

Impact of Digital Media on the Social Life of Digital Natives

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Abstract

The main intention of study was to ascertain the impact of digital media on social life of digital natives. Self-administrated questionnaire with likert scale 5 point was used for the collection of data. Data is collected through questionnaires using a sample size of 200 digital natives that mostly included the undergraduate students. Spss was used to measuring the relationship and effect of digital media; Human beings have, without doubt, seen ease and conveniences in their lives with the advent of most recent technological advancements. Today, the digital natives have access to digital media that especially includes the internet and T.V and mobile where they are engaged in different activities including social networking sites, net surfing, sharing ideas, searching new things, improving knowledge, entertainment (dramas, movies, music, news, current affairs, religious programs etc). The results of this study got after data analysis uncovered some prevailing situations about the attitudes and preferences of digital natives toward Media. If we talk about the positive side then we have for digital natives improved communication, knowledge, socialization, and entertainment. So, having being engaged with media digital natives are not totally harmed or completely benefited. We find them observing things deeply and being more rapidly attracted towards positives than negative. It's a good turn regarding digital natives positively involvement in these media types.

Key words: digital media, internet, television, mobile, digital natives, social networking sites, social life

Introduction

The research is focused on a study about checking the “*impact of media on the social life of digital natives* (children, teenagers)”. The word “Digital Natives” was popularized by an education mentor in his article. (Prensky, 2001). Basically “Digital Natives are those who brought up or born in the era of advance technology and so used to internet and computer from their early age”

This study shed light on the important antecedent of internet and its consequences on digital native. The internet is being used all over the world. (PAUNOV & ROLLO, 2016). Internet becomes an important component of our lives because it covers many aspects of our lives. (Ktoridou, Eteokleous, & Zahariadou, 2012). Excessive use of internet, TV video games created a variety of psychological and medical issues. (Rosen, et al., 2014)

TV has many benefits for the digital natives. It is helpful in education and entertaining for all, it gives a chance to digital natives to visit the globe, get the ideas and see the culture of other which they never seen in their own community. Positive roles and live shows can create the positive impact on them that can change their life style and attitude in a positive way; on the other side it is also true that digital natives can catch the things from media in a negative sense. (Boyse, 2010). Advertisement media message violence shown on media or internet do effect the digital natives in a way changing their eating habits, preference, behavior towards other life matters. (The American academy of pediatrics)

The mobile phone has a significant impact on digital natives. By using mobile phone power they connect within the family continuously and save themselves in case of safety issues and curfews. But on the other side it disturbs the study, decrease the attention during study in class and produce negative result. (M.M & Jobila, 2015). There were difficulties in having true information, from the respondents, that could have proved fruitful the study. Then there are geographical and cultural boundaries that made limit the study. The study extensively included the impact of the Internet, mobile & T.V on the Social life (family interaction and giving time to other social activities). Focus of this study was to see whether these media types are impacting the Teens in a positive direction or a negative direction.

Literature review

Health professional are making the use of media like internet and TV for promoting the health promotion message medical education. (Mackee, 2013). Digital natives watch T.V without the presence of elders and spend most of their time watching these media and do not sit with their family. Extra use of television can contribute to sleep problem poor

grade and makes obesity among kids and teens. T.V affects the behavior and attitude of digital natives'. (Kyla Boyse, 2010)

Relationship b/w various ways of media literacy and the susceptibility for drinking alcohol and adopt smoking were they found that media literacy contributes a lot in it but exceptions are there in regard of the perceptual behavior of the digital natives that how do they resolve the advertisement and messages being exposed to them. Their views were that a longitudinal study is needed to be done to get more reliable and effective outcomes. (Primack & Hobbs, 2009) Advertisers focus digital natives because they don't know the dexterous aspect of ads like unhealthy ads of fast foods, different type of drinks, and manipulative action in ads. Digital natives see approximately 2,000 wine and beers ads on TV and internet each year. Digital natives see favorite celebrities in smoking and drinking ads, libidinous scene and other risky behaviors in the movies and in serial that they watch on digital media. (Kyla Boyse, 2010).

Due to media influence adults become violent, aggressive and a great risk of developing obesity, spending more time on TV become a reason of their bad academic performance and isolated from their social activities (Monhar, n.d). Introduction of new technology always has the associated risks regarding the social concerns and the impact of media on the social lives of digital natives in relation to their education, exposure level, attitude toward families, adoption of certain behavioral phenomena etc. (M.D, 2012). The use of social media has both positive and negative impact on digital natives. Majority of people (92%) connected with social networking and the majority used social website like my space and face book. 44% people use social network for posting the drug contents and mostly said that their friend are doing these type of work. Furthermore, (97%) said that their social networking friends used drugs. (Kaplan, 2012) .Social media make positive impact on digital natives because it may improve the communication skills and social relationship opportunities. Furthermore, the social networking sites like Face book, Twitter and the rest are now being seen by researchers as helping tools to identify and resolve the depression and anxiety issues among the digital natives under controlled conditions. (M.D, 2012)The content of drugs on social sites insists the digital natives to use them. On the opposite side it has positive effect. 22% said that they use these sites for recovery of their contents. This shows that we can use these social networking sites to aware the people about the pitfall of drug abuses. We can use Face book for the awareness of drug abuses. A study shows that for the treatment retention social support is very use full (Kaplan, 2012).

Internet becomes an important component of our lives because it covers many aspects of our lives. (Ktoridou, Eteokleous, & Zahariadou, 2012) .Excessive use of internet, TV video games created a variety of psychological and medical issues. (Rosen, et al., 2014).Access use of internet increased exposure to the digital technology. (Tataro,

2011)..Social media may affect the digital natives in many positive ways i.e. socialization and communication, accessing health information and improved learning opportunities and negative impact may be cyber bullying and online, harassment, sexting, privacy concerns and the digital trace, Influence of advertisements on buying, face book, twitter and other social sites depression. (O'Keeffe, Pearson, MD, & MEDIA, 2011).

Internet play a very vital role in the social life of digital natives, it's a source that connect people with each other using different medium like messengers, email, online calls, internet break the physical boundaries among people. (A, Bargh, Y.A, & McKenna, 2004)

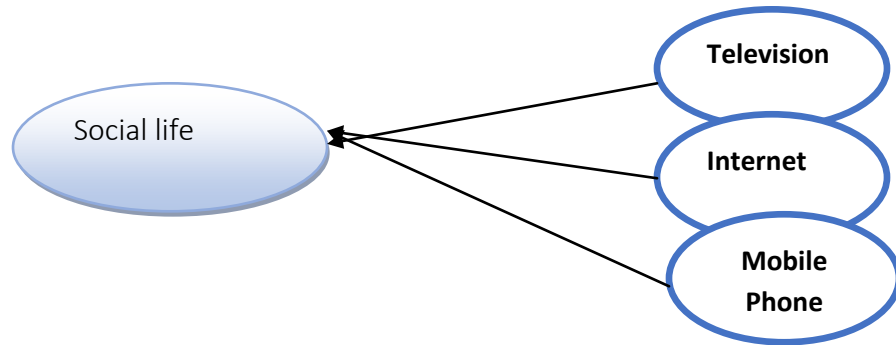
Social networking sites have gotten a massive popularity particularly among the digital natives. Although most of the time the digital natives key reason of joining such sites is nothing more than entertainment and building social contacts all over the world but apart from this sometimes it leads to serious result from privacy point of view, from being got deceived as one can't easily identify between real and bogus information and accounts online, from being getting hostile and isolated from the real life friends and family, from being sexually stressed especially young girls. (Das & Sahoo, 2011)

Excessive use of mobile phone build aggressive behavior, stress and frustration, and effect the education, health ,culture and religion. (ABBAS, MANZOOR, IRUM, & AFZAL, 2015).The use of mobile phone is a significant impact on the life of digital natives. They interact with others, share likeness and dislikes and build connection with others very quickly. It affects the social life, health, moral values as well as personality of youngsters. But despite all the above reasons cell phone makes the call cheap and easier than in the past. (Ali, Abbas Rizvi, & quershi, 2014). Another study shows that excess use of mobile phone badly effect the regular activities of digital natives like sleeping time, sports, meeting with friends and eating habits. (Rehman, batool, Ali, & Abdullah, n.d).

Another study stated that usage of mobile among digital natives have been increased rapidly. They use mobile for the purpose of communication with their friends and family at any time, and also use mobile for the purpose of searching social sites. (NAWAZ & AHMAD, 2012)

Mobile phone is very useful for digital natives. Parents feel relax especially when children go outside the home and they can easily connect with them at any time, and also useful incase of emergency like curfew. (siddiqi, 2015).

Conceptual framework



Research Questions:

- I. Is there any positive or negative relationship b/w the social life of digital natives and their T.V viewing habit?
- II. Is there any positive or negative relationship b/w social life of digital natives and their Internet usage routine?
- III. Are the digital natives socially exposed good things through the internet, mobile and T.V?
- IV. How do the digital natives spending more time on T.V, internet and mobile interact with family and give time to others?

Objectives of the Study:

Core objective: The main intention of study is to ascertain the impact of digital media on digital natives.

Sub objectives:

- 1) To determine the effect of television, internet and mobile phone on the social life of digital natives
- 2) To check out the relationship between digital natives ' internet and mobile usage and interaction to family and other social activities

HYPOTHESIS

1. There is positive relationship between internet and social life of digital natives.
2. Viewing television has positive impact on the social life of digital natives
3. There is positive relationship between mobile and social life of digital natives.

Research Design/Methodology:

Population: According to the operational definition Population comprised of the digital natives (from 15 to 19 years of age) who were using the internet (either actively or passively), mobile phone and were regular or part time T.V viewers.

Unit of analysis: As I focused on digital natives about their internet usage, mobile and T.V viewing habits so I kept individuals as unit of analysis. This is because I wanted to see the impact on individuals not on groups. So, I devised a questionnaire as data collection tool/ instrument to have the responses from individuals.

Time horizon: Cross Sectional; I had to rely on the responses got at once from the respondents and almost zero chances were there to go back and double check the given information as I was doing convenience sampling. Also I had minimal expertise to judge that whether the information is true or not.

Data collection: Data was collected from college and university students of Bahawalpur of age 15 to 19 years. I relied on college and university students studying in undergraduate programs for data collection because the operational definition for the digital in study mainly included the digital natives are those who born at the era of advance technology and belonging to the age groups from 15-19 years.

Instrument: Questionnaire was self administrated on the base of previous observation consisting of 27 questions, and approved from supervisor.

Sample size & Technique: sample size was 200 hundred which is determined by the Krejcie, Robert V, Morgan, Daryle W, table (1970). Out of a sample of 200 response was 162(81%) entered in the spss for analysis'. targeted the nearest located university/college to have the respondents for data collection. Non Probability Sampling (Convenience Sampling) was used. I did not bother about any criteria except for age. The reasons behind adopting this technique were mainly that the representativeness was not critical and time /cost also played the role of an obstacle to selecting probability sampling.

Data Analysis Tool & Techniques:

Data analysis techniques of Correlation and regression were mainly used.

Data presentation and Data analysis

Table -1

Case Processing Summary					
		N	%		
Cases	Valid	160	99.4		
	Excluded	1	0.6		
	Total	161	100		
a. List wise deletion based on all variables in the procedure.					

Table-2

Reliability analysis

Cronbach's Alpha	N of Items
.796	27

Interpretation

Cronbach's Alpha is used to check the reliability of measures. And the result shows that cronbach's alpha is .796 and it should be equal or greater than .7 so reliability is good. (See table 2)

Table-3

Scale Statistics			
Mean	Variance	Std. Deviation	N of Items
62.0250	143.182	11.96586	27

Interpretation:

There are three important values i.e. mean, variance and standard deviation respectively in the above table. The mean value is 62.0250 which intricate its central tendency. Variance is 143.182 which elucidate the variability of the data obtained through questionnaire objects. Standard deviation is 11.96586 which show the spread of the interpretation. And in the last total no of items in self administrated questionnaire were 27.(Table 3)

Correlation:

Pearson correlation was used to test the hypothesis by checking the relationship and impact of digital media on digital native's social.

HYPOTHESIS # 1

There is a positive relationship between the internet and social life of digital natives.

Table-4

		Internet	Social life
Internet	Pearson Correlation	1	.546**
	Sig. (2-tailed)		.000
	N	161	161

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

Interpretation:

The result show that p value is less than 0.05 i.e. 000.so, the hypothesis is accepted and there is positive significant link between internet and social life of digital natives. Also the value of Pearson correlation is .546 and it is closed to 1 and it is suggested that there is strong and positive link between these two variables. (Table 4)

HYPOTHESIS# 2.

2. Viewing television has positive impact on the social life of digital natives.

Table-5

		Television	social life
Television	Pearson Correlation	1	.271**
	Sig. (2-tailed)		0.001
	N	161	161

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

Interpretation

The result shows that p value is less than 0.05 i.e. 001.so, the hypothesis is accepted and positively significant relationship between Television and social life of digital natives. Also the value of Pearson correlation is .271 and it is closed to 1 and it is suggested, there is strong and positive link between these variables. (Table 5)

HYPOTHESIS # 3

3. There is positive relationship between mobile and social life of digital natives.

Table-6

	mobile	social life
Mobile	Pearson Correlation 1	.448**
	Sig. (2-tailed)	.000
	N	160

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

Interpretation

The result show that p value is less than 0.05 i.e. .000, so, the hypothesis is accepted and there is positive significant relationship between mobile and social life of digital natives. Also the value of Pearson correlation is .448 and it is closed to 1 and it is suggested that there is strong and positive relationship between these two variables. (Table 6)

Regression analysis:

Table-7

Model Summary					
Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.573 ^a	0.329	0.316		0.55322
a. Predictors: (Constant), Mobile, Television, Internet					

Interpretation

Table 7 shows the model summary of regression analysis. R square value shows the difference in dependent variable due to independent variables. According to the spss result there is only (.329) 32.9% influence of independent variables (internet, TV, mobile) on dependent variable (social life). (Table 7)

Table-8

ANOVA ^s						
Model		Sum of ANOVA ^s Squares	df	Mean Square	F	Sig.
1	Regression	23.39	3	7.797	25.475	.000 ^a
	Residual	47.745	156	0.306		
	Total	71.135	159			
a. Predictors: (Constant), Mobile, Television, Internet						
b. Dependent Variable: Social life						

Interpretation

Overall model is significant. The significance of ANOVAs shows that the regression analysis is interpreting the true result

Table-9

Coefficients a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.338	0.233		1.449	0.149
	Internet	0.586	0.112	0.426	5.235	0
	Television	0.008	0.074	0.008	0.114	0.91
	Mobile	0.25	0.096	0.21	2.606	0.01

a. Dependent Variable: Social life

Interpretation

The coefficient of internet is .426 it means that if the usage of internet increased by 1 unit, its impact on social life of digital will increase by .426. Simultaneously if the usage of TV increased by 1 unit then it's impact on the social life digital natives will increase by .008 and the usage of mobile increased by 1 unit then it's impact on the social life digital natives will increase by .21. according to the regression equation internet influence on the life of digital natives is more than two other variables.

Conclusion

According to the results of this study it is clear that there is positive relationship and impact of digital media on the social life of digital natives. However Previous studies shows that there is a negative insignificant impact of these media on digital natives, but these all findings may vary due to culture and norms, this study shows that now digital natives who born in the era of advance technology have not perceived it in a wrong way because now it is causal for them and there is a positive effect of these media in this region (BAHAWALPUR), media is not affect the religious activities, parties and never remain isolated from their friend and family when they use these media. They easily communicate with their family and friends through mobile and these media also increase the social circle by using the social sites like face book, twitter, my space and also gaining knowledge about different culture through these media. Now technology is increasing day by day and people are used to and take it common so these media have positive impact on the social life of digital natives.

Limitations to our study

- ✓ **Time:** conducted this research for the partial fulfillment of “Advance Research Methods” course. So, the time frame was limited and quite short.
- ✓ **Limited availability of respondents:** study was on digital natives’ age from 15-19 years, as used convenience sampling hence major contribution is from digital natives having 18-19 age.
- ✓ **Less Generalisability:** The study is less generalize as conducted in a particular institution and cultural differences may occur within and outside the country.

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