

A Study on the Effects of Technology Such as Social websites on Human Habits

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Abstract

Human habits are immensely affected by Technology in variety of ways. In this research the researcher has explored the effects of the technology (Social websites, Video Games and Cable TV) on the Human habits. It has changed the human habits, their ways of living, life standards, studying methods, their hobbies and interests, communication styles and last but not least the nature of relationship among them. A questionnaire has been developed in order to collect the data from university students. I have kept sample size of my research 377 and response rate was 61% obtained by random sampling.

Keywords: Technology, Human Habit, Social Websites

Introduction

Education has meaningfully improved the learning process of individuals by the help of multimedia use. Consequences from a numeral investigations studies show that properly designed multimedia training develops students' knowledge presentation in mathematics, science, and literacy (Gee, 2003). Audiovisual games, social websites have become amazingly popular and universal form of entertainment. Audiovisual game routine has increased suddenly and gradually with the passage of time (Rideout & Foehr, 2010). The going up popularity of audiovisual games and cable TV has carried about an explosion of exploration on audiovisual game properties (Barlett, Anderson, & Swing, 2009). The summary of satellite broadcasting on television is one of the extents of this high-tech development which has a positive effect on the communal and cultural area of Pakistan. For these changes, human manners are also shifting and consequently, the analysis of ups and downs in the human actions is becoming further significant in the current professional world (Shamsher & Abdullah, 2012). Digital television viewership is not additionally limited to the upper-middle community only, by way of the accessibility of low priced TV set and cable-connection, it has turn into a public or household facility for the minor or lower community as well (Zia, 2007). Audiences have right to use to a selection of frequencies from homegrown to foreign, which deliver them an opportunity to lookout all kinds of TV programs. These broad casting sources provide representation to viewers about novel information about the outdoor world and additional ways of life cycle, which may possibly touch assertiveness and actions (Gentzkow and Shapiro, 2004). From the time when their introduction, communal exchange cards websites abstain paying attention to millions of operators, countless of whom joined their sites as a day-to-day practice. Webcasted machineries now cover the socializing structures of computer-generated spaces that have appeared as sectors for info sharing, teamwork, and private formation and postponement (Suter, Alexander, & Kaplan, 2005). Social-media are expertise that ease social dealings, reaction, make potential association, and permit discussion through stakeholders. These equipment these days take account of wikis, blogs, media (video, text, audio, photo,) distribution tools, make friends platforms (like as Facebook),

and computer-generated creations (Bryer & Zavattaro, 2011). TV set is well thought-out as automated flooring which give the impression to conveyance millions of general public each-day to distant off residences (Syed N. A., 2010). It is comparatively an innovative medium that devours its brand on every single characteristic of everyday life. It is full of beans with its signal on interstellar satellite television and usages of oceanic or day after more days cables to hand on live broadcast to its recipients. This automated medium guarantees its visibility without lacking any global discernment (Syed & Mattoo, 2013). Douglos Rushkoff (2006) has called the newer generation screen agersll for the reason that they so commonly work together with technology displays. On the other hand use of these kind of screens is not passive. Such act these days includes contribution as portion of a worldwide participating philosophyll (Jenkins, 2006), counting post pictures, sketches, videos or text, debating and socializing the situations, and crushing them mad about new formations, and yes buying goods and facilities, as well.

Literature Review

Effect of technology on human habits

In now a day's technological development and modification in societies has long been remarkable, exciting and interesting concern for scholars and academics. There is only one thing which is constant in this world and that is change, rather than this nothing is constant. So that's why in current world (society) influence of technological development have a strong and very speedy impact on world (society). In each and every sphere of life variations and alteration are taking place and eventually shifting the entire community and cultural faith (belief) systems (Zadeh & Mozaffari, 2014). As Kass, (2013) describes that, for guaranteeing educational achievement for students of current world during the course complete duration of the university, it is essential to do away from the study of bad habits. Regardless of age and academic or educational level, employing effective academic habits, behaviors and customs can style all the difference between securing the grade 'A' barely passing or worse, failing unhappily. The investigation of work summaries that communicational approaches used for thousands

of decades might have turn out to be ingrained through years of evolution (Schnell, 2005). It is not sure that youngsters are more communally unaware as compare to previously generation, but it is observed that in now a day's generation have very low confidence in face-to-face communication due to less opportunities of this type of contacts (like as: sitting with family, old mans, political and villagers due to advancement of world) (Lenhart, 2012). Argument of Oblinger (2004), Explains about the powerful learning toll which is videogames. According to them it provides powerful and potential learning because of its strengths like as active, multi-sensory, practical, experiential and problem-based learning which requires solutions. Another supporting argument of there is, motivation of previous information to permit working and progression within a challenging game and provide instant and prompt feedback, and it allows them challenging and testing of a hypothesis and direct(meaningful) learning from their ones activities. Jenkins (2006), named the younger age group or current generation as a "screenagersll" because of their continuous relation or interaction with technology-screens. But use of these technological screens isn't passive. Such activities here and now comprises contribution as chunk of a worldwide or global participatory philosophy, as well as posting and sharing pictures, sketches and drawings, videos or texting, discussion and socializing the posts, and smashing them keen on novel creations and yes, acquiring and buying of products and services as well.

Effects of Video games on Habits

The way through developers structured and after their work when game displays on a screen meaningfully affect the entire visuospatial handling. As an example, number of readings has demonstration of playing fast and paced audiovisual games or video games might have positive impact and optimistic effects on a number of filmic and spatial or three-dimensional skills, as an example faster or paced visual response times, and enhanced and better located target identification, localization and psychological rotation (Achtman, Green, & Bavelier, 2008). Lieberman, et. al (1998) have revealed that those children they are using systems, laptops or computers to play-games on regular basis carry out more off-color in school, while individuals they habit computers for homework, schoolwork and for assignment achieve well in school. On the other

hand, regardless of substances, the extent of play possibly will affect evaluations harmfully by transferring time expended in other educational and societal events. This “displacement hypothesis” put forward that automated mass media can impact education and societal activities by pleasing the place of doings in place of family relations, reading, and communal play with peers (Huston & Donnerstein, 1998).

Effects of Cable TV on Habits

Anjum (2007), in her research work on the topic of "Effects of cable television on women in Pakistan" explains that there is a strong impact of this technology on the women of Pakistan due to awareness of their rights and laws. It changes their habitual working routine with a strong positive and educational impact. This work describes the television is competing with families, educational institutes (school), community, societal and religious(spiritual) institutions to be responsible for role models, evidence, information and statistics that have emotional impact on youths beliefs(opinions), moral values, their behavior, attitude and standard of living (Ahluwalia & Singh, 2011). Daud et.al, (2011) states in his work about TV set ads in broad and those including some celebrities have huge, long lasting and unconditional impression on formative year's lifestyle, spiritual values, domestic bonding and their choice making for ordering numerous items. Watchers have right to use to a variety of networks from local, native to overseas, which deliver them an opening to watch any or all kinds of programs. These television sources render spectators to different statistics about the outdoor world and additional habits of life, which may have emotional impact on attitudes, assertiveness and behaviors (Olken, 2006).

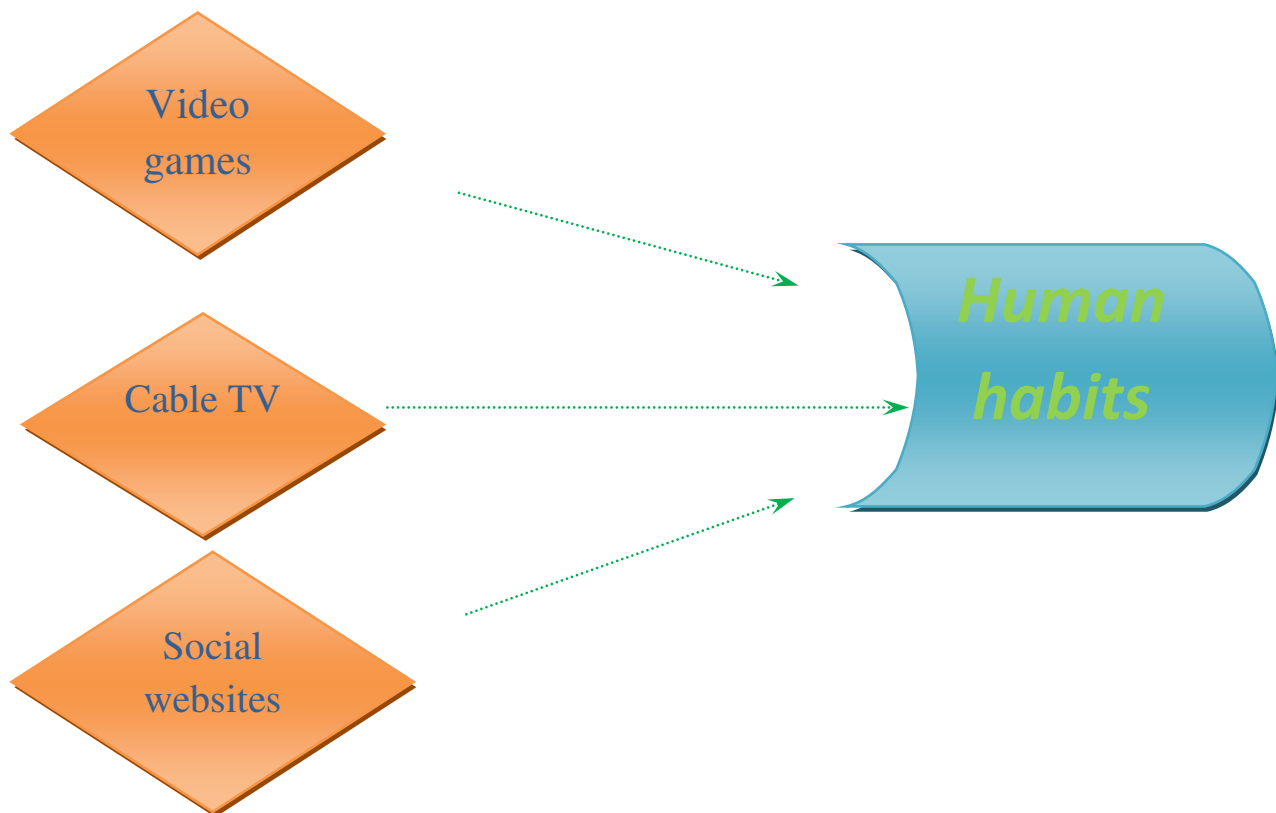
Effect of Social websites on Habits

The increased usage of Social Networking Websites has turn out to be global phenomenon (theory) in the very few years (past several years). And started out as a pastime, hobby, relaxation or a leisure pursuit for more or less computer literate (well-educated or not educated) individuals has turn into social and their social norm and their way of living life for people is changed in all manners (Boyd & Ellison, 2007). Youth (Teenagers) and young grown persons have specifically embraced social networking sites as considering them a way or path or bridge of connection with their colleges, age

fellows, peers, friends for exchanging and sharing valuable information, and for reinventing their personalities and lifestyle, and for showing and managing their community and social lives (Boyd & Ellison, 2007). Mehammod and Taswir (2013), Put forward it that students who uses internet or networking system may affected by it and the impact is resolute by the kind of internet usage by students (users). They are definitely affected by the revealing and educational usage of the internet despite the fact that having strong influence of spare time use of internet on the students. Oskouei (2010), also identifies that internet is more advantageous and beneficial to equally for students and learners as well as teachers and instructors if they use it as a valuable tool of educational and new worldwide knowledge creator.

Theoretical Framework

The model presented beneath demonstrates that human habits are mainly based on the video games, cable TV and social websites



Hypotheses

Hypothesis 1 (H_1): Video games have positive and significant impact on human habits

Hypothesis 2 (H_2): Cable TV has positive and significant impact on human habits

Hypothesis 3 (H_3): Social websites have positive and significant impact on human habits

Methodology

In this research the individual are used as the source of the data collection. Quantitative techniques have been used. Closed ended questions have been used to collect data from the set of individuals. A questionnaire was intended to assess the responses of those individual. Questionnaire was unbiased and clarifying the result of the research.

Population of my research is the student of The Islamia University of Bahawalpur who are highly influenced by the technology in almost every field of life. It surrounded by two sections first is demographics section and remaining is subjective section. The demographic section entails gender, age, income, educational level and the variables that have used in this research. The items are scaled on 5-points Likert scale to calculate and appraise the response.

Convenient sampling is used to collect data by filling the questionnaire. The population of this research is student of the Islamia University of Bahawalpur. The sample size is 377 according to the Krejcie and Morgan, (1970). Response rate of the questionnaire is 61%. Linear regression analysis, correlation analysis factor analysis will be executed in this research by using SPSS.

Analysis and Discussions

Cronbach's alpha was used to determine internal reliability of variables. Nunnally proposed the criteria for determining the reliability of items in terms of alpha to be equal or greater than 0.60. The table of analysis, which has shown below, shows that 19 items of this research have .812 Cronbach's Alpha which has higher Cronbach's Alpha reliability than standard value.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.812	.809	19

Correlations

		Social Websites	Cable TV	Video Games	Human Habits
Social Websites	Pearson Correlation	1	.349**	.155*	.202**
	Sig. (2-tailed)		.000	.018	.002
	N	230	230	230	230
Cable TV	Pearson Correlation	.349**	1	.308**	.181**
	Sig. (2-tailed)	.000		.000	.006
	N	230	230	230	230
Video Games	Pearson Correlation	.155*	.308**	1	.320**
	Sig. (2-tailed)	.018	.000		.000
	N	230	230	230	230
Human Habits	Pearson Correlation	.202**	.181**	.320**	1
	Sig. (2-tailed)	.002	.006	.000	
	N	230	230	230	230

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

According to the results that shown in the above table there is a positive and significant relationship among video game and human habits ($r = 0.320$, $p = .000 < 0.01$) Video

games effectively change the human behavior because both are interrelated and have positive impact in bringing change in the way human react towards these stimuli. It is clear that human habits have been highly affected by the video games.

Hence H1 proved: Video games have positive and significant impact on human habits.

Human habits and cable TV are positively correlated and also have significant relationship ($r = 0.181$, $p = .006 < 0.01$) this relationship predicts that human habits are affected by the material which is aired on Cable TV and the results show that this factor influences the human habits up to some extent positively .

Hence H2 proved: Cable TV has positive and significant impact on human habits

Human habits and social websites are positively correlated ($r = .202$, $p = .000 < .01$) because man is a social animal and it takes effect of the things which are happening in his surroundings and which are observed by him in his environment and are transmitted to him through any channel like social websites. The result of study show that human responds to the things which he experiences on the social websites to a greater extent. Hence H2 proved: Social websites have positive and significant impact on human habits All of the above results show that all the variables affecting on human habits are positively related to the human habits and has significant relationships Furthermore, the consequences of the correlation analysis depict that social websites and cable TV are positively and significantly related to each others, where as social websites

Regression analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.364a	.132	.121	.66430

a. Predictors: (Constant), Video Games, Social Websites, Cable TV

Modal summery of Regression analysis has been shown in the above table. The value of R square depicts the difference between dependent variable due to independent. According to the spss results there is only (.132) 13.2% influence of independent variable (Social websites, Cable TV and Video games) on the dependent variable (Human Habits)

9. ANOVA^b

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	15.056	3	5.019	11.372	.000 ^a
Residual	98.849	224	.441		
Total	113.904	227			

a. Predictors: (Constant), Video Games, Social Websites, Cable

b. Dependent Variable: Human Habits

The table shown above depict that the overall modal is significant. The significance of the ANOVA demonstrates that the regression analysis is interpreting the true consequences.

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.981	.212		4.633	.000
	Video Games	.214	.051	.277	4.228	.000
	Cable TV	.037	.068	.038	.550	.583
	Social Websites	.220	.088	.167	2.502	.013

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a. Dependent Variable: Human Habits

Interpretation

The coefficient of video games is 0.277 it means that the usage of video games increased by 1 unit, its impact on human habits will increase by 0.277. If the usage Cable TV increases by 1 unit then its impact on the human habits will increase by 0.038 and the usage of social websites increase by 1 unit than the human habits will increase by 0.167. According to the regression equation the video games has more influence as compare to other variable.

Conclusions

As per analysis it is concluded that all the variable of technology (Social websites, video games and Cable TV) has significant impact on Human habits. According to the analysis these variable has 13.2% has impact on human habits. The remaining variables are some others. Video games have strong relation with human habits as compared to other variables. ANOVA depict that the overall modal is significant. The significance of the ANOVA demonstrates that the regression analysis is interpreting the true consequences. All of the above results show that all the variables affecting on human habits are positively related to the human habits and has significant relationships Furthermore, the consequences of the correlation analysis depict that social websites and cable TV are positively and significantly related to each others, where as social websites. Hence all the hypotheses are accepted

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