

YOUTH AND MEDIA USING TRENDS: A STUDY OF KPK AND FATA STUDENTS

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ABSTRACT: Youth is a misjudged but rapidly growing force on the international stage. Almost half of the world's population is under the age of 25 and approximately a quarter are aged 12 to 24. Media is the effective and cheapest source of communication to connect with the whole world. The present era with the revolution of communication technology made the world a global village. There is a craze among youngsters regarding use of media. This study was executed in KPK and FATA, a sample of 547 youngsters were selected from different education institutions. A quantitative research tool based on close ended questions was designed for the purpose of data collection. Major objective of the study was to create awareness among the students from FATA and KPK about the role and use of media. Results of the study shows that students of KPK and FATA use the media for beneficial purposes such as for communication and information. As survey statistics shows that 47.3% students use media for the purpose of communication and 30.7% respondents said that they use electronic/social media for information. 59% respondents spend more than one hour daily using print/electronic and social media to keep themselves in touch with friends and to get the information.

Key words: Social Networking Sites, Youth, Global Village, Communication Technology

INTRODUCTION

Youth is a misjudged, but rapidly growing force on the international stage. Almost half of the world's population is under the age of 25 and approximately a quarter are aged 12 to 24. Media is the effective and cheapest source of communication to connect with the whole world. The present era, with the revolution of communication technology made the world a global village. There is a craze among youngsters regarding use of media. There are commonly two types of media as print (e.g. newspaper), electronic media (e.g. radio, tv, internet, communication devices) and social media.

Youngsters have become a liberated group. This group is a focused mass of getting control and this is because every generation of young adults was entertained in a self-conscious youthful culture" [1].

A new uprising is modeling a generation and surroundings. However, to the youth of present, familiar with media as they are, TV's is old-fashioned and less worthy. They are unidirectional, letting very few to select programs and other content. This age group comprises a number of classes, races, beliefs and social perceptions. They create a less idealistic group, more socially conscious or linked. They are young web-surfers who are also extremely concerned for their environment [2].

Social networking sites profoundly transformed the way internet consumers are able to interconnect through the specific features and applications. 'Social Networking Sites' are "web-based services which permit users to create a public or semipublic profile within a controlled system. Users can not only share their list of contacts with those they are communicating, but also can see others list of contacts within a computer system [3].

Researchers have declared that young folks in majority having access to new communication media types using it frequently as compared to older age groups [4]. Teen-agers and youngsters are dominant in internet usage as-well-as being the substantial users of Social Networking Web-Sites (SNS) [5].

Social media can be a useful and effective tool for enhancing social-capital, citizens' as it can truly make stronger existing social relationships by assisting to communicate with or stay in touch of the activities of longtime friends as well as for creating new contacts [6].

The major objective of the study was to create awareness among the students from FATA and KPK about the role of use of media.

MATERIALS AND METHODS

A close ended questionnaire was designed to investigate all aspects of the study. The sample population was young students around the age of 18-24 from different educational institutions of Federally Administered Tribal Areas (FATA) and Khyber Pakhtunkhwa (KPK). The simple random sampling technique was used to select 547 students from different schools, colleges and universities. The selected participants became part of three days training program. Before each training, baseline assessment was conducted and by the end of the project events an End-line survey was conducted to measure the usefulness of the training workshop, while the results of both the baseline and end-line survey were analyzed using SPSS.

RESULTS AND DISCUSSION

Table. 1: What kind of Media do you use often?

| What kind of media do you use often? | | |
|--------------------------------------|----------|---------|
| | Baseline | Endline |
| No response | 3.6 | 3.1 |
| Print media | 26.8 | 8.8 |
| Electronic media | 29.6 | 64.7 |
| Social media | 28.3 | 21.9 |
| Any other | 11.7 | 1.5 |
| Total | 100 | 100 |

Table 1 represents the responses of the students regarding the kind of media they often use. It can be clearly observed that the results of the baseline and end-line indicated that the participants generally use the print, electronic and social media.

However, in the end-line survey, the table indicates the increase in the usage of electronic media by the participant's i.e.64.7% which in base-line was 29.6%. This indicates that the participants consider electronic media more important as compared to print media. Their tendency is more towards the use of electronic media.

Table 2: Type of Electronic Media

| If electronic media please specify? | | |
|-------------------------------------|----------|---------|
| | Baseline | Endline |
| No response | 7 | 9.5 |
| T.V | 40.6 | 26.6 |
| Radio | 18.6 | 6.4 |
| Internet | 33.8 | 57.5 |
| Total | 100 | 100 |

Table 2 represents the responses of the students regarding type of electronic media generally used by the participants. Results indicated that the majority of the participants use Internet i.e. 33.8% in base-line and 57.5% in end-line. The usage of radio is indicated by a small proportion i.e. 18.6% in base-line and 6.4% in the end-line. Similarly, quite a decent proportion of the participants use TV as electronic media that can be seen by the percentages, i.e. 40.6% in the base-line and 26.6% in the end-line. The results indicate the usage of various types of electronic media by the participants.

Table 3: Hours spend using Print/Electronic/Social Media?

| In a day how many hour(s) do you spend on print/electronic/social media? | | |
|--|----------|---------|
| | Baseline | Endline |
| No response | 4.7 | 2.4 |
| Less than one hour | 35.3 | 17.6 |
| One hour | 29 | 15.5 |
| More than one hour | 26.9 | 59 |
| Never use it | 4.1 | 5.5 |
| Total | 100 | 100 |

Table 3 represents the responses of the participants when asked regarding the time-duration, they spend on social/electronic/print media.

It can be seen that quite a good proportion of participants spend more than half an hour on various types of media. An increase can be seen in participants responses in the end line responding that they spend more than one hour on social/electronic/ print media indicated by 26.9% in the base-line and 59% in the end-line. This significant change shows

the interest of students in using the social/electronic/print media.

Table 4: Opinion about Media

| In your opinion, media is a? | | |
|------------------------------|----------|---------|
| | Baseline | Endline |
| No response | 2.8 | 1.5 |
| Tool of communication | 26.6 | 46.6 |
| Source of information | 58.1 | 40.2 |
| Source of entertainment | 9.5 | 9.9 |
| Any other | 3 | 1.8 |
| Total | 100 | 100 |

Table 4 indicates the participant's responses in regard to their opinion about what media is? It is quite evident from the responses that the majority of the participants are of the opinion that "media" is a source of information indicated by 58.1 % in the base-line and 40.2% in the end-line. Similarly a good proportion of the participants have an opinion that "media" is a tool of communication, indicated by 26.6% in the base-line and 46.6% in the end-line.

An upward trend can be observed in the participant's opinions stressing "media" as tool of communication and source of information reflects the impact of sessions undertaken by them on "Media" during the project activities.

Table 5: Purpose of using Media

| For what purpose do you yourself use media? | | |
|---|----------|---------|
| | Baseline | Endline |
| No response | 1.3 | 3.1 |
| Communication | 35.9 | 47.3 |
| Entertainment | 24.7 | 17 |
| Information | 30.5 | 30.7 |
| Any other | 7.6 | 1.9 |
| Total | 100 | 100 |

Tables 5 shows the responses of the participants when asked about the purpose they use media themselves. It can be clearly noted that almost all the participants use media for communication, entertainment and for information purposes. However it seems "media" is mostly used for communication purpose indicated by 35.9 % in the base-line and 47.3% in the end-line.

CONCLUSION

Students of KPK and FTA use the media for beneficial purposes such as for communication and information. As survey statistics shows that 47.3% students use media for the purpose of communication and 30.7% respondents said that they use electronic/social media for information. 59% respondents spend more than one hour daily using

print/electronic and social media to keep themselves in touch with friends and to get the information.

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