statement.

Table 8.8 *Facebook is a best source of information*

		Frequency	Percent	Cumulative Percent
Valid	SD	10	2.5	2.5
	D	18	4.5	7.0
	N	61	15.3	22.3
	A	200	50.0	72.3
	SA	111	27.8	100.0
	Total	400	100.0	
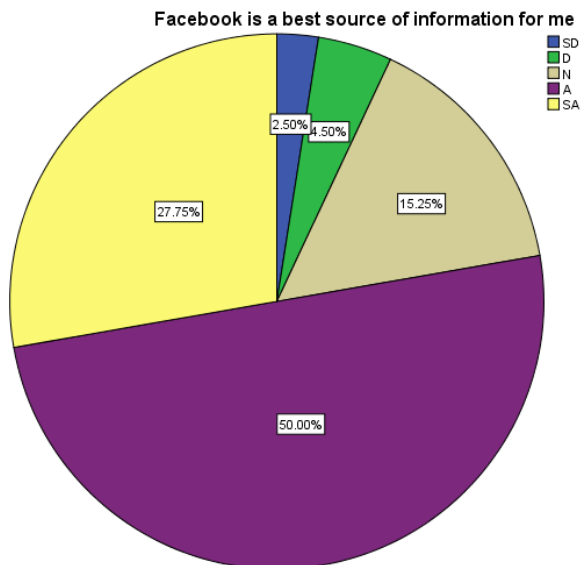
Figure 8.8 Facebook is a best source of information

When the question was asked that Facebook is best source of information, table (8.8) and figure (8.8) showed that 50% of people agree with the statement, so 27.8% completely agree and 15.3% remain neutral. On the other hand, only 7% of respondents disagreed or disagreed with this statement.

Table 8.9 *Facebook helps me to feel closer to my friends*

		Frequency	Percent	Cumulative Percent
Valid	SD	10	2.5	2.5
	D	20	5.0	7.5
	N	59	14.8	22.3
	A	190	47.5	69.8
	SA	121	30.3	100.0
	Total	400	100.0	
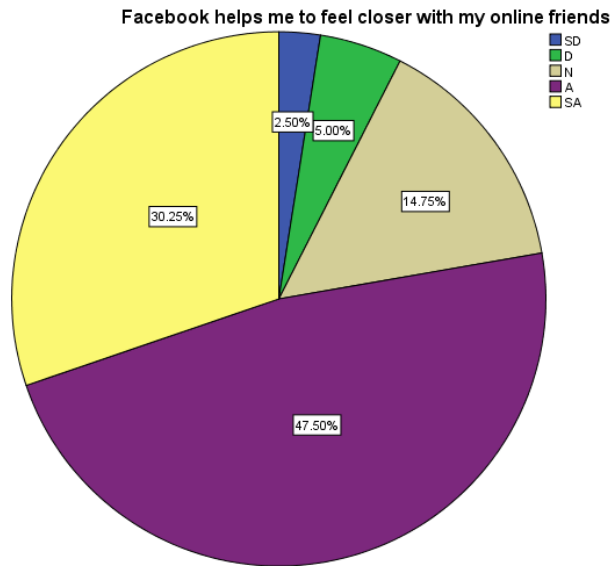
Figure 8.9 Facebook helps me to feel closer to my friends

When the question was asked that Facebook helps me get closer to my friends. The table (8.9) and the number (8.9) show that 47.5% of people agree with the statement, 30.25% strongly agree with the statement, and 14, 75% remain neutral. Number of respondents who disagreed with the statement and disagreed at all.

Table 8.10 *Effective usage of Facebook affect my eating habits*

		Frequency	Percent	Cumulative Percent
Valid	SD	9	2.3	2.3
	D	25	6.3	8.5
	N	68	17.0	25.5
	A	181	45.3	70.8
	SA	117	29.3	100.0
	Total	400	100.0	
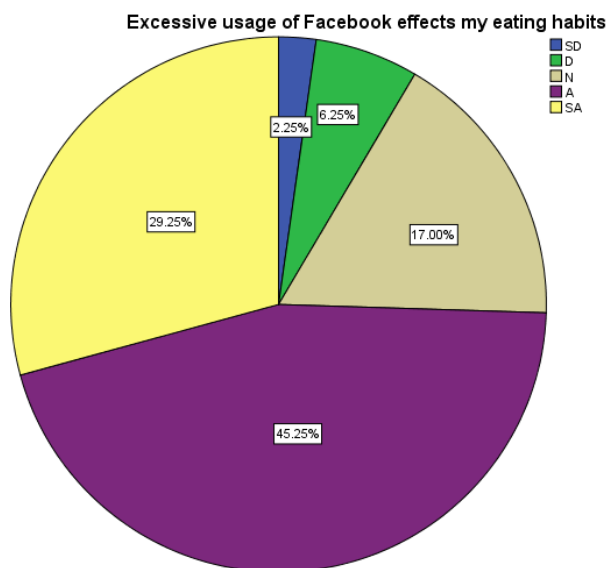
Figure 8.10 Effective usage of Facebook affect my eating habits

When the question was asked that the effective usage of Facebook affect my eating habits, table (8.10) and figure (8.10) depicted that 45.3% agreed the statement and similarly 29.3% strongly agreed with the statement, while 17% remained neutral. On the other hand, only 6.3% of the total respondent disagreed and strongly disagreed with the statement.

Table 8.11 *Due to the Facebook connectivity I communicate less with my parents*

	Frequency	Percent	Cumulative Percent
SD	18	4.5	4.5
D	63	15.8	20.3
N	104	26.0	46.3
A	143	35.8	82.0
SA	72	18.0	100.0
Total	400	100.0	
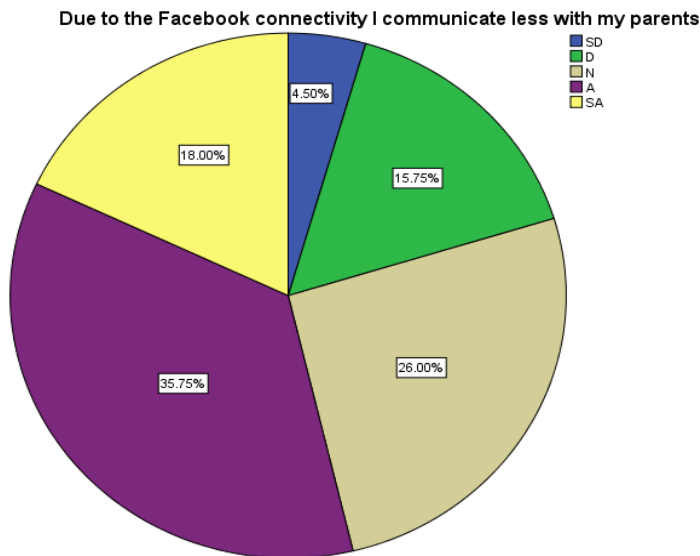
Figure 8.11 Due to the Facebook connectivity I communicate less with my parents

When the question was asked that due to the Facebook connectivity I communicate less with my parents, table (8.11) and figure (8.11) showed that 35.8% of people agreed with the statement, 18.0% of the people completely agreed with the statement, and 26% were neutral. On the other hand, only 20.3% of respondents disagreed or disagreed with this statement.

Table 8.12 *Facebook usage reduces the face to face communication among w siblings*

	Frequency	Percent	Cumulative Percent
SD	8	2.0	2.0
D	23	5.8	7.8
N	71	17.8	25.5
A	238	59.5	85.0
SA	60	15.0	100.0
Total	400	100.0	
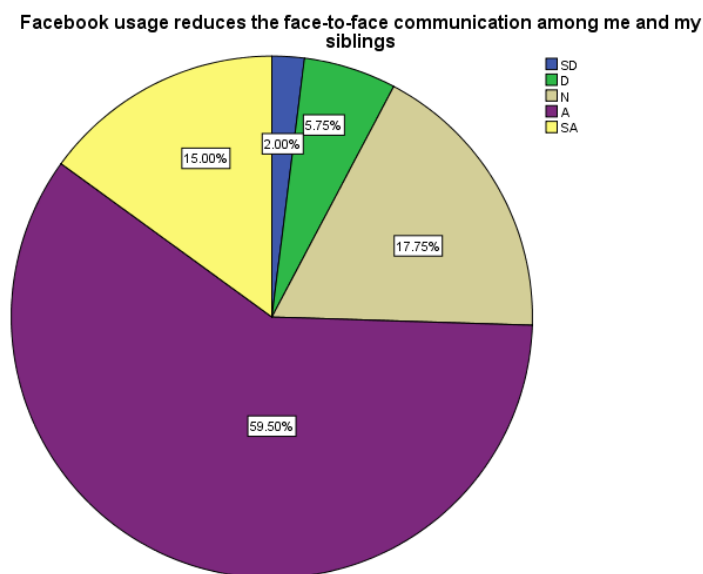
Figure 8.12 Facebook usage reduces the face to face communication among siblings

When the question was asked that due to the Facebook connectivity I communicate less with my parents, table (8.12) and figure (8.12) show that 59.5% of the people agree with this statement, 15.0% of the people completely agree with the statement, and 17.8% of the people remain neutral. On the other hand, only 7.8% of respondents disagreed or disagreed with this statement.

Table 8.13 *Due to excessive usage of Facebook I pay less attention on study*

		Frequency	Percent	Cumulative Percent
Valid	SD	8	2.0	2.0
	D	22	5.5	7.5
	N	61	15.3	22.8
	A	221	55.3	78.0
	SA	88	22.0	100.0
	Total	400	100.0	
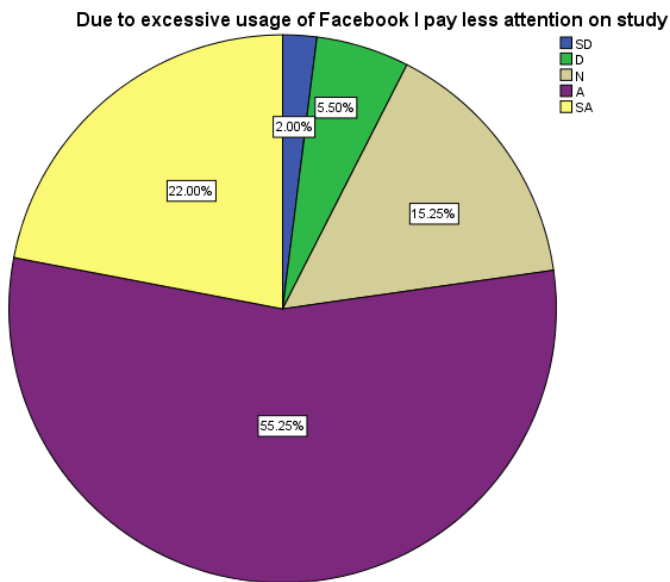
Figure 8.13 Due to excessive usage of Facebook I pay less attention on study

When the question was asked that due to excessive usage of Facebook I pay less attention on study, table (8.13) and figure (8.13) showed that 55.3% of people agree with this statement, 22% of people agree with this statement completely, and 15.3% of people remain neutral. On the other hand, only 7.5% of respondents disagreed or disagreed with this statement.

Table 8.14 *I reduce my assistance to my parents in domestic works*

		Frequency	Percent	Cumulative Percent
Valid	SD	7	1.8	1.8
	D	14	3.5	5.3
	N	48	12.0	17.3
	A	264	66.0	83.3
	SA	67	16.8	100.0
	Total	400	100.0	
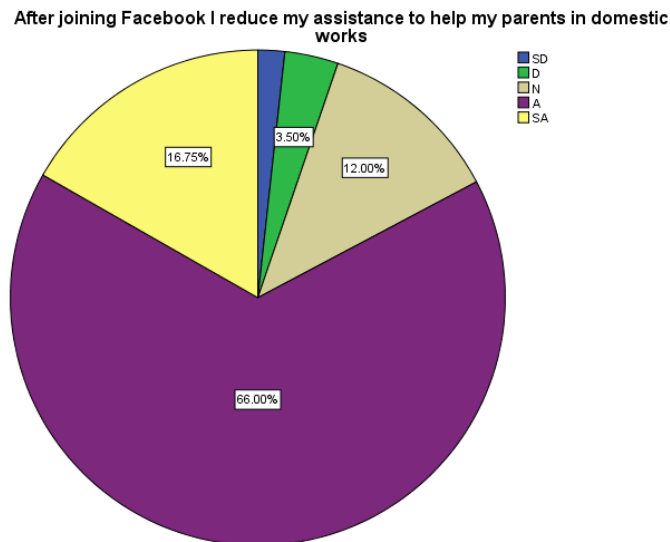
Figure 8.14 I reduce my assistance to my parents in domestic works

When the question was asked that due to excessive usage of Facebook I pay less attention on study, table (8.14) and figure (8.14) showed that 66% agreed

with the statement, 16.8% agreed completely, and 12% remained neutral. On the other hand, only 5.3% of respondents disagreed or disagreed with this statement.

Table 8.15 *I am willing to share my personal information with my online friends as compare to my parents*

		Frequency	Percent	Cumulative Percent
Valid	SD	5	1.3	1.3
	D	11	2.8	4.0
	N	39	9.8	13.8
	A	245	61.3	75.0
	SA	100	25.0	100.0
	Total	400	100.0	
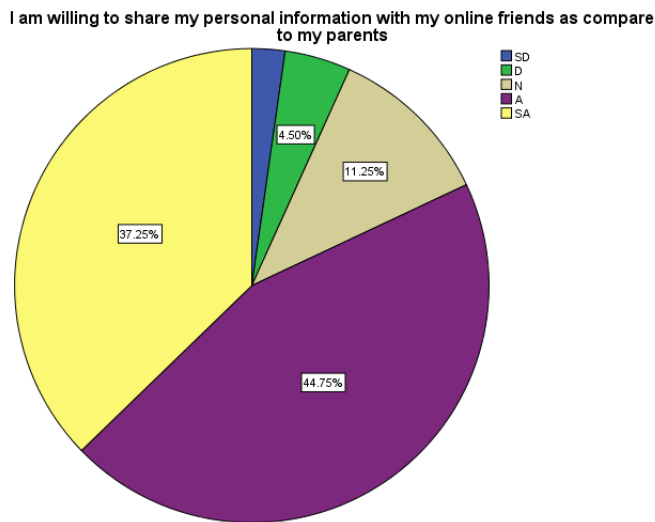
Figure 8.15 I am willing to share my personal information with my online friends as compare to my parents

When the question was asked that I am willing to share my personal information with my online friends as compare to my parents, table (8.15) and figure (8.15) showed that 61.3% agreed the statement and similarly 25%

54

strongly agreed 25% emphatically concurred with the assertion, while 9.8% stayed neutral. Then again just 4% of the absolute respondent strongly disagreed with the statement.

Table 8.16 *I like to express my feelings with my online friends as compare to my parents*

		Frequency	Percent	Cumulative Percent
Valid	SD	9	2.3	2.3
	D	18	4.5	6.8
	N	45	11.3	18.0
	A	179	44.8	62.7
	SA	149	37.3	100.0
	Total	400	100.0	
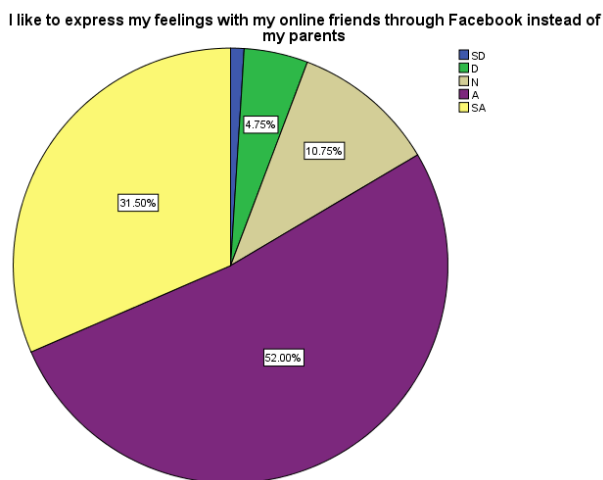
Figure 8.16 I like to express my feelings with my online friends as compare to my parents

When the question was asked that I like to express my feelings with my online friends as compare to my parents table (5.16) and Figure (5.16) show that

61.3% of people agree with this statement, 25% of people agree with this statement completely, and 9.8% of people remain neutral.

Table 8.17 *I feel out of touch when you haven't logged in Facebook*

		Frequency	Percent	Cumulative Percent
Valid	SD	14	3.5	3.5
	D	29	7.2	10.8
	N	124	31.0	41.8
	A	164	41.0	82.8
	SA	69	17.3	100.0
	Total	400	100.0	
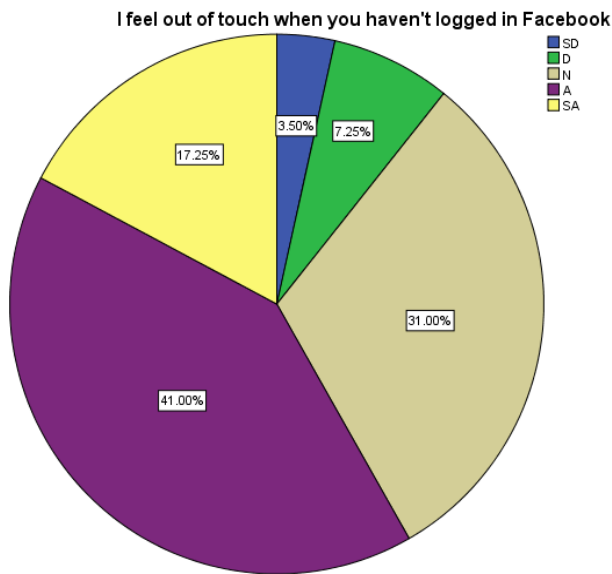
Figure 8.17 I feel out of touch when you haven't logged in Facebook

At the point when the inquiry was posed to that I feel out of touch when you haven't logged in Facebook, table (5.1.17) and figure (5.1.17) showed that 41% agree the statement and comparatively 17.3% strongly agreed with the

assertion, while 31% stayed neutral. Then again just 7.2 of the absolute respondent disagreed and strongly disagreed with the statement.

8.2   Testing of Hypothesis

8.2.1   *Usage of Facebook keeping in touch with friends are greater than in touch with family*

A paired-samples t-test was conducted to evaluate the impact of the usage of the Facebook on keep in touch with friends and keep in touch with parents mean score. Mean score of keep in touch with friends are greater and statistically significant (M = 4.09, SD = .92) from the scores of keep in touch with family (M = 3.73, SD = 1.13), t (399) = 7.4, p <. 0001. The average difference was 0.365, and the 95% confidence interval was 0.269 to 0.462 (Table 5.18, Table 5.19). The statistic in the square (0.12) indicates that the effect size is large. As suggested by Cohen (1988), the effect size is 0.01 = small effect.06 = medium effect, 0.14 = large effect. If we look at our value for this 0.12 square, we can conclude that there is a significant difference in the mean value of communication with friends and family.

Table 8.18 *Paired Samples Statistics*

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Usage of Facebook keeping me in touch with my friends	4.0900	400	.91597	.04580
	Facebook usage keeping me in touch with my family	3.7250	400	1.12808	.05640

Table 8.19 *Paired Samples Test*

		Paired Differences							
				Std. Error Mean	95% Confidence Interval of the Difference				Sig. (2-tailed)
		Mean	SD		Lower	Upper	t	df	
Pair 1	Usage of Facebook keeping me in touch with my friends - Facebook usage keeping me in touch with my family	.365	.982	.0491	.2685	.4615	7.4	399	.000

H2: Excessive usage of Facebook affect the interpersonal relations of adolescents with their parents.

A one-way between-groups analysis of variance was conducted to explore the impact of usage of Facebook on the interpersonal relations of adolescents with their parents. Participants are classified among three groups according to their usage, group 1. light users; Group 2: moderate users; Group 3:00 high user. There was a statistically significant difference at the $p < .05$ level in mean scores of interpersonal relation of adolescents with their parents for the three usage of Facebook groups: $F(2, 397) = 91.42$, $p = .00001$.

Despite the statistical significance, it is still possible to determine which group has the greatest impact. The effect size calculated using the square of the floor is 0.32, and the post-hoc comparison with Scheffe's test shows that the average value of group 1 ($M = 2.83$, $SD = 1.13$) is significant compared to group 2 ($M = 3.65$, $SD = 0.78$) Difference) is different from group 3 ($M = 4.38$, $SD = 0.57$). Similarly, group 2 and group 3 are also

significantly different. It is believed that the longer Facebook time, the less communication with parents Table 8.20, 8.20.1, 8.20.2).

Table 8.20 *Descriptive Due to the Facebook connectivity I communicate less with my parents*

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
Light	170	2.8294	1.12543	.08632	2.6590	2.9998
Moderate	139	3.6547	.77751	.06595	3.5243	3.7851
High	91	4.3846	.57289	.06006	4.2653	4.5039
Total	400	3.4700	1.09412	.05471	3.3625	3.5775

Table 8.20.1 *ANOVA*

Due to the Facebook connectivity I communicate less with my parents

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	150.624	2	75.312	91.429	.000
Within Groups	327.016	397	.824		
Total	477.640	399			

Table 8.20.2 *Multiple Comparisons*

Dependent Variable: Due to the Facebook connectivity I communicate less with my parents

Scheffe

(I) Facebook User	(J) Facebook User	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Light	Moderate	-.82526[*]	.10379	.000	-1.0803	-.5703
	High	-1.55520[*]	.11789	.000	-1.8449	-1.2656
Moderate	Light	.82526[*]	.10379	.000	.5703	1.0803
	High	-.72994[*]	.12238	.000	-1.0306	-.4292
High	Light	1.55520[*]	.11789	.000	1.2656	1.8449

8.3 Excessive Facebook usage leads to cause weakening of bond among adolescents and their family

Table 8.21 *Model Summary*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.317[a]	.100	.098	.52015

a. Predictors: (Constant), Facebook User

Table 8.21 shows the values of R and R2. The R value represents a simple correlation, 0.317, indicating that there is a moderate correlation between the two variables. The R2 value shows the extent to which the overall change (weakening of the relationship) of the dependent variable can be explained. Regarding the use of independent variables in Facebook, only 10 n is explained in this case, which is very rare, indicating that there are other variables that weaken the connection between adolescents and their families.

Table 8.22 *Coefficients*

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.508	.065		53.752	.000
Facebook User	.221	.033	.317	6.659	.000

a. Dependent Variable: Bounding

The table 8.22 is an ANOVA table, which explains how well the regression equation fits the data, in other words, how well the dependent variable predicts the value of the explanatory variable, as shown below. Since F $(1,398) = 44,344$ in $p < 0.00001$, so the model is significant.

Table 8.23 *ANOVA^a*

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.998	1	11.998	44.344	.000^b
	Residual	107.681	398	.271		
	Total	119.679	399			

a. Dependent Variable: Bounding

b. Predictors: (Constant), Facebook User

Table 8.23 explains that the regression model is used as a dependent variable to make significant predictions, where $p < 0.0005$, which is less than 0.05, and indicates that the regression model usually predicts the attenuation of communication among adolescents in a statistically significant way and their family as t (6.659), b=.221 at p<0.0001. Hence, in the change of one unit in Facebook usage weakening of bond is b=0.317.

9. Discussion and Analysis

The purpose of this study is to analyse the effect of Facebook usage on the interpersonal relations of adolescents and their parents. Due to frequent Facebook usage, adolescents invest a significant amount of their time in

developing online relationships. The study examines various mechanisms through which Facebook usage affects interpersonal relations with parents and explores its overall impact on the lives of adolescents. Additionally, the research investigates the objectives behind Facebook usage among adolescents. The researcher categorizes adolescents into three groups based on their frequency of Facebook usage: heavy, moderate, and light users of Facebook.

9.1   Hypothesis Testing

H1: Engaging with Facebook primarily serves the purpose of staying connected with friend's more than maintaining connections with family members.

The majority of the participants expressed pride in being Facebook users and in building online relations with their friends. Adolescents use Facebook as a major source for meeting new people and feel closer to their online friends than their parents and family. Due to Facebook usage, communication with parents and siblings is reduced, as adolescents prefer allocating time for connecting with friends on the platform. Even with a busy schedule, adolescents log in to Facebook because they find joy in keeping in touch with friends and feel comfortable communicating with them.

According to Currie (2014) adolescents are the heaviest users of technology, and their dependency is linked to lower public proficiency and complications in interpersonal relations. The study suggests a negative impact of technology, including Facebook, on the relationships between adolescents and their parents.

H$_2$: Increased Facebook usage among adolescents is associated with changes in the quality and dynamics of their interpersonal relationships with parents.

The effects of Facebook usage vary among adolescents based on the frequency of use. Excessive usage of Facebook negatively impacts the nature of interpersonal relations between adolescents and their parents, leading to reduced connectivity and interaction. Significant differences exist between

heavy users, moderate users, and light users, with statistics indicating a reduction in face-to-face communication with parents among Facebook users. Adolescents express their feelings and personal matters more readily to online friends than to their parents.

In a study by Mishna et al. (2009) on real-world dangers in an online reality, excessive technology use, especially on social media, was found to damage the roots of interpersonal relations between adolescents and their parents. The study suggests that excessive Facebook usage can lead to a weakened bond between adolescents and their families.

H$_3$: **The excessive frequency and patterns of Facebook usage among adolescents are linked to the strength and nature of their interpersonal connections with family**.

The study reveals that excessive Facebook usage among adolescents weakens their bonds with family, as online connections take precedence over interpersonal relationships. Heavy users prioritize virtual interactions over face-to-face engagement with parents, resulting in poorer-quality relationships. Light users, in contrast, maintain stronger interpersonal connections (Ozad, 2014). The research underscores significant differences in online and offline interactions between heavy and light users, with heavy users favoring online relationships. Parents perceive Facebook as reducing family time and view adolescent usage negatively.

10. Conclusion

Facebook emerges as a central platform influencing various aspects of adolescents' lives, impacting social life, self-realization, and communication with online friends. The study emphasizes the formation of strong virtual relationships with online friends at the expense of weakening connections with parents. Adolescents acknowledge reduced participation in family activities, preferring interactions with online friends. Excessive usage is identified as a factor decreasing interaction with parents, raising concerns among adolescents about its impact on interpersonal relationships.

Within the context of Technological Determinism, the study explores why adolescents prioritize online relationships. It suggests that rapid innovations in social media, particularly Facebook, drive technological determinism, influencing adolescents to favour online connections over interpersonal ones.

In summary, the results highlight that excessive Facebook usage negatively impacts adolescents' relationships with parents, underscoring the platform's significant role in their lives. The study emphasizes the need for a nuanced understanding of how adolescents navigate and prioritize their interactions in the digital age.

11. Limitations

- There are various types of Facebook usage effects among adolescents, but the researcher focused on analysing the effects of Facebook on the interpersonal relations of adolescents with their parents.
- A significant limitation arises from the fact that Lahore is a vast city in Pakistan, and this research cannot be considered a comprehensive assessment of the typical adolescents in Lahore. The sample gathered is primarily from four institutions, representing a mere 2 or 3% of the youth population in Lahore.
- Due to time constraints and financial limitations, the researcher collected data from two schools and two universities, focusing on a sample of only 400 students from these institutions.
- The chosen location was mainly selected by the researcher due to its proximity to the researcher's home, making data collection more convenient.
- Due to the COVID-19 pandemic, the researcher collected data online from students and conducted on-call interviews with parents, facing resource limitations for a more comprehensive study.
- The final conclusion of this research is that, due to the daily changes and continuous development of Facebook, it still remains relatively new to the world.
- The focus of the present research is on the relationship of adolescents with their parents, but similar studies could explore bonding among

different relationships such as siblings, real-life friends, adolescents' relationships with teachers, and married couples.

12.   Recommendations

- Explore other Social Media Sites and advanced mobile phone applications to examine whether they exhibit unique or similar causality and influence on users' interpersonal relations.
- Select a better-quality sample with an expanded age range, diverse occupations, and various cultures to represent a broader population. This will allow for a more comprehensive assessment between different groups of Facebook users.
- Implement measures to ensure the accuracy of details and views provided by respondents.
- Interview adolescents about their interpersonal relations with siblings, real-life companions, and teachers in addition to parents to gain a more holistic understanding.
- Examine users' personalities to provide better information, justification, and explanations.
- Conduct broader research on "social media" or "social sites" to analyse the preferences of young people on various platforms for different purposes, or focus on exploring the use of unconventional channels.

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Effects of Watching Pakistani TV Dramas On Perceived Portrayal of Family Relationships Among University Students

Dr. Saba Sultana

Lecturer (Department of Mass Communication & Media),
University of Narowal, Narowal.
Email: saba.sultana@uon.edu.pk

Aaima Batool

Visiting Lecturer (Department of Mass Communication & Media),
University of Narowal, Narowal.
Email: visiting.aaima.mcm@uon.edu.pk

Amina

Research Scholar (Department of Mass Communication & Media),
University of Narowal, Narowal.
Email: aminafarooq341@gmail.com

Abstract

Media plays an important role in promoting ideas and transforming society. Media scholars believe that new world culture is appearing through Television. The aim of this study to explore how university students perceive the portrayal of family relationships in the Pakistani TV Dramas (Geo entertainment, ARY Digital, Hum TV or other channels) and they perceived portrayal of family relations negative and how much they are affected. A sample of 200 respondents was chosen for this cross sectional research through purposive sampling technique. Findings of the study reveal that there is a moderate relationship between perceived status of family relationship and their effects on students. Moreover, gender has a significant relationship with family system. The study concludes that there are significant changes taking place in portrayal of family relationship and Pakistani TV dramas promote negative family relationship and family crisis.

1.   Introduction

Media perform a crucial role in the development of all societies. However, television becomes a part of life, and it forms the topic of public and personal interest and discussion. Today, in 21st century TV has become a pervasive channel of communication that has induced as family member (Zia, 2014).

Though, television, is consider a means of communication which has additional power than (print and radio). The study measured the amount of satellite TV, people's approach to other mass media, favourite channels, shows, and viewing times. This research also brings that people's amount of changing in food, cooking customs, clothing, home decor and architecture, social customs, festival celebrations, musical traditions and educational approaches, family system and understanding of languages other than native language (Salman et al., 2018).

Television can nurture an image of a world that is different from reality in our minds (Hayam et al., 2021). Researcher believes that this strengthen the notion that television is a popular communication medium around the world. Researchers claimed that television was an illness of the century (Zia, 2017). Since the advent of television. media representations of families have captivated young audiences.

Television is now executing a vital role in our lives. In 1964, the TV transmission was started in West Pakistan through which individuals of Pakistan came to understand about the cultures and traditions of various areas. However, it took a revolutionary modification in the lives of Pakistani people and now nearly 99% people of the Pakistan has connected to the television.

The majority of PTV's general programming focuses on morality, civic engagement, and agricultural reforms. Eastern family programming is featured on the channels under PTV to meet the needs of the local population. It also employs the social development theory of media, which explains why it airs programmes about social and health issues. In contrast to other channels, it also controls ads and maintains a conservative standard.

Pakistani dramas have a very important history in the subcontinent. Pakistani dramas began with classic dramas that sent a strong message to the audience, and these dramas are still very popular among young people. Over time, Pakistan's drama industry has flourished, but the situation continued in the early 2000s when satellite channels arrived in Pakistan and people began to watch foreign channels.

Almost 20 years ago, everything started to change with the rapid proliferation of private media to get TRPs and grow their audience. It also pulls us into the modern age. The term modern is associated with something new. Replacing old customs, cultures, and beliefs with new ones. Modernity has changed every aspect of our lives, especially media. The term "modern" is usually associated with Western culture. Media should represent the real face of their society. But in this race to invent something new and different from modern times, the media has ignored its responsibilities and norms. Pakistani culture is borrowed other culture (Shakir, 2020).

Moreover, drama is a reflection of life. Dramas differ from theatre because of their special characteristics. Although primarily composed for representation, the basic goal of a dramatic composition is to present it on stage in front of an audience. It is the best medium of communication.

However, tragedy is a drama genre that focuses on the story of human suffering. A drama usually consists of a human error or weakness in one of the central characters of the work, causing a tragic event or series of events for those in the character's orbit. Tragedy is most associated with drama, but fiction works, and many non-fictions works, can contain elements of tragedy.

Family is the basis of civilisation and the place where people live together peacefully. The family is a part of the individual, group, and community, as well as those. One of the requirements for family relationships and coming together as a family is the family system. One of the ways of a family system is a family. A family system is made up of a few interconnected components that work together to uphold the social, societal, and individual building blocks. Family system theories contend that individuals cannot be considered in isolation because they are a part of an interdependent and interrelated family system (Gurmecha, 2018).

The family is the most significant of all the social structures that the human experience offers. The family system supports people in all sectors of life, enabling them to lead contented and fruitful lives (Lodhi et al., 2021).

"Gender stereotypes are psychological processes that exemplify structured beliefs about the personal characteristics of men and women" (Ashfaq et al., 2018). Societal and cultural changes are normal social experiences that come about over time. In TV dramas, the 1990s, women's standing was portrayed in a very different way. With the adoption of NPDEW in 2002, dramas in Pakistan took on a new format at the beginning of the 21st century. Without a doubt, attractive ladies appear when they are wearing appealing clothing, jewellery, and makeup. Dramas portray women of wealthy households as having greater authority than those of poor families, with the latter always suffering. Family politics portrays women in such a way that Pakistani women are only expected to fulfil this function in the home and in society (Butt et al., 2021). We frequently notice that TV programmes shown on Pakistani channels promote a stereotypically unfavourable view of women (Fatima, 2019). In Pakistani dramas portrayal of career-oriented women as imperfect women (Ashfaq et al., 2018)

Pakistani dramas are the major source of construct realities. Today's dramas are highlighted more family issues and family relationships. These drama genres get more TRPs than others. However, there is positive and negative impact on young adult's behaviour, attitude, and perception not only young adults but all those who watched dramas continuously on same content. That's why media researcher actively discusses all the pros and cons of Pakistani dramas content in different studies. Pakistani dramas have changed the extended family system of Pakistan to nuclear family system, moreover, portrayed negative relationships among family members. What Pakistani dramas contribute to the family relationships is the basic issue.

However, most women watch more TV dramas than men. Their gender roles change day by day, because of their heavy exposure towards TV dramas. Also, TV channels have no checks and balances over what content these channels present to the younger generation (Salman et al., 2018). According to previous research mainly dramas content revolves around the

domestic violence, family crisis, modern or elite class, and young adults' family issues. In Dramas mostly negative image of family relationship portrayed in Pakistani television dramas which has greater effect on the people's perception. People believe that there is no happy family. Based on previous studies, Constantly Portrayal of above mentioned content in Pakistani dramas and content analysis based researches on Pakistani dramas to check Portrayal of families found families in Pakistani dramas destroy the image of family members relationship so, the researchers concluded that dramas have a direct or indirect effect on viewers, regarding family relationships, but no study have been done on Effects of watching Pakistani dramas on perceived portrayal of family relationship among university students."

So, the desire behind conducting the research on the topic "Effects of watching Pakistani dramas on perceived portrayal of family relationship among university students." is to disclose the young adult's perception about how family portrayed in Pakistani dramas and how they become affected in their family relationships. Similarly, the survey method helps to collect data to check the perception of university students related to the study. The selection of Narowal Universities as a population of the study has some reason. This study is based on young adults and the selected sample of the students meeting the requirements of this study. Researcher choose Narowal Universities because it is located in small city Narowal which is under development and people of Narowal is less aware from media as compare to other big cities. One of the main reasons that there is no study conducted on young adults about effects of dramas on their family relationships. University students also watched the dramas which may affect their perception.

It is a general observation of researcher in Pakistan there is a mostly extended family exist and females are responsible for make their family construction as compared to men. Men are playing dominant role in Pakistani society. So, this study must identify how university student's family relationship effected by the Pakistani dramas which are portrayed negative family relationships. Dramas has become an integral part of our daily lives and has revolutionised the norms and traditions of our culture. Especially the impact on university students is widespread (Abbas, 2017).

So, researchers want to explore in this study core effects of Pakistani Urdu dramas on university student's family relationship. The emerging popularity of dramas effects on youngsters raises the concerns that how university student's roles are affected through dramas. Because dramas construct the realities, that's why this study is significant to conduct for dig out the effects on university students.

2.   Objectives

- To examine the exposure of university students towards Pakistani TV dramas.
- To describe the perceived portrayal of family relationship in Pakistani TV dramas among university students.
- To measure the effects of Portrayal of family relationship in Pakistani TV dramas on University Students.

3.   Research Questions

- How much the exposure of University Students towards Pakistani TV dramas?
- What are the perceptions of University Students with respect to the negative portrayal of family relationship through Pakistani TV dramas?
- What are the effects of family relationships portrayal in Pakistani TV dramas on University Students?

4.   Research Hypotheses

- There is a significant relationship between exposure to Pakistani dramas, perceived status of family relationship and their effects on family relationships in university students.
- Exposure to Pakistani dramas predicted the Perceived status of Family Relationship and its effects on University Students.
- There is no such difference between exposure to Pakistani dramas, perceived status of family relationship and their effects on the bases of gender.

5.   Literature Review

Qamar et al. (2021) analysed the portrayal of young female in drama. They explained that the way females are portrayed in various Pakistani dramas in recent years has had an impact on society in that it creates a bad reputation for female. Has focused on objectifying the role of female in social life and portraying them as holders of family traditions. The content analysis percentiles also show that female face a lot of harassment and discrimination in our society.

Malik (2020) was concentrated on Effects of Pakistani Modern Drama on Youth researcher found that Youth were influenced greatly by modern drama, in the form of eating in restaurants, dressing clothing, and acting harshly to family members, among other things. Furthermore, watching Pakistani modern shows was causing mental disturbance in young people. According to Huma (2015) Drama is a unique tool for exploring and expressing human emotions. Drama is an essential form of behaviour in all cultures. It's a basic human activity.

According to Gurmecha (2018) people watch television for eight specific reasons which were that the first one is for entertainment: Watching TV could be done primarily for entertainment. The opportunity to socialise with friends is the main motivation for watching television, which brings us to our second motivation. TV is also utilised to find comfort in family time spent together, in traditions, in routines, and in familiarity. Finally, reason why people watch television that is excitement. Sometimes, people who consume media are looking for an intense sense of excitement.

Tahira et al. (2017) Exploring the "effects of television on social values system in Pakistani society". The motive behind this study is that the television programs and commercials did not pursue our cultural, or social values, they had an impact on how people spoke daily, promoted hatefulness, and pushed them to utilise methods to satisfy their materialistic goals. The study's outcomes reveal that television has a huge impact, particularly on how television programs, news, and commercials are presented. This has mixed consequences for our society's social values.

According to Ijaz (2018) high exposure to dramas and spending more time to watch dramas changes the perception of young adults. Their gender roles are changing day by day with dramas, increasing exposure to TV dramas, and confusing positive and negative emotions, attitudes, behaviours, and knowledge which are strongly influenced by the drama.

Huma (2015) examined that in this media world, everyone is linked to some kind of media. Public media consumption has increased since various new dramas and news channels were launched. Audiences have several options. When talking about electronic media, viewers are linked with different content. Audiences learn behavioural, social, and moral principles from mass media, the source of social learning. Our patterns of thinking and behaviour depend on these behaviours and principles. We live in a world of media that has influenced its audience. For society, and ultimately for the public, nothing is more compelling than television.

According to Zia (2014) There is no denying the impact of television in terms of importance. In a nation with a high percentage of uneducated citizens like Pakistan, it has a surprisingly compelling effect. Prior to the introduction of satellite channels via dish antenna and cable television, PTV was the only channel available to the public. Now, however, there is competition between the shows on PTV and those on foreign channels. Thus, to keep the audience's interest, pushed PTV to glamorise its programmes, especially the drama. Additionally, TV grants those hopes and aspirations that are almost ever realised in real life. This is even worse by how gorgeous life is portrayed.

Widmer (2016) the functional viewpoint imposed a normative definition of the family by concentrating on the nuclear family. In a time when people are the building blocks of both society and families, academics must allow people to define family members independently. By doing so, we surprisingly discovered that a few different principles defined the boundaries of families. Families in late modernity are neither the flexible and uncommitted relationships that some sociologists or the media refer to, even though they do not fit the nuclear family paradigm.

Ibrahim et al. (2019) Analysed the "Framing of Urdu Drama Serials: In contrast to the post-cable era, which was concerned with grabbing viewers' attention and achieving the greatest TRP. Researchers found that in post-era Tv dramas shows mostly shows family conflicts and concerns; it appears that the conflict between two sisters over one boy and the evil mother-in-law was more significant than any other societal issue, and mostly story themes based on family and relationship problems. Even modern dramas destroy the image of respectable relationships.

Wiscombe (2014) Purpose of this study to check the family Portrayal on television dramas from year 2004 to 2013 under the cultivation theory. Researcher used cultivation theory for analysis or raised questions about family's values promotions. According to the findings, the traditional nuclear family structure accounted for many television families. According to the survey, single-parent households are growing while changed families as seen on television are declining. Importantly, the content analysis uncovered a brand-new family structure type that was missed by earlier research. This study emphasises the need to inform young television viewers about the developing complexity of the modern television family.

Zurcher and Robinson (2018) Family support, family connection environment, family relationship arrangement to family relationship were the four variables the researchers used to perform their study. According to research, single parent families are the most prevalent family type (41.3%), followed by nuclear families (25%), guardian families (19.2%), and nuclear families (25%).

Lamb (2018) argues that media play an important role in social awareness and information. Those used in teenage programs played an important role in providing information to young people through their parents as a substitute. The aim of this study, therefore, was to analyse how her teenage dramas on television met young people's expectations regarding relationships to examine the age, it examines gender, relationship. Researchers used cultivation and script theory to analyse the impact of content on teenage age. In conclusion, he noted that five shows had a higher proportion of "relationships" than other content.

Huma (2015) examine the television dramas narratives the study examines Pakistani PTV dramas, it looks at the significance of recent technology developments and new symbolic additions to tragedies. By detailing the tragedies and contrasting these dramas of both eras with similar applications, the researcher deepens his or her research. The study also discusses how contemporary dramas differ from the 1980 and twenty first century. Additionally, the study concludes that Pakistani television drama grows through time. Media can expand to be as pervasive in society as a social institution when new inventions are introduced. The format of Pakistani television drama has altered to reflect the times.

Hayam and Khan (2021) examine the cultivating effects of social issue-based dramas on women of Pakistan. Major hypothesis of the study was "The more exposure to social issues-based dramas, the more is the effect cultivated in women". Over time, it has become clear that parents focus on their daughter's education and become active members of a society that empowers women. In contrast, many other studies found that television dramas have negative impact on people.

Abbas et al. (2017) analysed the "Socio-Cultural Effects of Urdu Dramas on Young Pakistani Women in Karachi City" The purpose of this study was to investigate how women were socially influenced by Urdu dramas, and how Urdu dramas promoted behavioural changes in young women. The study also analysed how women adopted different fashions and changed their lifestyles through Urdu dramas. The results show that the Urdu drama has made a big difference in the lifestyle of young women It has been observed that women spend more time watching Urdu dramas than any other activity around the house. They have adopted new fashion, diets, jewellery, fashion brands in society. Researcher concluded that Urdu dramas are responsible for changes in attitudes and behaviours in women's lives.

Shakir (2020) identified the effects of Pakistani drama Mere Pass Tum Ho on cultural values of society: A survey of Lahore district. Researchers focus on how new content attracts the viewers and affects the perception of viewers. Through his study finding reveal that the media is one of the most powerful media for shaping people's opinions. This study proved that the

drama Mere Pas Tum Ho influenced Pakistan's cultural values. Most of the men in our society complain that drama content only supports the perspective of women, and that dramas always portray men as villains and aggressive individuals who don't care about women in their lives. In this study, researchers conclude that television has the power to foster people's behaviours and ways of thinking. Ijaz (2018) conducted a study to analysis "The Effect of Television Dramas on Perception of Young Viewers: A Study of Lahore Based Universities" findings of the study explored that Pakistani Tv dramas has negative impact on youth.

Karim and Shezad (2016) explored the Effects of Romantic Scenes in Pakistani Dramas on the Youth of Pakistan focus of their study was observable fact about how television dramas affect a person or about the mental consequences of television. Findings of the study was showed that People's minds were deeply affected by the romantic moments.

Ashafaq and Shafiq (2018) evaluated the 'Perfect Women' in Pakistani Television Dramas they said that dramas set the gender stereotypes The manner that any gender is represented is determined by cultural stereotypes rather than by any universal phenomenon of gender representation.

Sadiq and Yousafzai (2020) conducted a study on effects of entertainment channels on woman's perception. The study's main goal is to evaluate how much awareness of women's rights is produced via entertainment channels. The basis for this evaluation can be found in Pakistani women's preference for entertainment channels. Since the last few decades, Pakistan has been going through a financial, social, disturbance regarding the status of women in society.

Shabir et al. (2013) find the cultural effects of Urdu dramas of Geo and hum TV on women the study focused to find Pakistani TV dramas near to our culture and traditions. Another objective of the study to determine if the women are successfully informed about Pakistani culture by these programmes. The study's findings demonstrated that the Geo television station does not accurately portray Pakistani culture. Zia (2007) worked to investigate the "Effects of cable television on youth in Pakistan: A

Comparative study of heavy and light viewers in Lahore". Researcher was identifying hypotheses that more exposure to cable television is much more impact on life of women's. Researcher identified Sub-hypotheses include the following: "Many viewers have a significant impact on activities like, family and social interaction patterns, cultural practices, home and personal spending. The overall result is that many respondents have been using cable access for the past two years and enjoyed cable TV rather than reading books, playing games, or going out in their free time.

6.   Theoretical Framework

According to the cultivation theory, audiences' attitudes and behaviours are influenced by how the world's social realities are presented in the media when they are exposed to it frequently over an extended period. Media users will develop similar views, attitudes, and behaviours because of exposure to often displayed media information. The media encourages people to be socially responsible and enables them to change from narrow-minded and self-cantered thinking to a collective human purpose on a global scale.

Gerbner suggested that television unites diverse communities by socialising people into standardised roles and behaviours. Television thus functions as part of the socialisation process. Theorists of cultivation theory explain that the portrayal of women in the media is crucial since it directly influences how the public views women in society. Television is the only form of communication that includes both voice and a picture, making it important in terms of how women are perceived. (Potter et al., 2014) who is watching TV more constantly having more effects (Gerbner et al., 1987).

According to the Cultivation Theory, the heavy viewers are the focus. The way the world is framed has a greater impact on people who watch a lot of television. This primarily concerns topics with which the viewer has limited personal knowledge.

However, Light Viewers in contrast to heavy viewers, light viewers are more receptive to many sources of information. They tend to contain multiple newspapers, blogs, and other media in addition to just television shows. This indicates that they are more capable of changing their views and perceptions of society than frequent viewers.

7. Method

In present research quantitative research design has been employed by using survey method. A sample of N=200 male and female university students, aged between 18 to 24 of different universities of Narowal were selected through purposive sampling procedure. For making variable operational and measuring the relationship between variables data was collected through demographic sheet. A structured questionnaire was formulated and Pre-Test was conducted among 40 students from the selected sample of all three Universities which provide a base for final study.

8. Findings

Table 8.1 *Descriptive Statistics Analysis of Study Variables (N=200)*

Variable	*M*	*SD*	*N*
EPD	17.12	1.99	6
PSFR	27.22	3.35	10
EFR	17.79	2.70	6

Note: EPD = Exposure to Pakistani Dramas, PSFR = Perceived Status of Family Relationship, EFR = Effects on Family Relationships, M = Mean, SD = Standard Deviation.

Table 8.1 shows psychometric properties of the scale. It depicts that Exposure to Pakistani Dramas (EPD) shows 17.12 mean value of the scale and 1.99 standard deviation. While Perceived Status of Family Relationship (PSFR) shows 27.22 mean value, and 3.35 standard deviation and Effects on Family Relationships (EFR) shows 17.79 mean value and 2.70 standard deviation.

Table 8.2 *The correlation between Exposure to Pakistani Dramas, Perceived Status of Family Relationship, Effects on Family Relationships and Gender in Students (N= 200)*

Variables	Gender	FS	EPD	PSFR	FE
Gender	-	-	-	-	-

FS	.14*	-	-	-	-
EPD	-.08	.04	-	-	-
PSFR	.02	.19**	.06	-	-
EFR	-.05	.15*	.10	.38**	-

Note:**=p<.01,FS = Family System, EPD = Exposure to Pakistani Dramas, PSFR = Perceived Status of Family Relationship, EFR = Effects on Family Relationships

Table 8.2 shows that Pearson product correlation was used to find out the positive or negative relationship between variables to explore each hypothesis, Correlation analyses were considered. One important assumption of Pearson's Correlation is that the independent and dependent variables must be normally distributed. The result revealed that there is moderately significant positive relationship between Perceived status of family relationship and effects on family relationships. Result also revealed that family system has moderate significant positive relationship with perceived status of family relationship and low significant relationship with effects on family relationships. Result also revealed that gender has a positive significant relationship with family system.

Table 8.3 *The multiple regression of predictor variables Exposure to Pakistani Dramas, Perceived Status of Family Relationship on outcome variable effects on family relationships in Students (N = 200)*

Variables	B	SEB	*B*	*P*	R^2
Model 1					
Exposure to Pakistani Dramas	.106	.09	.09	.23	
					.15
Model 2					
Perceived Status of Family Relationship	.306	.05	.38	.001***	

Table 8.3 shows the prediction of predictor variables Exposure to Pakistani Dramas and Perceived Status of Family Relationship on outcome variable Effects on family relationships. The value R^2 .15 revealed that predictor variables explained 15% variance on the outcome variable with F (2,197) =

17.88, *p<.001*. The beta value *β=.09* of model 1 revealed that Exposure to Pakistani Dramas has positively predicted the effects and beta value *β=.38* of model 2 revealed that Perceived status of family relationship also positively predicted effects on family relationships.

Table 8.4 *Independent Sample T-test, Mean, Standard Deviation of Exposure to Pakistani Dramas, Perceived Status of Family Relationship and Effects on family relationships in students based on gender (N = 200)*

Variable	Male		Female		*t*	*P*	95% CI	
	M	*SD*	*M*	SD			LL	UL
EPD	17.28	2.03	1.69	1.94	1.14	.26	-.23	.87
PSFR	27.14	3.37	27.29	3.34	-.31	.79	-1.08	.79
EFR	17.94	2.62	17.65	2.79	.76	.82	-.46	1.04

Note: M=Mean, SD= standard deviation, CI=confidence interval, LL=lower limit, UL=upper limit

Table 8.4 shows the result for independent group t-test of Exposure to Pakistani Dramas, Perceived Status of Family Relationship and Effects on family relationships in students and a grouping variable, gender (Male and Female). The result revealed that there is very small and non-significant means difference among students based on gender. It means that both male and females are having almost equal level of exposure to Pakistani dramas and Perceived status of family relationship and their effects on family relationships.

9.   Discussion & Analysis

Results shows the frequency and percentage of the student's responses about the questionnaire 17% watch Pakistani dramas daily, 6.5% watch Pakistani dramas three days a week, 9% watch Pakistani dramas on weekends, 44% watch Pakistani dramas when they were free, 23.5% watch dramas occasionally. 77% watch dramas 1 – 2 hours, 15.5% watch dramas 2 – 4 hours and 7.5% watches dramas more than 4 hours. 43.5% watch ARY Digital, 29% watch Geo Entertainment, 16% watch HUM TV and11.5% watch other channels.

The frequency and percentage of the student's responses about the questionnaire "Exposure to Pakistani Dramas". In the response of first question 2% were Strongly Agree, 23.5% were Agree, 46.5% were neutral, 23% were disagree and 5% were strongly disagree that "Watch Pakistani dramas attentively". In second question 5% were strongly agree, 9.5% were agree, 59.5% were neutral, 14% were disagree and only 12% were strongly disagree that "Pakistani dramas displays good content regarding family relations". Next in 3rd question 12% were strongly agree, 35.5%% were agree and 52.5% were neutral that "Pakistani dramas affect our family system". In 4th question 13.5% mark as strongly agree, 31.5% were mark as agreed, 45%- mark neutral and 10% were mark as disagree that "Pakistani TV dramas shows mostly family crisis". In 5th question 18% students were strongly agreeing, 34.5% students were agreed, 38% students were neutral and 9.5% were disagree that "Pakistani Dramas weaker the family relationships". In the answer to 6th question 8.5% were agree, 36.5% were neutral, 44.5% were disagree and 10.5% were strongly disagree that "Pakistani dramas content help to young adults for making strong family".

The frequency and percentage of the student's responses about the questionnaire "Perceived Status of Family Relationship". In first question 14% were strongly agree, 21.5% were agree, 47.5% were neutral and 17% were disagree that "Pakistani dramas do not promote friendly relationship of siblings". Next in second question 8.5% were strongly agree, 34% were agree, 42% were neutral and 15.5% were disagree that "Pakistani dramas promote negative image of In-laws". In 3rd question 13.5% mark as strongly agree, 32.5% were mark as agreed, 38.5%-mark neutral and 15.5% were mark as disagree that "Pakistani dramas do not promote trustworthy relationship of husband and wife". In 4th question 8% students were strongly agreeing, 36.5% students were agreed, 40% students were neutral and 15.5% were disagree that "Pakistani dramas content do not promote parents spent more time with children to train them towards social ethics". In 6th question 10.5% were agree, 67% were neutral, 19% were disagree and 3.5% were strongly disagree that "Pakistani drama promote the sense of complex in youth regarding family relationships". Next in 7th question 5.5% were agree, 52.5% were neutral, 35.5% were disagree and 6.5% were strongly disagree that

"Pakistani dramas promote happy and inspirational family". In 8th question 18% mark as strongly agree, 28.5% were mark as agreed and 53.5%-mark neutral that "Pakistani dramas promote a sense of doubt in the relationships".

The frequency and percentage of the student's responses about the questionnaire "Find the Effects". In the response of first question 14.5% were Strongly Agree, 23% were Agree and 62.5% were neutral that "Pakistani dramas are causing a decline in the peaceful environment of families". In second question 20% were strongly agree, 34.5% were agree, 37% were neutral and 8.5% were disagree that "Addiction of Pakistani dramas decreases the social interaction". Next in 3rd question 11% were strongly agree, 23% were agree, 40.5% were neutral and 25.5% were disagree that "Do you think that due to watching Pakistani dramas your bonding with family members (parents, spouse, brothers, and sisters) becomes weaker day by day". In the answer of 4th question 9% were agree, 19% were neutral, 53% were disagree and 19% were strongly disagree that "The content of Pakistani dramas causes depression in the family environment".

10.   Hypothesis Testing

H1: There is a significant relationship between exposure to Pakistani dramas, perceived status of family relationship and their effects on family relationships in university students. The study proved that all the answers given by selected sample gave significant result between exposure to Pakistani dramas, Perceived status of family relationship and their find the effects on family relationships in university students. Result also revealed that family system has moderate significant positive relationship with perceived status of family relationship. Gender also has a positive significant relationship with family system.

H2: Exposure to Pakistani dramas predicted the Perceived status of Family Relationship and its effects on family relationships in University Students.The result revealed that both predictor variables exposure to Pakistani dramas and perceived status of family relationship explained 15% variance on the outcome variable.

H3: There is no such difference between exposure to Pakistani dramas, perceived status of family relationship and their effects on family

relationships on the bases of gender. The result revealed that there is very small and non-significant means difference among students on the basis of gender. It means that both male and females are having almost equal level of exposure to Pakistani dramas and Perceived status of family relationship and their effects on family relationships.

Some previous research also supports these hypotheses explained that the Effects of Pakistani dramas on the youth of Pakistan focus of their study was observable fact about how television dramas affect a person. Also, people were not satisfied with projection of such kind of scenes.

11.   Conclusion

The study focused on the investigating the relation between perceived family relationship and their effects in students because of Pakistani dramas. Results reveal that independent variable predicted dependent variable.   First questionnaire that was "Exposure to Pakistani dramas" revealed that for first question "Watch Pakistani dramas attentively". In second question that "Pakistani dramas displays good content regarding family relations".

The overall exposure given by the selected sample during the data collection from university students for second questionnaire that was used to see the "Perceived Family Relationship".

In third questionnaire percentage of the student's responses about the questionnaire "Effects on Family Relationships".

12.   Limitations of the Study

The research was conducted in a limited time frame. Therefore, a small segment of the population of University Students selected. Due to the shortage of time and resources many factors were not studied in this study.

13.   Future Recommendations

The various other factors those affect to the family relationships due to watching Pakistani dramas study in the future. By studying different population like only females or working females can give us more batter results. In principle, these variables should be measured at different time periods. This research can also be conducted using qualitative research

methodology The study can be conducted in a more diverse population of University Students to find other facts behind their relationship's issues.

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Media as a Catalyst for Change: Addressing Transgender Violence and Healthcare Inequality in Pakistan

Hassan Khalil

M.Phil. Scholar (Faculty of Media and Mass Communication),
University of Central Punjab, Lahore.
Email: hassnkhlil@gmail.com

Rabia Fatima

MBA Graduate,
Minhaj University, Lahore.
Email: rabia.itmaster@gmail.com

Abstract

This paper examines the role of media in addressing violence and medical inequality experienced by transgender individuals within Pakistan. It tends on to analyse major cases and the power of media advocacy in rising responsiveness and inducing public perception and policy deviations. The study is based on qualitative content analysis of news reports, and discussions with activists, journalists, and healthcare specialists. Results demonstrates that media coverage has been central in the mobilizing support for the trans community but highlights gaps in depiction and the need for more constant and empathetic attention. The paper finds recommendations for improving media strategies to improve media strategies to care the trans-genders through ethical reporting, comprehensive narratives, and continued support efforts.

Keywords: Gender Violence, Transgender, Healthcare Rights, Media Reporting, Media Advocacy.

1.   Introduction

Transgender people in Pakistan are subjected to violence, discrimination, and restricted access to health care services. While there have been attempts at the legislative front such as the Transgender

Persons (Protection of Rights) Act 2018, there is still a lack of change in social perception and cases of institutional support. Media outlets have the ability to influence the public opinion and fight for the rights of oppressed and vulnerable populations. This paper explores how media has shaped the discourse on transgender violence and healthcare inequity in Pakistan and how this in turn has affected the public perception and policies.

Considering a vivid example of Alisha's case; she was a trans woman from Peshawar, and she died from lack of optimal care after she was shot several times. When she was admitted at the Lady Reading Hospital, the hospital staff got into arguments on what ward's best for her. Unfortunately, Alisha was succumbed to death due these problems. Her death raises several questions on system and highlighted the need for medical-care for the transpeople. Correspondingly, in 2017, another trans woman Amna, who was found dead in Karachi and the incident was widely covered by the national media. Consequently, it provoked public concerns regarding the security and well-being of trans community; hence it led to the major change in the legal policies.

In 2018, Sania, who was a transgender woman as well, was shot dead in Sahiwal; her murder came out in the light as essential role in the general discourse related to violence against trans individuals. It has emphasized the fact that trans individuals' lives are at risk in Pakistan; which led to most high-profile victim "Gul Panra", who was a well-reputed dancer/performer and an activist, was killed in Peshawar in 2020. Her murder led to several protests and calls for the transgender rights and protection. And the count of such issues did not stop her.

All these cases depict high levels of violence and healthcare neglect that is faced by transgender community in Pakistan. The media has documented all these violent events and has played a vital role in promotion of transgender rights along with conversation regarding legal and social changes that need to be made. However, there is still a lack of accurate and sensitive portrayal of transgender community in media. Ultimately, the need for better media advocacy is still apparent regarding the trans community.

2. Problem Statement

The problem statement depicts the general plight of transgender persons in Pakistan; this includes suffering from social stigma and having a lack of access to health care. This underlines the importance of tackling the root causes of these inequalities and of developing appropriate measures to protect the rights and welfare of trans people. In this case, the problem is defined to provide context and direction for the study by identifying the particular questions and concerns that the research aims to explore and respond to.

3. Significance

This study has importance of its ability to inform the role of social justice, health care equality, and policy in Pakistan. Analysing the difficulties that transgender people experience, especially the problems with accessing healthcare, the study can contribute to the identification of systemic issues and call for their elimination. It is important to know these matters in order to support the changes that will bring the society to become tolerant for all people with gender identity issues, when they are in need of healthcare services and deserve to be treated with respect. Consequently, the study's implication could be useful for policy changes, healthcare, and advocacy for the enhancement of the quality of life of trans-genders and the promotion of human rights in Pakistan.

4. Objectives of study

This study aims to inspect the lived experiences of transgender individuals within Pakistan and evaluate the role of media in spreading awareness and promoting social inclusion.

5. Research Questions

RQ1: How does media representation influence the lived experiences and social inclusion of transgender individuals in Pakistan's society?

6. Literature Review

The limitation of existing literature on transgender subject within Pakistan' is on the study of social insight, healthcare impartialities, legal setting, and

involvement. There are several scholarships that disclose the living conditions of transgender community in the country.

The acceptance of trans community and Public perception in Pakistan remained another important aspect of the literature. Fatima et al. (2015), and Rasheed (2016) found in their study that the social coercion of stigma and acumen that transgenders are subjected to. It is purely based on cultural, religious, and economic whys and wherefores. Their studies revealed the significance of socially sensitive policies that can be used for addressing such issues and, eventually, preventing preconception. Likewise, the legal framework and policies for trans community, which govern their rights take-up several other research subjects. Another study about the inclusion of trans community by Abbas (2012) discussed the major effect of legal shifts that impact transgender identity documents, healthcare, and employment.

The inequalities in healthcare rights for trans individuals are well-documented. Manzoor et al. (2022) argued about the health problems & barriers to healthcare services for the transgender community and discovered the general barriers that hinder active healthcare distribution to the trans community. And their findings specify that partiality from healthcare workers and an absence of ethnically sensitive facilities is substantial problems (Abdullah et al., 2012).

Both health care disparities and limitations of the transgender population in Pakistan are widely discussed in the literature. Prejudice from healthcare providers and lack of culturally sensitive services are the challenges that halt effective healthcare for trans community in Pakistan (Shaikh, 2015, & Saeed, et, al, 2018). Therefore, the literature highlights a high need for healthcare improvements and social awareness campaigns regarding transgender individuals.

Furthermore, advocacy and community engagement works are also. Included in the literature. After all, these aim to respond to the issues that concern transgender rights and healthy in Pakistan (Khan, 2014). There are non-government organizations that hold credit for the policy changes, support services, and awareness campaigns for the trans community of Pakistan – namely, TransAction Pakistan. There are numerous studies conducted by

activists and practitioners that showcase information on the grassroots activism and community-based approaches towards the implementation of transgender rights and social justice (Younus et al., 2022).

Overall, it is safe to conclude that the studies about transgender issues in Pakistan show that transgender people face a diverse set of problems and barriers within the country. These studies underline a need to combat transphobia, enhance legal protection, and improve access to health care and support for transgender people.

7.   Theoretical Framework

This research study is rooted in the theory of intersectionality, which intend to observe how different systems of social stratification (for example, gender, race, standards, sexual diversity, intersect to form exclusive methods of discernment as well as privileges. In context of present study, intersectionality offers a lens to comprehend how their exposures of violence and healthcare disparity are designed; not just by their gender identity but also by the broader socio-cultural, legal, and economic contexts. Moreover, media representation theory is used to examine how the media stories and representations effect public insight and the social inclusion.

This context hypothesizes that media is a very powerful tool in creating social realities, framing public discourse, and swaying policy variations. Hence, by merging intersectionality with the media representation theory, this research tends to explore the complex landscape of transgender subjects in Pakistan as well as the role of 'media as a catalyst for social change', highlighting the need for moral and inclusive media doe's to substitute a more inclusive society.

8.   Research Methodology

The present study is based on qualitative design; to evaluate the media's role in combating the violence and disparity in medical experienced by the trans community in Pakistan. The data was collected in form of news stories and interviews led with campaigners, journalists, and health care specialists. These news articles were retrieved from the various Pakistani sites and news-channels of last five years (2019-2024) and were linked to the human rights

of transgenders, health, and ferocity. Moreover, the members were selected solely based on their immersion and assignation in the transgender right drives and healthcare.

Additionally, the data has been collected through two main sources; first, a search was led to retrieve news from the online records and archives of Pakistani newspapers, and news transcripts. Second, interviews were held with the activists, journalists, and specialists in the field of healthcare. These discussions were intended to explore their opinions on media portrayal of trans/issues and how media advocacy affects change in perception and laws. The interviews were semi-structured, which enabled the researchers to ask questions and receive detailed answers.

All the ethical issues were carefully adhered to in this study. All the participants in the interviewsprovided written informed consent, and all the participants' information was kept confidential andanonymous. All the ethical considerations on conducting research on vulnerable populations were followed, and approvals from the relevant institutional review boards were obtained.

9.   Results

The news articles and interviews with the stakeholders were analysed qualitatively, and the following findings were made. From the analysis of news reports, it was clear that the media has played a significant role in garnering public support for the transgender persons in Pakistan. The high-profile cases of violence and the denial of healthcare services were well-reported, resulting in heightened public awareness and campaigning. Though, there were some restrictions recognized vis-à-vis the media illustration of transgender subjects as it was intermittent and often dramatized, which does not include the whole representation or shows responsiveness towards the cause.

Moreover, the conversations with the experts like journalists, activists and healthcare staffs reinforced these annotations. It was also detected that media plays a key part in the construction of public view and generating waves for transformation. They pointed out that awareness has been formed by the media outlets, but the data is usually general, irregular and more

weightage is given to the sensational facets of the issue. Moreover, the Activists has also informed that the media must pay closer consideration and be subtler to the subjects of transgender rights and healthcare, including need for improved and ethical coverage, and giving diverse and detailed information of the lives of trans community.

Derived from the results; it can be inferred that media has been significantly playing its role in spreading awareness about the violence and healthcare inequality for transgenders in Pakistan, but still there is a lot to be done.

1. Policy and Legal Reforms: First things first, the findings highlight the immediate need for the robust policy as well as the legal reforms to guard transgenders rights in Pakistan. And in this regard; media's role of advocacy may play a crucial role in sustaining the public compression on policymakers to contrivance and enforce laws; similar to the Transgender Persons Act 2018 (Protection of Rights).

2. Media Training and Ethical Reporting: Media outlets shall spend time or invest on their resources to timely training to bring-out the ethical practices for reporting; especially concerning the transgender issues as this community remained unexplored and undefended for decades. The journalists must be given the essential training and skills-set to report such issues concurrently, sensitively and above all, accurately. Media should not be biased, and avoid the sensationalism and stereotypes. There needs to have developed guidelines and best practices for covering trans-community topics professionally.

3. Collaboration with NGOs and Activists: It is essential to dig-out the root cause of issues and for that reasons Media personals should be on the collaborative mode with NGOs the official advocacy groups of transgenders to ensure informed and authentic reporting. Due to the absence of legal rights, or law and orders, trans community first inform about their issues to NGOs, share their medical problems with them and report harassment to NGOs spokespersons. Such collaborations can effectively offer journalists with insightful and meaningful subjects to cover issues more professionally.

4. Public Education and Awareness Campaigns: Nevertheless, media can be and media is being one of the powerful tools for the awareness of public educations. There shall be consistent documentaries, features as well as in-depth reports on the transgender issues just as any other subject; this will help to shape a more well-versed and empathetic public. By highlighting constructive issues and advocates or spokesperson from the transgenders community can challenge typecasts and endorse social inclusion which is essential.

5. Healthcare System Reforms: It's never too late to fix the fragile edge; hence the study identifies the pressing need for improvements in healthcare system in Pakistan for trans community to make it more all-encompassing as well as responsive. The coverage of healthcare section by media for trans community would help to advocate for the training of healthcare professionals needs on transgender issues (often they are labelled or refused treatment for having HIV, STIs or other related issues which gets worsen if not being treated timely); hence improving healthcare system and making it easily accessible is essential with the help of media but highlighting grassroots of such incidents.

6. Sustained Advocacy and Engagement: To have a meaningful transition to happen, there has to have a sustained yet robust advocacy and stay active with trans related issues in the media. As, the constant and well-grounded coverage of notable subjects can uphold the interest of public and simultaneously pressure for the reforms.

10.   Discussion

The transgender population in Pakistan is subjected to violence and unequal access to healthcare, and the media has been crucial in bringing attention to these issues. But a lot of the coverage is sensationalized and inconsistent, which means it doesn't accurately reflect the community or draw continuous attention to the issue.

Public awareness and advocacy have increased as a result of the media's exposure of high-profile incidents of violence and medical negligence. This underlines how important it is to implement strong

legislative and policy changes in Pakistan in order to safeguard transgender rights.

In order to make the healthcare system more inclusive and sensitive to the demands of the transgender community, this article highlights how urgently improvements need to be done. The media's portrayal of these concerns can promote accessibility changes and the education of medical practitioners on transgender issues.

Media participation and advocating around transgender issues must continue if significant change is to take place. Maintaining public attention and pressure for reforms can be achieved by regular, objective coverage of relevant problems.

Pakistani media organizations need to follow moral reporting guidelines that uphold the transgender community's dignity, avoid sensationalism, and ensure accuracy. To prevent misinformation, journalists should receive training on covering transgender matters. Informed reporting can be ensured by working with non-governmental organisations that support transgender rights.

11.   Conclusion

The paper included an in-depth investigation of how the media could contribute to reduce the violence and unequal access to healthcare that the transgender community in Pakistan has to deal with. The statement points out the significant impact of media in shaping public opinion and influencing policy modifications. Still, it highlights the problems in media portrayal and the requirement for more reliable and empathetic reporting.

This paper places a strong emphasis on the value of ethical reporting and media training, public education and awareness campaigns, legislative and policy changes, cooperation with NGOs and activists, and persistent campaigning and involvement. The suggestion is that media organizations in Pakistan ought to embrace moral reporting techniques that honor the worth of the transgender population, keep away from sensationalism, and ensure precision.

The article does, however, also recognise the difficulties the transgender minority experiences getting healthcare treatments as well as the prejudice that they endure in society. In order to remove these obstacles and safeguard the rights and welfare of transgender individuals, it demands structural changes.

In conclusion, there is still a long way to go even though the media has been helpful in drawing attention to the problems that the transgender community in Pakistan faces. Persistent efforts are essential to guarantee a sympathetic and truthful representation of the transgender community, promote societal integration, and support legislative modifications. The media could become a key player in implementing this change by working with NGOs, activists, and medical professionals.

11.   Recommendations

Media outlets must in Pakistan must employ practices of ethical reporting that respect the self- esteem of trans community, evading sensationalism and confirming compassion and precision. Moreover, the Journalists should be trained on highlighting transgender subjects to avoid misrepresentation. The media coverage should be inclusive, exploring main reasons of violence and discernment, such as social attitudes and permissible blockades. They must highlight the constructive stories within the transgender community; that can provide a composed perception and indorse role models.

Additionally, media outlets should maintain continued engagement with transgender matters, confirming constant public dissertation and pressure on policymakers. Corporations with transgender based NGOs who does advocacy for their rights; can confirm informed reporting. Also, they must share reality-based stories of transgender individuals; because it can build public compassion and responsiveness, and using diverse voices confirms broader representation. Media must avoid stereotypes and bestowing transgender individuals in numerous societal roles that may highlight their involvement. Lastly, they must collaborate with paramedic professionals can improve the accurateness and profundity of media attention,

contributing to positive variation for the transgender community within Pakistan.

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Impacts of YouTube Tutorials on Students Education

Ghulam Hussain

M.Phil. Scholar (Department of Mass Communication)
Superior University, Lahore, Pakistan
Email: msmc-f21-001@superior.edu.pk

Abstract

This study shows how YouTube video tutorials helps in education of universities students. We collect data from undergraduate students who belongs to different departments of 6 universities in Lahore, Pakistan Public, Private & Distance Learning Education Institutions. The sample size consisted of 384 respondents from each category using disproportionate stratified sampling technique of undergraduate students. The effectiveness of YouTube tutorial watchers of undergraduate students of different universities who belongs to different departments was measured using a 13-item questionnaire. The quantitative phase involves a survey administered to a representative sample of university students, utilizing an Agree/Disagree/Neutral scale to assess various dimensions of YouTube's impact. YouTube plays a crucial role in enhancing the educational experience for university students, providing supplementary resources that contribute to a deeper understanding of complex concepts.

Keywords: YouTube, Students, Tutorial, Educational Impact, Concepts.

1.   Introduction

On the video-sharing website YouTube, users may view, post, share, and leave comments on videos. Since its founding in 2005, it has grown to become one of the most widely used websites on the internet, with millions of videos posted every day and billions of users. A vast range of content may be found on YouTube, such as documentaries, vlogs, music videos, and tutorials. It has also grown in popularity as a platform for educational information, being used

by several educational institutions and instructors to provide resources and knowledge to students worldwide.

This study's objective is to examine the various ways that YouTube affects university students' education and how it enhances their educational experiences while also having an impact on their academic performance.

Higher education is progressively integrating digital technology, as students look for additional and alternative alternatives to traditional textbooks and lectures. Students now have an unparalleled chance for self-directed learning thanks to YouTube's extensive library of instructional videos. They may study subjects at their own speed and in a way that best suits their own learning preferences.

YouTube videos are a more entertaining and effective way to complement your education since they are readily available, cost nothing, and provide engaging audio-visual material. In addition to fostering a positive atmosphere, YouTube videos boost students' confidence and drive. As per the research findings, students are more inclined to watch various films on YouTube to enhance their speaking abilities rather than watching documentaries on science. The use of movies in EFL instruction facilitates people's imitation of actors and actresses. Additionally, it has been shown that singing in English while learning a language creates a good atmosphere that increases motivation. A more noteworthy discovery has been made concerning vlogs (Toleuzhan et al., 2023).

There has been a noticeable paradigm change in favor of using web 2 and user-generated content in recent years. Social networking sites like Facebook, YouTube, and Twitter (Mustafa et al., 2020).

One may argue that teaching speaking to kids through real-world English media, like YouTube videos, can help them become more fluent speakers of the language. Additionally, the scope of this study is restricted to how students might enhance their speaking abilities—specifically, their accuracy, vocabulary, syntax, and fluency—by using real English YouTube videos (Muslem et al., 2022).

Examining how university students use YouTube specifically and how it affects their academic journey is crucial as the educational landscape changes. One very well- known website for sharing videos online is YouTube. In addition to being utilized for business and pleasure, it is also used to acquire and distribute knowledge and information about science and medical (Allgaier, 2020).

A thorough examination of every website providing academic video content is outside the purview of this article and has been covered elsewhere (Miller, 2009). This study is well- positioned to make significant contributions to the current discussion on the function of digital platforms in higher education.

YouTube is a website that allows users to publish, share, and watch videos. It offers the most extensive library of user-generated video material, including instructional films, and an intuitive user interface (Jaffar, 2004). I've used a quantitative approach to my study. To gather information, I've made a few questions. I have acquired data from 6 universities of Lahore whose named are: King Edward Medical University, University of the Punjab, University of Management & Technology, Superior University, Virtual University of Pakistan, and Government College University. Actually, YouTube is a lot of different things. YouTube is a for-profit company with a business plan that revolves around the online video-sharing distribution. The company is owned by Google (Burgess & Green, 2009).

The usage of YouTube for education and instruction in both schools and higher education institutions is expected to rise (Snelson & Perkins, 2009). Parents may still follow their children in their education even while they are working because YouTube learning resources are accessible whenever and wherever (Rahmatika, & Yusuf, 2021).

Online education requires connection to an internet network in order to function. Online learning is a type of traditional education that is converted online into a digital version. During a pandemic emergency, online learning is thought to be the sole way for professors and students to communicate and receive content (Rigianti, 2020; Wahyono et al., 2020).

Video lectures may be added to institutional learning in museums and schools by posting them on YouTube. Additionally, participants have the option to participate in DIY teaching (Lange, 2019). YouTube has an extensive library of instructional videos covering almost every topic under the sun. Learning may be flexible and self-paced because tutorials, seminars, and movies are always available to students.

YouTube videos were utilized in the study's university classrooms to summarize material, clarify difficult concepts, give abstract ideas a concrete form, demonstrate suitable actions, and reinforce domain-specific vocabulary (with further contextualization) or further investigation), learn about laboratory testing through simulation (Jackman, 2019).

7.   Literature Review

Baravkar et al. (2021) conducted a study on less pertinent tutorial series or marathons can use audience retention, video interaction, and targeted keywords to rank their videos. A video's share count, subscribership, likes, and views are all indicators of video engagement.

Susanti et al. (2022) explored YouTube videos and role play may both be used to increase students' motivation for speaking skills. Several useful strategies for doing so were presented. The first was the use of YouTube videos in role play. Several tactics were used in the video of resolving complaints, including reproduction activities, frozen frame freeze, unscripted role play, and repetition and role play.

Shoufan and Mohamed (2022) assessed a rich, cost-free, user-friendly, and entertaining source of educational material is YouTube. This platform can positively affect students' interest, motivation, engagement, learning outcomes, skills, and competencies when applied appropriately. Adopting constructive attitudes and efficient tactics are components of proper use. Because of its dangers and limitations, this platform is most appropriate for guided instruction, where teachers choose or create the content and incorporate it within a clearly defined, pedagogically driven learning environment.

Kohler and Dietrich (2021) explored videos about science may also be thought of as instructional videos. In light of this, the public is intended to be

informed, taught, or educated through scientific films. This indicates that the creators of a video appear to believe that viewers may be lacking in knowledge on scientific matters. As a result, the paradigm of public comprehension of science applies to instructional films.

Jaffar (2012) in his study found out, 98% among medical students in their second year who were enrolled in a YouTube-supported course on human anatomy reported using the platform as a source of online material, albeit at varying rates. Ninety-two percent of the people who had the YouTube channel for the course concurred or strongly concurred that it improved their understanding of anatomy. The author also came to the conclusion that, when carefully examined, varied, and directed toward course objectives, YouTube may be a useful tool for improving education and fostering autonomous learning in a PBL classroom.

Buzzetto-More (2015) measured use of YouTube as a teaching tool has been demonstrated in this research to be   relevant, and its usage is congruent with the Cognitive Theory of Multimedia Learning, which holds that video is especially useful for knowledge development and memory formation. This study aims to motivate online educators to use video sharing platforms in order to produce instructional films with a purpose, accept suitable movies made by others, and integrate video design into student assignments, projects, presentations, and/or conversations.

Pratama et al. (2018) explored YouTube material has a big influence on how well students learn since it's informative and contains instructive information that makes them want to study more. The majority of the study's hypotheses were supported by the data and demonstrated how YouTube helps students learn more effectively when it comes to music creation, particularly audio mastering.

Sharma and Sharma (2021) conducted a study on students' education and learning experiences are greatly impacted by YouTube. It aids in giving the conventional educational system a fresh, intriguing, and inventive dimension. YouTube has made studying and teaching easier for both professors and students. When combined with audiovisual information, even the most difficult thoughts and theories become entertaining. Teachers from all across the world are posting videos on YouTube that allow pupils to see different points of view on the subject. Knowledge, instruction, concepts, and

data from all across the world are accessible online. With YouTube, you have a variety of alternatives when it comes to teachers and instructional methods; you are not restricted to the expertise of a single instructor or style. Visual and conceptual learning take the place of the previous method of rote learning. By educating pupils on how things really happen, this pedagogical approach helps them become more engaged and helps them memorize information.

Moghavvemi et al. (2018) in their study clarified university students' usage patterns of YouTube and their opinions on how useful it is for instruction and learning. The findings demonstrated that a large number of students use YouTube to find solutions to their academic challenges and answers to any queries they may have. Nearly all students utilize YouTube as a resource for learning and information retrieval. It is required due to students' significant usage of IT, familiarity with it, and the efficiency of films as a teaching tool.

Kristiani, and Pradnyadewi (2021) explored YouTube is a useful learning tool for enhancing students' proficiency in the English language, particularly in speaking. Students with introverted personalities might benefit from using YouTube to practice and demonstrate their speaking skills by uploading a video of themselves and receiving comments from friends, teachers, and other users.

Yus and Jayadi (2022) studied perceived utility of YouTube was significantly positively impacted by its perceived ease. Use significantly increased the intention to learn; Perceived ease of use of YouTube did not significantly affect actual learning; Perceived usefulness significantly increased the intention to learn; Perceived usefulness significantly increased actual learning; Facilitating conditions significantly increased the intention to learn; Learning intention significantly increased actual learning; Self-control significantly increased actual learning; and Actual learning significantly increased learning performance. We may infer that students' learning performance can be enhanced by using YouTube as a learning support medium.

3.   Hypotheses

When using YouTube videos as part of their learning process, students will show better learning capabilities than when they don't. Their understanding, retention, and application of the material will all show this improvement.

4.   Theoretical Framework

The Social Cognitive Theory—which holds that learning happens in a social setting through modeling and observation—will serve as the theoretical foundation for the research article on the Impacts of YouTube Tutorials on students' education. According to this hypothesis, which was created by Albert Bandura, people may pick up new skills and habits by observing others. Students can see teachers or classmates demonstrate ideas and abilities in the setting of YouTube lessons, which may have an impact on their own learning and behavior.

The theoretical framework will also embrace the Cognitive Load Theory. In order to maximize learning, this theory highlights the limitations of working memory and the significance of controlling cognitive load. YouTube lessons have the ability to alter students' cognitive load and learning results due to its multimedia nature and variable levels of complexity.

The research article will investigate how YouTube videos function as a platform for social learning and how they could affect students' cognitive load and learning results by integrating these ideas. The theoretical framework will add to the body of knowledge already available on online learning and instructional design by offering a thorough understanding of the mechanisms via which YouTube videos affect students' education.

5.   Methodology

The researcher used a Quantitative approach method to get information from the target population from 6 universities of Lahore whose named are: King Edward Medical University, University of the Punjab, University of Management & Technology, Superior University, Virtual University of Pakistan, and Government College University. Based on 384 replies, our sample size for this study was determined. The researcher created thirteen multiple choice questions in order to collect data. The researcher employed

the sample percentages approach through percentage of analysis to examine their data using SPSS software.

6.   Findings

The survey's results, which were determined by descriptive analysis, are listed below:

Table 6.1 *What is your Gender?*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	192	50.0	50.0	50.0
	Female	192	50.0	50.0	100.0
	Total	384	100.0	100.0	

This table indicates that there are two gender kinds in our survey: male and female.There were 192 male and 192 female questions.

Table 6.2 *YouTube tutorials have significantly improved my understanding of academic concepts*

		Frequency	Percent	Valid Percent	Cumulative Percent
	Agree	307	79.9	79.9	79.9
Valid	Disagree	16	4.2	4.2	84.1
	Neutral	61	15.9	15.9	100.0
	Total	384	100.0	100.0	

This table indicates 79.9% students agreed YouTube tutorials helped in improving understandingof academic Concepts. 4.2% students disagreed this statement.

Table 6.3 *The YouTube tutorials I've utilized provide clear and comprehensible explanations of complex concepts*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	294	76.6	76.6	76.6
	Disagree	16	4.2	4.2	80.7
	Neutral	74	19.3	19.3	100.0
	Total	384	100.0	100.0	

This table indicates 76.6% students agreed YouTube tutorials provide clear & comprehensible explanations of complex concepts. 4.2% students disagreed them.

Table 6.4 *YouTube tutorials, with visual aids, have enhanced my ability to visualize and understand challenging concepts*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	273	71.1	71.1	71.1
	Disagree	27	7.0	7.0	78.1
	Neutral	83	21.6	21.6	99.7
	31.00	1	.3	.3	100.0
	Total	384	100.0	100.0	

This table indicates 71.1% students agreed YouTube tutorials enhanced ability to visualize & understand concepts. 7% students disagreed them.

Table 6.5 *The YouTube tutorials I watch are directly relevant to the academic subjects or topics I am currently studying*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	240	62.5	62.5	62.5

		Frequency	Percent	Valid Percent	Cumulative Percent
	Disagree	47	12.2	12.2	74.7
	Neutral	97	25.3	25.3	100.0
	Total	384	100.0	100.0	

This table indicates 62.2% students agreed YouTube tutorials direct relevant to academic subjects or topics. 12.2% students disagreed them.

Table 6.6 *I find myself more engaged and interested in learning when utilizing YouTube tutorials*

		Frequency	Percent	Valid Percent	Cumulative Percent
	Agree	261	68.0	68.0	68.0
Valid	Disagree	32	8.3	8.3	76.3
	Neutral	91	23.7	23.7	100.0
	Total	384	100.0	100.0	

This table indicates 68% students agreed YouTube tutorials engaged & interested in learning. 8.3% students disagreed them.

Table 6.7 *YouTube tutorials have positively influenced my preparation for exams by improving my conceptual understanding*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	261	68.0	68.0	68.0
	Disagree	37	9.6	9.6	77.6
	Neutral	86	22.4	22.4	100.0
	Total	384	100.0	100.0	

This table indicates 68% students agreed YouTube tutorials helps in preparation of exams by improving concepts. 9.6% students disagreed them.

Table 6.8 *YouTube tutorials accommodate diverse learning styles and contribute to an improvement in my learning ability*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	268	69.8	69.8	69.8
	Disagree	22	5.7	5.7	75.5
	Neutral	94	24.5	24.5	100.0
	Total	384	100.0	100.0	

This table indicates 69.8% students agreed YouTube tutorials accommodate diverse learning & contribute to improvement in learning ability. 5.7% students disagreed them.

Table 6.9 *The self-paced nature of YouTube tutorials enhances my ability to learn and grasp information*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	299	77.9	77.9	77.9
	Disagree	31	8.1	8.1	85.9
	Neutral	54	14.1	14.1	100.0
	Total	384	100.0	100.0	

This table indicates 77.9% students agreed self-paced nature of YouTube tutorials enhance my ability to learn & grasp information. 8.1% students disagreed them.

Table 6.10 *The interactive nature of YouTube tutorials enhances my ability to actively participate and learn*

		Frequency	Percent	Valid Percent	Cumulative Percent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	252	65.6	65.6	65.6
	Disagree	26	6.8	6.8	72.4
	Neutral	106	27.6	27.6	100.0
	Total	384	100.0	100.0	

This table indicates 65.6% students agreed interactive nature of YouTube tutorials enhances ability to actively participate & learn. 6.8% students disagreed them.

Table 6.11 *YouTube tutorials help me develop better problem- solving skills in my academic pursuits*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	237	61.7	61.7	61.7
	Disagree	26	6.8	6.8	68.5
	Neutral	121	31.5	31.5	100.0
	Total	384	100.0	100.0	

This table indicates 61.7% students agreed YouTube tutorials help me develop better problem- solving skills in academic pursuits. 6.8% disagreed them.

Table 6.12 *Using YouTube tutorials improves my retention of information compared to other study methods*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	258	67.2	67.2	67.2
	Disagree	35	9.1	9.1	76.3
	Neutral	91	23.7	23.7	100.0
	Total	384	100.0	100.0	

This table indicates 67.2% students agreed YouTube tutorials help to improve retention of information compared to other study of methods. 9.1% disagreed them.

Table 6.13 *I find it easy to balance the use of YouTube tutorials with other study materials to enhance my learning ability*

		Frequency	Percent	Valid Percent	Cumulative Percent
	Agree	262	68.2	68.2	68.2
Valid	Disagree	32	8.3	8.3	76.6
	Neutral	90	23.4	23.4	100.0
	Total	384	100.0	100.0	

This table indicates 68.2% students agreed YouTube tutorials to enhance learning ability. 8.3% students disagreed them.

6. Discussion

A total of 384 YouTube tutorial data was gathered using observers. YouTube tutorials were mostly favored by students. As the result shows that the YouTube tutorials helps in study of students who want to enhance in learning ability & helps to improve concepts of students.

79.9% students agreed that YouTube tutorials helped in improving understanding of academic Concepts. 4.2% students disagreed this statement. YouTube tutorials provide clear & comprehensible explanations of complex concepts. 76.6% students agreed that & 4.2% students disagreed this statement. YouTube tutorials enhanced ability to visualize & understand concepts. 71.1% students agreed & 7% students disagreed this statement. 68% students agreed that YouTube videos engaged & interested in learning. 8.3% students disagreed this statement. Nature of YouTube tutorials enhances ability to actively participate & learn. 65.6% students agreed & 6.8% students disagreed this statement. 77.9% students agreed that self-paced nature of YouTube tutorials enhance my ability to learn & grasp information. 8.1% students disagreed them. YouTube tutorials enhance learning ability.

68.2% students agreed & 8.3% students disagreed this statement. 69.8% students agreed YouTube tutorials accommodate diverse learning & contribute to improvement in learning ability. 5.7% students disagreed them. 77.9% students agreed self-paced nature of YouTube tutorials enhance my ability to learn & grasp information. 8.1% students disagreed them. 65.6% students agreed interactive nature of YouTube tutorials enhances ability to actively participate & learn. 6.8% students disagreed them. 61.7% students agreed YouTube tutorials help me develop better problem- solving skills in academic pursuits. 6.8% disagreed them. 67.2% students agreed YouTube tutorials help to improve retention of information compared to other study of methods. 9.1% disagreed them. 68.2% students agreed YouTube tutorials to enhance learning ability. 8.3% students disagreed them.

7.   Conclusion

This study's goal was to investigate the impacts that YouTube tutorials helps in study of students. 13 research questions were grown who examine how YouTube tutorials helps in student learning. We collect data from 6 different universities of Lahore. Yes, YouTube videos are a great resource for students who are trying to understand difficult subjects. The platform works well as a teaching tool because of its accessibility, range of information, and interactive features.

YouTube lessons are an important resource for improving students' learning skills in a variety of areas. The dynamic and easily accessible aspect of the platform adds to a well- rounded educational experience that meets a range of requirements and interests. The availability of YouTube for free lowers the cost barrier to education.

YouTube lessons students should always approach material critically, confirming the reliability of their sources and cross-referencing information as needed. The entire learning process will also be improved by a well-rounded educational strategy that makes use of a range of learning materials. To sum up, YouTube lessons are a useful resource for students who want to improve their learning skills and achieve academic success.

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