



# ADOPTION OF INFORMATION TECHNOLOGY AND ITS IMPACT ON ELECTRONIC MEDIA

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**Abstract:** This research paper shall explore the impact of Information Technology on Electronic Media. Further it also elaborates the technological advancement and development which have influenced modern and contemporary Electronic Media, Film, News reels, Radio and of late Television has changed the way journalists gather and presents news as well as the way public views and understands ongoing events. To investigate the impact of Information Technology on Electronic Media interviews were conducted from IT professionals, Media Journalists, Teachers and Students etc to get data accordingly. Improvement and progression in Information Technology day by day has over all changed the way news is presented on TV channels. Emergence of new ways, techniques resultantly increases the viewership; audience of Electronic Media has gone up dramatically. It is a fact that Electronic Media is its initial stages of development in Pakistan.

**Key Words:** Information Technology (IT), Electronic Media, Viewership, Audience, Impact.

## Introduction

This research paper is aimed expanding the impact of adoption of Information Technology on the Electronic Media especially since the progress in technology in modern times.

Information Technologies including Internet, Computers etc and other Communication Technologies have changed the social relations and economics to such a great extent that economical and cultural obstructions have decreased. This encompasses not just computers and internet but also other similar technologies that aim at the transfer of information; this includes conventional media technologies, like satellite television, film and telecommunications. As we see culture and economies basing themselves around technologies, there are numerous serious consequences. The flux use of the Information Technologies in Electronic Media has made the Media a potent force in deciding political, economical, social and cultural development and giving unparalleled progress in the quantity, speed and popularity of the amount of information and circulation.

Thus we can see that informatization is a process generated whereby information and communication technologies govern cultural and civic progress of civilization. Earlier, thoughts and technologies took centuries to spread across the sphere, not moments. Electronic Communication Media has enabled most new ideas to reach all corners of the universe or news of events in one corner of the globe to significantly affect financial markets in another corner of the globe. It is an established fact that daily over one trillion dollars flow around the world on the pathways of these electronic networks. Similarly, globalization gives the spread of Information Technologies a new meaning and also creates a world wide market with clear planned incentives for the adoption of Information Technologies. Both these forces i.e. Information Technology and

Electronic Media will have results which go beyond the economic context of the present. They are more likely to have a deep impact on the Social and Cultural consequences of society in years and decades to come.

Information revolution will thus create a social context, including the appearance of "Information Communities" participatory democracy, and a spirit of globalism which is new. There is however an increase of information about religions, lifestyles and cultural issues. As the ratio of the internet usage rises it gives commerce a chance to take place from corner to other corner of the globe and is also open to anyone. Consumers all around the planet can purchase books from a place e.g. Amazon.com and they will never have to move outside of their houses. They are now able to get their hands on the information which was before restricted to the developed world. Religious pilgrims can also use live video streams to get to pay a "virtual visit" to religious shrines, such as the Wailing Wall, the Vatican City etc. The Computers and telecommunications networks also make unprecedented universal activism easier. Nonprofit militant groups use technological ways to garner volunteers whom they teach about the environmental and also human rights activism, thus they publicize events, and they also raise help through such conventional ways such as offering T-shirts and coffee mugs to consumers. The democratization of information also raises the status of international harmony, though it is not a guarantee and an over dose may only lead to adding to the confusion.

Information Technology is also being employed to empower under informed communities, and thus some resources, such as Universal Knowledge partnership keep us engaged in activities in order to make Information Technologies accessible for the development of local and national economic development.

There is a far wider access to various opinions their impact is however still open to considerable debate. On the negative side, though the fast progress in Electronic Media and Information Technology as well dose not cater for centuries of cultural integrity, local autonomy and traditions. The internet is generally an English language medium and for those who would want to take part fully must know English. The United States has hegemony on all commercial sites and most of the highly profitable technology manufacturers.

One of the potentially most dangerous impacts of Information Technology and Electronic Media is that it creates a harmful conflict between the new universal economic order and the local interests.

This brief introduction to the Impact of adoption of Information Technology on Electronic Media overall is by no means exhaustive, but it helps to raise some of the salient issues.

## **OBJECTIVES**

This research paper seeks to investigate and explain the ways information technology is used and same time not used by Electronic Media and to ascertain the impact of information technology on improving viewership. This research will also examine following points.

1. To study the rapid changes and advancement occurring in Electronic media due to Information Technology
2. To investigate and explain the ways in which Information Technology is used in Electronic Media
3. To examine the impact of Information Technology on improving viewership of Electronic Media

## **Hypothesis 1**

“Information Technology has resulted in more quantity of news being presented on the Electronic Media however quality has not improved”

## **Rationale on Hypothesis 1**

Information Technology has totally changed the way news presented on Electronic Media e.g. on spot reporting, live interviews, live coverage, video conferencing etc, all this is only possible due to the advancement in Information Technology. However, increased amount of news have led to a decreased in credibility of news.

### **Hypothesis 2**

“Quality of News presentation has improved drastically due to improved techniques of Information Technology. However, the credibility of reporting has gone up”

### **Rationale on Hypothesis 2**

Adoption of latest techniques in electronic media has improved the quality as well as the standards of news presentation. Information Technology has geared up the information flow on electronic media with excellence.

### **Hypothesis 3**

“Use of Information Technology by Electronic Media would make the presentation of News more appealing to viewers”

### **Rationale on Hypothesis 3**

Improvement and progression in Information Technology day by day has over all changed the way news is presented on TV channels. Emergence of new ways/techniques resultantly increases the viewer ship; audience of Electronic Media has gone up dramatically.

### **Hypothesis 4**

“Information Technology is not being used as consistently by Electronic Media as compared to other news media in Pakistan”

### **Rationale on Hypothesis 4**

It is a fact that Electronic Media is its initial stages of development in Pakistan. All the developments and changing in Electronic Media took place after 2002. Definitely it will take some time, for it to take root.

## **RESEARCH METHODOLOGY**

To know the impact of adoption of Information Technology on Electronic Media the researchers carried out a precise result oriented survey. The research questionnaire consisted of close ended questions. The total sample of said survey consists of 200 respondents. Further the research sample divided in two groups, the intervention group and control group.

## **SURVEY METHOD**

In survey method the researchers choose a sample of respondents from a population and gives out a uniform questionnaire to them. This survey or questionnaire can be in the form of text that is filled by the individual being surveyed. It might be a face-to-face interview, a telephone interview or an online questionnaire. It is also feasible to gather data from small or huge small populations.

### **Universe**

Entire population is the universe of this survey research.

## **Population**

The populations of this survey consist of IT professionals and Journalists especially from Electronic Media of age between 18 to 50.

## **Sampling**

200 respondents were chosen as the sample of this research which was IT professionals and Journalists. Among those 200 respondents 100 were chosen for intervention group and 100 were selected for Control group.

The researchers have used the Lottery Method for his research. Sampling frame designed for the said research was consisted of three departments of the Islamia University Bahawalpur i.e. Department of Computer Science and Information Technology, Department of Statistics, Department of Mathematics and Department of Media Studies. From above mentioned Departments, Department of Computer Studies and Department of Media Studies have been selected randomly for said survey. In connection with this, questionnaires were distributed among the respondents for handiness method of sampling.

Two Electronic Media Groups, i.e. Radio Pakistan and Pakistan Television arbitrarily selected by the researcher from the given sampling frame of four Electronic Media Groups i.e. Pakistan Television (PTV), Radio Pakistan, Express News and Geo Television Network to get consistent data.

Control group of 100 numbers was designed which was consisting of IT Professionals, Students and Electronic Media Journalists for taking survey. It is pertinent to state here that the control group was believed to be necessary for the research as IT Professionals and Electronic Media Journalist are considered to be the most well known group of people among a society about the impact of adoption of IT on Electronic Media.

While managing the survey the researchers have established a questionnaire from group discussions. These discussions made easy for researcher to know the different features of Information Technology and Media. Questionnaire was given to the respondents.

Finally feature interviews were taken from professionals of Information Technology and Computer Sciences, Media and other organizations. Open ended questions were designed to conduct these interviews.

To know the fact and reality about the in process study the researchers have visited to Information Technology and Computer Science Colleges, Different Electronic Media Channels. Moreover, Workshops and seminars on advancement in Information Technology were also attended accordingly.

## **FINDINGS**

To identify the overall impact of Information Technology on Electronic Media, this research has been carried out a specific target oriented base line survey. The questionnaire for said research consisted of close ended questions. The sample of 200 respondents was equally divided in two groups, the control group and the intervention group. The outcome/ findings of said research which came to hand after survey are appended below.

1. It is observed that due to the advancement in Information technology reporters /correspondents of Electronic Media are working more efficiently and fatly.
2. Latest News updates, live coverage, on spot reporting etc becomes possible because of the advancement in Information Technology.

3. Due to Information Technology viewers/ listeners can view and listen to online bulletins, news updates, and news editions even live transmission of their choice of any channel on their computers as well as on cell phones through Internet.
4. Electronic Mail makes it easier especially for free lance Journalists, reporters to send their columns, reports just on clicking even sitting in their own houses.
5. IT has made convenient for reporting particularly for Electronic Media reporters and correspondents. Now reporters can record video clips of different events / issues and they can easily send that video clip to news room via Cell Phones, Electronic Mail. It has become only possible due to the adoption of Information Technology in Electronic Media.
6. Now days Radio Stations and Television stations are attached with large News agencies via Internet, thus news around the world comes within seconds because of advancements adopted in Information Technology by the Electronic Media.
7. Film industry has been improved by adoption of IT and IT related technologies.

## CONCLUSION

New Media technologies including internet and cell phones have affected the way people interrelate with one another and build relations. New Media have qualitative special effects on social integration in a new society. New Media technologies have shaped an online society in which real practices of association have turned to fundamental practices. In connection with this, Mayer says that computer is symbol influential networked machine through which we communicate with others. Moreover, Jous states in 1991 that Computer Mediated Communication (CMC) will do by means of electronic pathways what cement roads have not done in terms of connecting us.

With the appearance of New Media technologies people have been able to seek out information and contract each other (Thompson 1993, 1991). New Media have made easy our social interaction in special ways. Here consumer has a lot of choice and control. We can find people of our common interest and discuss whatever topic we want, people look for and interact with people around the world who share common interest (Rheingold 1993).

The enlarged global inter relationship made easy by ICIs offer great potential for common change. As Marshal McLuhan stated that technology changes everything. It is an empirically showed supposition that new technology brings a new culture in its wake. Poster calls the New Media a shift from modernly to post modernity. Shift to decentralized network of communication have made senders receivers, producers consumers, ruler ruled (Poster 1994). Now both the senders and receivers of messages are equally concerned in the procedure of communication. There is no monopoly concerned what so ever.

New Media technologies and their impact on society has been a lot topic of concern between the academicians and researchers since the last couple of decades. The functions of ICIs and the way they are transforming society are inspiring the canvasser to perform research studies. The impact of New Media technologies is rising and deep effecting. Social communication is also being extremely influenced by New Media technologies. New fundamental relationships are being made as Hanno hard explains that apart from many others a most significant function of New Media technologies is binding the society together. What is still absent is proof of a transformation in social relationship. Many studies have highlighted the role of New Media technologies in interconnecting society.

## RECOMMENDATIONS

1. PEMRA should enforce legislation for curtailing the images shown immediately after an incident e.g. Bomb blasts, High jacking etc it may helps the terrorists, Hijackers and kidnapers during their

terrorist activity due to live coverage by Electronic Media.

2. Time delay can be enforced by Electronic Media during live coverage of matches being broadcast in order to discourage betting and gambling.
3. A set of regulations should be enforced to maintain credibility of news being telecast in order to avoid rumors, false propaganda and discouraging sensationalism.
4. There is a need to educate the masses in order to obtain maximum benefit from Information Technology for beneficial purposes rather than watching negative programs e.g. nudity, pornography etc and time wasting.
5. Authenticity of News reports should be ensured and only constructed criticism should be allowed.
6. Excess use of Information Technology devices such as cell phones, Internet and Computers may be harmful for mental and physical health because children mostly spend their time to use these devices.
7. Cyber crimes is on the rise identify theft, privilege of information thus security of classified information has become a serious concern for organizations. Hackers and unauthorized user can lap their hands on such classified information. Thus seriously endangering the working of such institutes and organizations.
8. There must be association with Media industry and Information Technology departments.
9. It is recommended that in order to use advance IT techniques, every media institution should establish an Information Technology Wing in their department for imparting basic Information technology training.

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