Digital Media Use and Religious, Moral and Cultural Effects on Female University Students of Punjab, Pakistan

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Abstract

Digital media has made this world global village. Female university students are heavy consumer of digital media. Frequently access to digital media without any boundaries may impose various effects. The basic aim of current research study was to know the effects of digital media on religious, moral and cultural values of female university students belonging to Punjab, Pakistan. Females are symbolic representation of any society and to assess religious, moral and cultural elements, university is best place where freedom of gender brings significant changes in female students. Current study was conducted in public sector universities of Punjab Pakistan. It was survey based study and data was collected from 1157 female students. Study was historically theme of "Social Learning Theory" and "Uses and Gratification Theory". The study revealed that digital media has captured almost all the factors of life of students and proved itself vital part of life. Internet is good source for getting religious information and internet has both positive and negative impacts on females regarding performing religious activities. Internet also has mixed effects on moral values of female students. Furthermore, digital media is source of importing foreign culture and fading Pakistani culture among the female of Pakistan.

Keywords: Digital media, Female university students, Religious effects, Moral effects, Cultural effects.

Introduction

Pakistan is Muslim country with 98% Muslim population. Pakistan has multi-colour culture of Punjab, Sindh, Baluchistan and Khyber Pakhtonkhwa. Most of the population live in Punjab and there are different casts like Punjabi, Urdu,

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Saraiki, Rajpoost and many more. Education level of Punjab is also high as compare to other provinces of Pakistan. As the education level increase the use of technological tools also increased[1].

In present times, digital media is to be considered object of glorification by its technophile advocates. Public is informed that digital media especially internet is transforming human life on the way to more liberal and inspired continuation. Internet technology has revolutionized human existence with the doubt that digital technology and social media has already major impact on culture[2].

Martial McLuhan originated the concept of global village. He stated that the level of opinion or concepts not occurs but change the patterns or sense ratio of perception gradually and without any resistance. For example television changed our sense of living and mental processes[3].

Digital media refer media encoded in digital format, usually to be transmitted and addicted on electronic devices such as smart phones, desktop computers, laptop or notebook computers etc. Digital media range broad dissemination involves audio video recording, e-books, emails, instant messaging, blogs, web searching and more recently social media. While, digital media started to be developed with the formation of digital computers in 1940s, but its powerful cultural impacts can be traced back only in three to four decades with prevalent dispersion of computers and especially the internet[4].

With the development of technology, our lives have also been developed and digital media is major cause of development of human life. New technology has heavily influenced our lives as digital media is working in the form of internet round the clock. Power of digital media is subject of unease for the society at large. Digital media for the modern societies of 21st century it is important issue

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[3] McLuhan M. *Understanding media: The extensions of man.* New York, NY: Ginko Press. (2003 [1964]).

[4] Briggs A., Burke P. A *Social History of the Media : From Gutenberg to the Internet.* Cambridge: Polity. (2009).

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of concern[5]. Due to fast and rapid growth of digital media technologies, world has become global village. Using mobiles, laptops and desktop computers as tools, people of all over the world are closely in touch with each others with the help of wireless technology. This rapid growing technology has not only strengthened the widely spread societies and has shifted electronic media on internet but also has greater influenced on the life of widely spread people belonging to different societies and culture[6].

Digital media has strong influence on our lives. For the purpose of communication, information, entertainment and education, we use digital media frequently. Our life style has been changed due to digital media. Individuals and world communities are being connected due to digital media and are present in the shape of YouTube, Facebook, Twitter etc[7],[8]. Now, from little activity to big event are the show times of social media. Now the use of desktop computer and laptop has decreased and all that functions have been shifted on mobile phones. It means that now computers are available in the shape of cell phones that have the qualities of less weight, wireless, easy to handle by keeping in pocket or even in hands[9].

Now a day's sharing of pictures, audio video messages are very common. Digital media provides the sub category of social media that has caused of social interaction among the people of the world. Due to digital media, the distances have been closed and brought the world as small town or village where does the facility of closer understand among the individuals. It has become possible only due to the digital media that provides equal opportunity to everyone to become the part of global communication. Due to the use of digital technologies, not only

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[5] Shabir G., Safdar G., Jamil T., Bano S. "Mass Media, Communication and Globalization with the perspective of 21st century". *New Media and Mass Communication,* U.S.A. Vol. 34. (2015). Pp. 11-15.

[6] Boyd D., Ellison N. B. Social network sites: definition, history, and scholarship. *J. Comp. Med. Commun*. 13, (2007). 210–230.

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[8] Safdar G., Shabir G., Khan A.W. "Media's Role in Nation Building: Social, Political, Religious and Educational Perspectives" *Pakistan Journal of Social Sciences (PJSS),* Vol.38, No.2. (2018). Pp.387-397

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developed countries have been influenced but also developing countries suffering
to maintain their identity in term of culture and religion[10].

Digital media is such thing that cannot be banned. Newspapers, TV channels and
Radio transmission can be banned but digital media is free because no specific
country is owner of digital media. Internet services, Social media like Facebook,
Twitter, You Tube, Whatsapp messages cannot be banned due to the satellite
communication[11]. In recent times, in Tunisia, Libya and Egypt, digital media
played vital role in campaigns against the rulers. Heavy use of search engines like
Yahoo and Google are the proof of popularity of digital media[12]. Infect, in spite of
positive facts, there are some question about digital media that will be the future
of cultural values, religious values, ethical values and educational values of
people? These entire raised questions must have to be answered. This is the actual
theme of the research to explore the effects of digital media including internet,
mobile phones, and social media, on the culture of Pakistan.

Defining Culture

Habits that cultivated consistently are called culture. In other words it can be said
that cultivated habits over a period of time is called culture. In history it is proved
that culture of one time need not to be culture of another time. Day to day lifestyle
leads to culture. Individuals life style collaborate community and community
collaboration make societies that aggregate adopt way of life style that is called
culture of that society[13]. According to different geographical areas, beliefs,
religions, life style, different societies have different cultures. In modern age, the
concept of culture has been categories into sub sections that formally known as
media culture, work culture, mass culture, work culture and cultural hegemony
etc[14].

Culture is an identity of any society or nation that identifies the life style of
individuals of that society. Culture is sweetness and light of few and unkindly and

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[10] Riaz S. "Effects of New Media Technologies on Political Communication". *Journal of Political Studies,* Vol. 1, Issue 2, (2012). Pp.161-173.

[11] Khan A.W., Safdar G., Ashraf M. "Effects of Mobile Phone Usage on Social Behaviours of University Students: A Case study of Islamia University of Bahawalpur, Pakistan". *Global Media Journal Pakistan Edition.* Vol.11, No.1. (2018). Pp.1-26.

[12] ibid

[13] ibid

[14] Shabir G., Safdar G., Imran M. "Cultural Effects of Urdu Dramas of Geo and Hum TV on Women: A case study of Bahawalpur, Pakistan". *The Women-Annual Research Journal.* Vol.5, (2013). Pp.102-120.

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raw masses adopt that sweetness and light. Personality is one identical part of culture. Collaboration of human mind that programmed collectively that distinguishes members of one human group from those of another is called culture[15]. Culture may be defined as; the learning of persons through complicated web of information that leads individual to perform deed, practice and perceptions[16]. Human made components of the society, institutions, patterns, values, symbols and behaviour is called culture[17]. The way, in which people get experience consistently, interpret that experience and respond to the world around[18].

Pakistani Culture

Pakistan has rich culture with multi light colours. Being Islamic state, Pakistan has Islamic culture. Cultural philosophers and poets of Pakistan argued that culture is very complicated phenomenon that requires sacrifices and hardships to achieve it. Muslim culture especially in Pakistani culture based on the principles of tolerance, peacefulness, collectiveness and patience. Culture can also be identified by the customs and traditions followed by meticulous societies[19]. In this way, with the advancement of technology, there is need to blurs the conversation of effects of digital media on Pakistani culture. Digital media has influenced on day-to-day life of people not only Pakistan but also all over the world. It has been observed that digital media by its nature has globally access, by reach, communication and development.

Culture is a broad term used to identify any society that have lot of cultural elements that may include behaviour, language, ideas, beliefs, customs, codes, institutions, tools, techniques, work of arts, ceremonies mode of dress, manners, ethical values, social interaction, religious uniformity and educational values etc. As Allama Muhammad Iqbal the great poet of Sub-Continent that gave the dream of Pakistan defined the culture as, "culture means mental, spiritual and physical

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[19] Pakistan Culture. *National Curriculum for Pakistan Culture Grade XI-XII*. Govt. of Pakistan. Ministry of Education Islamabad. (2011) Retrieved on 27-11-2017 from http://pctb.punjab.gov.pk/system/files/Pakistan%20Culture%20XI_XII.pdf

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activities of Nation."[20] So due to limited time period and sources, the current research study only explores some elements of culture that includes customs, social interaction, ethical values, religious values and educational values of culture.

Historical Perspectives of Digital Media

Historical research about digital media goes back in the late 1940s[21]. The first invented computer was based on vacuum tube and magnetic drums technology. It was the time when era of digital computer stated[22]. History of digital media creates research dilemmas, particularly about stability between digital methods and chronological understanding. Every digital research concentrated on technological potential and cunning of digital tools[23]. Since digital historical sources from 1990's and on words, digital communication is obviously growing[24],[25].

Another question that historian faced whether understanding history is just by analysing and looking at digital sources. For understanding digital media, no one can deny the essential relevance of digitally born sources. Due to broad range of digital world, every source gave limited picture of digital media. Awareness about digital data and software is ever more guiding modern world about digitalization. Historical digital knowledge relies on availability of data and tools at that time. Software plays vital role in determining stuff elements as hardware is nothing without software[26].

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[20] Allama Muhammad Iqbal. *The Reconstruction of Religious Thought in Islam*, Sheikh Muhammad Ashraf, Lahore, (1965). p. 73

[21] Safdar G., Khan A.W. "Effects of Digital Media on Cultural Values of Male University Students of Punjab, Pakistan" *Pakistan-Annual Research Journal,* Peshawar University, Vol.54 (2018). Pp.1-19.

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[25] Groesen M. V. "Digital Gatekeeper of the Past: Delpher and the Emergence of the Press in the Dutch Golden Age," *Tijdschrift voor Tijdschriftstudies* Vol.38 (2015). Pp.9-19.

[26] ibid

Literature Review

Acerbi argued in his research entitled "A Cultural Evolution Approach to Digital Media" that in present era digital media have enormous diffusion and have strong influence on behaviour of vast human population. The study deals with cultural transmission biases that simply "copy the majority" in the context o digital media. The presence of transmission biases can be justified easily in small scale societies. The major element of transformation of culture is cheap and fast transmission on digital media. The study concluded that more popular and prestigious personalities belonging to dominant class are copied by middle and low level class and their culture is followed by their followers on the basis of their attraction towards their fans[27].

Hasebrink et al. conducted research entitled "changing pattern of media use across cultures: A challenge for longitudinal research". This study was European audience survey bases in perspectives of historical context of ongoing societal requisition of digital media. The study compares the technological, industrial and cultural factors in patterns of media use to understand longitudinal changes. They argued that internet diffusion does not occurred same in all countries and comparison of audiences across nine countries surveyed to interpret in term of changes over time. The study further concluded evidence from Germany, Denmark and Belgium that shed light on current changes at country level. The study concluded that no longer seems suitable to focus on growth of single media and their social uses[28].

Tavnir, Shovo, Mohsin stated in their article entitled "Cultural Globalization and Shifting the cultural identity of Youth: Satellite TV perspective" that culture has variety of ingredients that may have attitudes, values and norms that shape the human behavior. The objective of the study was to know about the cultural disseminating through satellite channels on youth. The study concluded strong impacts of satellite broadcasting on youth in term of dressing pattern, language, behavior, food habits and cultural festivals. Furthermore, study concluded that majority of the respondents not aware from their Bangladeshi culture and cannot differentiate between their own culture and western culture. Bangladeshi education system has failed to realize youth about own traditions and culture. Due

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[27]   Acerbi A. A Cultural Evolution Approach to Digital Media. *Frontiers in Human Neuroscience*.10: (2016). 636.

[28] Hasebrink U., Jensen K.B., Bulck H.V.D., Holig S., Maeseele P. Changing Patterns of Media Use Across Cultures: A Challenge for Longitudinal Research. *International Journal of Communication*. Vol. 9, (2015). Pp.435–457

to globalization, not only youth but middle aged people also not aware about local culture. Due to this factor, Bangladeshi culture is fading its identity[29].

Joag presented article in Global Awareness Society International 21st annual conference New York City, entitled "Impact of the digital technology on Culture: Lessons from a Pilot Study". Joag defines culture as, "People's values, norms, customs, beliefs, morals and all other habits and capabilities that regulate their behavior in society is called culture". Culture is ala around and much enveloping that affects people's thinking and acting. transfer. Digital media has provided entertainment and has changed the way lives of people. In his article he gave suggestion that how impact of digital media on youth can be explored to the youth that are more sensitive segment of every society. He concluded that to get valid results, indirect questions should be asked to respondents rather than direct questions[30].

Adegbiji conducted research "The use of internet by undergraduate students in selected universities in Nigeria" explored accessibility of internet to students of Nigeria and their experiences in using internet. To gathered data, random sampling method used and questionnaire was prepared to fill by the four hundred students of science, education, social sciences arts and agriculture departments. According to the results, it concluded that undergraduate students have not adequate access to internet in their universities. On the use of internet, the study concluded that students very often use search engines, Facebook and World Wide Web. Videos, Skype, Twitter and You tube were seldom used. Due to high cost of internet usage, undergraduate students have lack of knowledge of internet usage skills. So study recommended to government that internet should make sure access to students of universities and proper workshops should be conducted to trained students to use internet for their betterment of educational skill and development of society[31].

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[29] Tanvir S., Shovo T.A., Mohsin K.F. "Cultural Globalization and Shifting the Cultural Identity of Youth: Satellite TV Perspective". *Bangladesh Research Publication Journal* Vol.10, No.1. (2014). Pp. 01-24.

[30] Joag S. G. "Impact of the digital technology on Culture: Lessons from a Pilot Study*". Paper presented article in Global Awareness Society International 21st annual conference* New York City. (2012).

[31] Adegbiji M.,V. B, Oladimeji O., Abayomi O. G. "The use of internet by undergraduate students in selected universities in Nigeria". *Global Media Journal Pakistan Edition.* Vol.5, No.2 (2012).

Ayesha, Sajida conducted research "Vulnerability of cultural values in the era of information communication technology". The basic aim of the study was to know about the challenges regarding culture among the students in the age of ICT. For data gathering, survey method used and questionnaire used as tool whereas sample size of study was seventy two students studying in public sector university of Rawalpindi. The study concluded that the use of ICT has weakened social, cultural and moral values of young generation that leading towards destruction of moralities in the society[32].

Juni conducted study "Impact of Global Media on the Culture of Pakistan: A Case Study of Youth of Layyah City". Global media and Pakistani culture were the key points discussed in research. According to him, due to globalization developing counties are facing problems. In global media, he selected cable TV and explored the role of cable TV in promotion of foreign culture in Pakistan. Using survey and content analysis method, study concluded that young generation of Layyah heavily influencing by the cable TV. Furthermore study concluded that foreign channels are more popular among the new generation and these foreign channels are getting far youngsters from Pakistani culture and has caused many moral destruction and ethical values[33].

Moazzam et.al research entitled "Exposure to foreign media and changing in cultural traits- A study conducted in District Sargodha and Multan" explored that true cultural representation is done by elite class and youth that adopt any change first and after that remaining society follow them. Survey method adopted to get views of people about foreign media and cultural change in our youth. From both universities i.e. university of Sargodha and Multan, 150 students were selected as sample. Multi stages sample technique was used. Questionnaire used as tool to gathered data. Study concluded that digital media affecting our young generation seriously and leading them to negative direction. Furthermore study concluded that foreign channels playing significant role changing Pakistani culture with foreign culture that causing change in language and life style. Media has finished

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[32] Ayesha A., Sajida R. "Vulnerability of cultural values in the era of information communication technology". *The Explorer: Journal of social sciences.* Vol.1, No.3. (2015). Pp.78-81.
[33] Juni M. S. "Impact of Global Media on the Culture of Pakistan: A Case Study of Youth of Layyah City". *International Journal of Innovation and Applied Studies.* Vol. 8, No.3. (2014). Pp. 1008-1014

the difference among local culture and foreign culture and due to this reason,
identical culture and diversity is in danger[34].

Naseer, Nawaz, Azhar, Andleeb, Ahmad, Riaz conducted research entitled, "A
Sociological analysis of cultural imperialism of international media on Pakistani
youth". Survey methodology was used to collect the data from 150 students
belonging to universities. Questionnaire consisting sixty five close ended
questions was used as tool to collect the data. The study concluded that
international media leading our generation to wrong way in negative sense.
International media has fundamental role in replacing Pakistani culture to foreign
culture in term of language, life style and other social aspects. Furthermore, study
concluded that youngsters more attract to international media that bring changes
in their cultural identity and morality.[35].

Khan, Razi, Mirza, Mazhar, Amjad and Shafiq research "Impact of mass media in
Pakistan on social, ethical and economical ground" aimed to explore the mass
media impact on Pakistani society. Mass media inform people, educate people
and entertain people with positive and negative impacts. To examined the impact
of mass media different age groups according to their conditions and experiences
in which mass media had used by the people, adopted survey method and
questionnaire used as tool to gathered data. Non-probability convenience
sampling method used to collect the data. Sample size of the study was 200
respondents. The study concluded that there is no association among age groups,
frequently accessed contents, entertainment and people's view regarding impact
of media on people's ethics and economy[36].

Akbar, Raheem, Hashmi research project entitled "Aspects and Importance of
Digital Media in Pakistan" stated that in the present age, digital media has gained
importance not only in Pakistan but also round the world. Digital media has
dropped significant impacts on Pakistan. In their study they discussed impact of

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[34] Moazzam N., Manj Y.N., Riaz F., Awan K.A., Siddique A., Shahzadi S., Ahamd T., Ahmad Z.
"Exposure to foreign media and changing in cultural traits- A study conducted in District
Sargodha and Multan". *Scholars journal of arts, humanities and social sciences.* Vol. 2,
No.4B. (2014). Pp.563-570

[35] Naseer M., Nawaz Y, Azhar Z., Andleeb Z., Ahmad U., Riaz F. "A Sociological analysis of
cultural imperialism of international media on Pakistani youth". *Mediterranean Journal
of Social Sciences.* Vol.5, No.3. (2014). Pp.523-532.

[36] Khan, Razi, Mirza, Mazhar, Amjad, Shafiq "Impact of mass media in Pakistan on social, ethical
and economical ground". *International Journal of Economics and Research.* Vol.4, No.3.
(2013). Pp.1-20.

digital media and comparison its usage in developed countries and in Pakistan and identify gaps potential and importance of digital media in Pakistan. Pakistan is 7th in ranking that has wonderful latent for digital media. Lack of knowledge and interest has slowdown development of Pakistan by using digital media. Pakistan welcomed technology in 1990's but still has not fully aware of use of digital technology. It is due to the lack of research on digital media. In study they suggest some measures to adopt digital technology to make country more develop[37].

Theoretical Framework

For the current research study, the researcher found Social Learning Theory and Uses and Gratification Theory more suitable to use as general phenomena to investigate specific problem. Due to internet, this world has become global village and every piece of information can be accessed round the clock. Internet is a collection of information related to every topic of world and has worldwide information that attracts, educate, entertain and inform the public globally.

Current research study deals with the use of digital media and its effects on Pakistani culture among university female students. As various researchers found that adaptation of culture highly depend of material that is disseminated through verity of mediums that individuals receives continuously. So with the concept of digital media's effects on cultural values, this research study highly relates with social learning theory as universities are hub of students that increase their social contents in verity of ways and may have highly acceptance rate of cultural material with the use of digital media.

Uses and gratification is approach used to understand why and how individuals use specific media to satisfy their particular needs. With the diverging effects of media theories, it is question that what does media do to people. This theory also focuses with the concept that what people do with media. This theory explain that why people prefer to use one medium or program while ignoring other.

Research Methodology

It is method that a researcher adopt to complete his/her work. Actually it is procedure adopted to conduct research. It is strategy of investigation. It consists of outline that researcher must follow throughout the research process. Current

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[37] Akbar F., Raheem S.A., Hashmi U. *"Aspects and Importance of Digital Media in Pakistan"*. (2013). Working Paper available at Online at https://mpra.ub.uni-muenchen.de/46435/ MPRA Paper No. 46435, posted 22 April 2013 17:16 UTC

research study employed the methodology of survey to find out the "Effects of digital media on Pakistani culture". Survey is data collection method from the target public. It is a useful technique to collect the relevant data in easy and effective way. To assess the effects of digital media on Pakistani culture, the researcher use the survey method. This method is most popular form of data collection for social sciences as well as mass communication research.

Hypothesis

H1:   The more use of digital media, the more religious information.
H2:   The more use of digital media, the more negative impact on religious activities.
H3:   The more use of digital media, the more impacts on moral values.
H4:   The more use of digital media, the more inspiration towards new fashion.
H5:   The more use of digital media, the more changes in personal appearance.
H6:   The more use of digital media, the more changing in dressing style.

Study Area

Current research study is conducted in six highest student enrolled public universities of Punjab province. From selected six public sector universities, three universities are in Central Punjab, two universities are in Southern Punjab one is from North Punjab. In this way, researcher kept in mind representation from three sides of Punjab equally on the basis of students enrolled in universities i.e. Northern Punjab, Central Punjab and Southern Punjab. For current research study six selected public sector universities are Bahauddin Zakariya University Multan, The Islamia University of Bahawalpur, Punjab University Lahore, Sargodha University Sargodha, Agriculture University Faisalabad and Arid Agriculture University Rawalpindi.

Table 1: *Universities under study*

Sr. No.	University	Area
1	The Islamia University of Bahawalpur.	Southern Punjab
2	Bahaddin Zakariya University Multan.	
3	Punjab University Lahore.	
4	Agriculture University Faisalabad.	Central Punjab
5	Sargodha University, Sargodha.	
6	Arid Agriculture University,	North Punjab

Rawalpindi.

Sample Size

Sampling is process to select individuals from the population to represent those who are not selected. Sampling is done due to limited time and resources. Sample size may vary on nature of research. For current research study, researcher chose the sample size of thirteen hundred (1300) female students of public sector top rated enrolled student universities of Punjab. The returned questionnaires were 1157. So response rate was 89%.

Sampling Technique

Sampling technique is a process to select the sample in a systematic way to avoid biasness. Sampling is done in one or more stages. It depends upon nature of research work. Current research study consists on multi-stages sampling technique. At first stage, the researcher used purposive technique to select the top enrolled public sector universities of Punjab in which two universities selected from Southern Punjab, three universities selected from Central Punjab and one university from North Punjab. Also at second stage, the researcher used purposive sampling to select faculty and at third stage, the researcher used random sampling to selects five departments from each faculty for data collection.

Results

Table 2: *Demographics of Respondents*

Sr. No.	Demographic Characteristics	Description of Characteristics	F	%
1	University	Punjab University Lahore	295	25.5
		Agriculture University Faisalabad	188	16.2
		Sargodha University Sargodha	213	18.4
		Bahauddin Zakariya University Multan	198	17.1
		Islamia University Bahawalpur	172	14.9
		Arid Agriculture University Rawalpindi	91	7.9
		Total	**1157**	**100.0**
2	Background	Urban	734	63.4

#				
		Rural	423	36.6
		Total	**1157**	**100.0**
		BS	564	48.7
		MA/MSC	374	32.3
3	Class	M.Phil	172	14.9
		PhD	47	4.1
		Total	**1157**	**100.0**
		Hostel	458	39.6
4	Residence	Home	699	60.4
		Total	**1157**	**100.0**

N=1157

Note: Above table shows the demographics of respondents. Demographics of respondents include university to whom they belong as data was collected from six universities of Punjab Pakistan. Respondent's background i.e. rural or urban, class from BS to PhD and residence that either students come from home daily or hostelries.

Hypothesis Testing

Cross Tabulation and Chi-Square Tests

For current study survey method used and data collected from public sector university's female students of Punjab, Pakistan. Results made by applying cui-square test.

$$\chi^2 = \sum_{i=1}^{n}\left(\frac{(O_i - e_i)^2}{e_i}\right) \text{ and under Ho } \chi^2 \sim \chi^2_{\alpha,(c-1)(r-1)}$$

Table 3: *Mean, Standard Deviation, P-value and association of assumed*

hypothesis (H1)

Hypothesis	Means	Std. Deviation	Person Chi-Square	Df	P-Value	Association
The more use of digital media, the more religious	1.36	.921	11.096[a]	2	.001	Significant

information

Significant P-value at <0.05

The result showed digital media usage and religious information. The mean score (1.36), std. deviation (.921), chi-square value is (11.096) and p-value (.001) showed significant association among assumed hypothesis at <0.05 level. Hence the hypothesis (H1) the more use of digital media, the more religious information supported.

Table 4: *Mean, Standard Deviation, P-value and association of assumed*

hypothesis (H2)

Hypothesis	Means	Std. Deviation	Person Chi-Square	Df	P-Value	Association
The more use of digital media, the more negative impacts on religious activities	1.16	.841	1.923[a]	2	.750	Not Significant

Significant P-value at <0.05

The result showed digital media usage and religious activities. The mean score (1.16), std. deviation (.841), chi-square value is (1.923) and p-value (.750) showed no significant association among assumed hypothesis at <0.05 level. Hence the hypothesis (H2) the more use of digital media, the more negative impacts on religious activities not supported.

Table 5: *Mean, Standard Deviation, P-value and association of assumed*

hypothesis (H3)

Hypothesis	Means	Std. Deviation	Person Chi-Square	Df	P-Value	Association
The more use of digital media, the more impacts on moral values	1.38	.894	13.672[a]	2	.002	Significant

Significant P-value at <0.05

The result showed digital media usage and moral values. The mean score (1.38), std. deviation (.894), chi-square value is (13.672) and p-value (.002) showed significant association among assumed hypothesis at <0.05 level. Hence the hypothesis (H3) the more use of digital media, the more impacts on moral values supported.

Table 6: *Mean, Standard Deviation, P-value and association of assumed*

hypothesis (H4)

Hypothesis	Means	Std. Deviation	Person Chi-Square	Df	P-Value	Association
The more use of digital media, the more inspiration towards new fashion	1.88	.904	15.449[a]	2	.006	Significant

Significant P-value at <0.05

The result showed digital media usage and inspiration towards new fashion. The mean score (1.88), std. deviation (.904), chi-square value is (15.449) and p-value (.006) showed significant association among assumed hypothesis at <0.05 level. Hence the hypothesis (H4) The more use of digital media, the more inspiration towards new fashion supported.

Table 7: *Mean, Standard Deviation, P-value and association of assumed*

hypothesis (H5)

Hypothesis	Means	Std. Deviation	Person Chi-Square	Df	P-Value	Association
The more use of digital media, the more changes in personal appearance	1.58	.804	15.684[a]	2	.001	Significant

Significant P-value at <0.05

The result showed digital media usage and change in personal appearance. The mean score (1.58), std. deviation (.804), chi-square value is (15.684) and p-value (.001) showed significant association among assumed hypothesis at <0.05 level.

Hence the hypothesis (H5) the more use of digital media, the more changes in personal appearance supported.

Table 8: *Mean, Standard Deviation, P-value and association of assumed*

hypothesis (H6)

Hypothesis	Means	Std. Deviation	Person Chi-Square	Df	P-Value	Association
The more use of digital media, the more changing in dressing style	1.70	.859	12.214[a]	2	.002	Significant

Significant P-value at <0.05

The result showed digital media usage and change in dressing style. The mean score (1.70), std. deviation (.859), chi-square value is (12.214) and p-value (.002) showed significant association among assumed hypothesis at <0.05 level. Hence the hypothesis (H6) the more use of digital media, the more changing in dressing style supported.

Conclusion

Current research study revealed effects of digital media on religious, moral and cultural values of females university students belonging to Punjab Pakistan. The study concluded that digital media is more important among female students as a tool to get any kind of information. Internet is good source to get religious information. Frequently use of internet has mixed effects on religious activities as well as moral values of female studying in universities. Digital media is playing important role inspiring females towards new fashion as digital media is gateway to enter in world without any hurdle. Dominant society and culture captures more space on media and always keep in discussion among female and have more effects on female's personal appearance such as hair style and makeup style etc. Changing in dressing style is because as they see and share such material that is used by film actors, models and celebrities and female always tries to follow their ideal personalities to look same as they see on media.