

**THE SOCIO-CULTURAL IMPACT OF DIGITAL MEDIA AND MOBILE JOURNALISM ON
CONTEMPORARY PAKISTANI SOCIETY: A SOCIOLOGICAL PERSPECTIVE**

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Abstract

This study aims to explore how technology is reshaping the landscape of journalism in Pakistan, particularly through the use of digital media. In today's world, technology permeates nearly every aspect of our lives, bringing with it both positive and negative influences. One area that has undergone significant transformation is journalism, where digital media has redefined traditional practices. News dissemination is now instantaneous, often delivered directly to individuals through their devices, making information more accessible than ever. This study adopts a qualitative research approach, using surveys to collect data on the perceptions and experiences of Pakistani audiences regarding digital media's role in their lives. The sample for this study consists of 51 respondents between the ages of 18-35, individuals who are frequent users of digital media platforms. The analysis of the data reveals significant insights into how digital media is not only influencing journalistic practices but also altering the way people think, interact, and engage with societal issues. The findings suggest that digital media is driving cultural and social shifts within Pakistani society, shaping both individual and collective perspectives.

KEYWORDS

Cognition, Communication, Digital Media, Exaggeration, Journalism, Social Media, Trending, X (Twitter)

Introduction

with the usage of technology now digital media is transforming the way of living and news standards in Pakistani society. It is also remaking the way to work in news organizations (Ali B Khan, 2021).

Nowadays there are a large number of smartphone users who follow digital media to follow the news. Now people do not sit in front of the television as much, they do not use printed newspapers or electronic media as now they have everything in the form of digital media (Suryani, 2018). In this way youngsters are spending most of their time on digital media and social media platforms like YouTube, Facebook, Twitter and Instagram, and in this way, they individually share their thoughts on social media takes a few seconds to spread all over the world (Pavlik, 2000). In previous days we had big production houses that took much time to work on a single video and pass it to the public but now it is easy to do with digital technology. Now a single smartphone device is expanding mobile journalism and it is also creating relaxation for journalists to do their work. This digital media is in the hands of every smartphone user and it also creates a positive and negative impact on our society (Hoag, Grant B Carpenter, 2017). Media has changed modern life; it has done changes in the attitudes and

cognitive behavior of people. This is all digital media that is making journalism advanced and smarter that is changing the behavior of people and transforming the way to get information through the online world.

It is building a new path to deliver information; it keeps people updated. It makes it easier for us to acquire news from our phones as compared to electronic and print media. But somehow it is also said that before sharing the news on digital media, there is no check and balance to see whether it is authentic or not (Rabia et al., 2020). Much propaganda has also been done to exaggerate a normal event with the platform of digital media.

It also engages people by commenting on specific news posts on digital media and in this manner the news that distributes digitally sometimes creates a good or sometimes bad impact on the minds of readers and viewers. Many people say that digital media is replacing traditional journalism and bringing negativity to society as it is easily accessible to ordinary people and they mold it in a way they want to. Some researchers also say that to create entertainment, digital media passes news and spreads it in an artificial manner that changes the truth behind the story. The research highlights how digital media is affecting Pakistani society positively or negatively.

Literature Review

Pakistani media has also been a part of authoritarianism. In this way, the media laws are questioned, and the ruling authority holds the control of media. In this way, the journalists are censored and they are not allowed to speak anything against the government (Ali B Khan, 2021).

As per the opinion of international observers, print media is still prominent in some divisions of Pakistani society. There are liberal and prudent thoughts of people who follow journalism. Urdu readers are much as compared to English but the English press is also spreading the reflection of Pakistani society to an international audience.

In the last few decades, the homogenization of technology to deliver news and information is extraordinary. It is going at a higher level in developed countries. This era of digital media is expanding the mobile journalism industry and thriving the growth of media production and journalists' exercise across the globe.

According to the research, the UN Global ICT Index Pakistan ranks at 148th number. According to the report of PTA, more than 55 million 3G and 4G users are there in Pakistan. While there are 150 million mobile users, it was also found that there are around 45 million active digital media users in Pakistan which is an alarming situation cause of the lower progression of the IT sector in Pakistan.

Pakistani journalists are increasing the usage of cell phones while working that sometimes also creates questions about the authenticity of the news (Ali B Khan, 2021).

The inclusion of mobile journalism can be properly utilized with the usage of proper media literacy. It can also cater to people's perceptions and problems they look into media observation (Dominiok, 2013). Media reshaped the opinion of people, people mostly receive information through fast technology and communication tools as they find them interesting, and they carry this information and transmit it to others sometimes even without knowing whether it's genuine or not.

Digitalization has shaped the overall figure of journalism. The speed and movement of news from the newsroom to the consumer show the impact of mobile journalism. It has also decreased the expenses of people who invested money in newspaper purchasing (Wilding et al., 2018).

The related literature shows that digital media is shaping and making things advance in Pakistani journalism with various positive and negative impacts. Still somewhere Pakistan is suffering cause of illiteracy and inaccessibility to digital media and in those areas, traditional journalism is admired.

Hypotheses

1. Digital media and mobile journalism are strongly influencing the media consumers in Pakistan.
2. Technology is creating a strong impact on the journalism in Pakistan.
3. Is mobile journalism harming the traditional journalism methods in Pakistan.

4. Digital media creates the changes in the cognitive behavior of the users.

Age of the Respondents

Age	No. of Respondents
18-25	31%
25-30	31%
30-35	37.2%

Table 1 presents the age distribution of the respondents who participated in the study. The sample consists of three primary age groups: 18-25, 25-30, and 30-35. Each group represents a portion of the total respondents, with the 18-25 and 25-30 age groups both accounting for 31% of the respondents. The largest proportion, 37.2 percent, falls in the 30-35 age range. This distribution reflects the youthful demographic of digital media users in Pakistan, providing insights into how different age groups interact with and perceive digital media's role in shaping journalism and societal changes.

Table 2: Gender of Respondents

Gender	Results
Male	70.0%
Female	29.4%

Table 2 outlines the gender distribution of the respondents in the study. A significant majority, 70.0% of the respondents are male, while 29.4 percent are female. This distribution indicates a gender imbalance in the sample, possibly reflecting differences in digital media usage patterns or access among genders in Pakistan. The predominance of male respondents could also suggest varying levels of engagement with digital media across genders, an important factor to consider when analyzing the impact of digital media on journalism and society.

Table 3: Digital Media Users

Twitter	29.4%
Facebook	33.3%

Instagram	11.7%
News sites	15.6%
E-Paper	9.8%

Table 3 illustrates the distribution of digital media platforms used by the respondents. Facebook emerges as the most popular platform, with 33.3 percent of the respondents using it frequently, followed by Twitter at 29.4 percent. News sites are accessed by 15.6 percent of the respondents, reflecting a segment that relies on direct news sources, while Instagram is used by 11.7 percent. The least used platform is E- Papers, with 9.8 percent of respondents preferring this medium for news consumption. These figures highlight the diversity of digital media usage in Pakistan and suggest a preference for social media platforms like Facebook and Twitter which play significant roles in the dissemination and consumption of news.

Analysis of Survey Results

The survey conducted focuses on exploring how digital media and mobile journalism are impacting Pakistani society, with an emphasis on how respondents, primarily between the ages of 18-35, view the effects of these changes on journalism and societal norms. The results are represented in a series of charts and tables to analyze respondents' opinions on various aspects of digital media's influence.

- Chart 1. Digital Media Platforms Usage
- Facebook. 0.8 percent
- Twitter. 29.4 percent
- News sites. 15.6 percent
- Instagram. 11.7 percent
- E-Paper. 9.8 percent

Analysis. Twitter and Facebook dominate as preferred platforms, with nearly 30 percent and 33.3 percent of respondents using them respectively to consume news. The rise of Twitter as a news medium demonstrates the preference for quick, real-time updates in Pakistani society, while Facebook's stronghold reflects its continuing influence. However traditional formats like E-Papers are used the least, indicating a shift toward dynamic, interactive news formats.

- Chart 2. Impact of Digital Media on Cognitive Behavior
- Yes. 90 percent
- NO. 10%

Analysis. A vast majority of respondents (90 percent) believe that interacting with digital media affects cognitive behavior. This suggests that exposure to continuous information flow from digital platforms may shape how individuals process, analyze, and react to news and events. This perception is crucial in understanding the transformative role of digital media on thought patterns, particularly among younger users.

- Chart 3. Mobile Journalism vs. Traditional Journalism
- Yes. 90 percent
- NO. 10%

Analysis. The majority of respondents (90 percent) believe that mobile journalism is altering the influence of traditional journalism on Pakistani society. This reflects the rapid adoption of mobile platforms, where instantaneous reporting and wide reach are overtaking traditional journalism's structured approach. This shift raises questions about the sustainability of conventional journalism practices in the face of technological advancement.

- Chart 4. Digital Media's Impact on Journalism Norms and Values
- Yes. 90 percent
- NO. 10%

Analysis. Similarly, 90 percent of respondents agree that digital media is changing the norms and values of journalism. This sentiment underscores a general acknowledgment that the principles of objectivity, thorough reporting, and fact-checking may be jeopardized by the speed and convenience of digital journalism.

- Chart 5. Technology's Influence on Pakistani Journalism — Positive vs. Negative
- Positive. 596
- Negative. 416

Analysis. The majority of respondents (596) view the influence of technology on Pakistani journalism as positive, although a significant 416 believe its impact to be negative. This division reflects the dual nature of digital media. While it provides access and democratization of information, it also brings challenges such as misinformation, lack of accountability, and ethical concerns.

- Chart 6. Belief in Internet as a Source of Truth
- Yes. 476
- No. 52.96

Analysis. More than half (52.96) of respondents reject the notion that "anything on the internet is true," indicating a growing awareness about the credibility of online information. However, nearly half (476) still seem to trust the content they find on the internet without question, highlighting the need for digital literacy and critical thinking skills.

- Chart 7. Evaluating Credibility of News on Digital Media
- Yes. 356
- No. 656

Analysis. A substantial 656 of respondents do not automatically believe the news they see on digital media without evaluating the credibility of the sources. This reflects a critical approach toward digital news consumption, with more individuals likely cross-checking information.

- Chart 8. Digital Media and Mobile Journalism Threatening Peace
- Yes. 70.56
- No. 29.46

Analysis. A significant 70.56 of respondents believe that digital media and mobile journalism pose a threat to the peace of Pakistani society. This suggests concerns about the spread of misinformation, sensationalism, and the rapid pace at which news spreads, often leading to social unrest and panic.

- Chart 9. Sharing News Without Verification
- Yes. 70.56
- No. 29.46

Analysis. Despite concerns about misinformation, a large percentage (70.56) of respondents still share news through digital platforms without verifying its credibility. This reveals a contradiction between the acknowledgment of potential harm and the actual practices of digital media users, highlighting the ease with which unverified information is circulated.

- Chart 10. Positive Role in Mobile Journalism Progression

- Yes. 62.76
- No. 37.26

Analysis. Most respondents (62.76) believe they play a positive role in the progression of mobile journalism, suggesting that individuals see themselves as active participants in shaping the future of journalism in Pakistan.

- Chart 11. Technology Not Harmful @ Traditional Journalism
- Yes. 62.7 percent
- NO. 37.2 percent

Analysis. The same proportion (62.7 percent) believes that technology is not harmful to traditional journalism, and that it is simply evolving. This group sees technology as a complementary force rather than a threat to established journalistic practices.

Conclusion.

The analysis of survey data shows a clear acknowledgment that digital media is reshaping journalism and influencing the cognitive behavior of users in Pakistan. While many see this transformation as positive, concerns remain regarding misinformation, the erosion of traditional journalistic values, and the potential for societal harm. The widespread use of platforms like Facebook and Twitter further emphasizes the need for digital literacy to combat the negative aspects of this shift.

Discussion

In this research, researcher selected the topic Impact of Mobile Journalism B Digital Media on Pakistan Society. For research, we selected 251 respondents from different localities of Karachi city. This study aspired to dig out that how the digital media affects Pakistani society. We chose respondents from a young to mature age because in Pakistani society people from teen ages to a young mature age uses digital media actively.

Scholar analyzed the results on the thoughts that we assumed from the responses accumulated throughout the research. We strived to see the effects of digital media in various categories.

If scholar analyzes the Demographics of the Respondents, so we acquired 31 No responses from the age group 18-25, 31 No responses from the age group 25-30, and 37.2 percent from the age group 30-35. Of these respondents 70. Who were male while, 29.4 percent were female. It clarifies that mostly male category

shows their interest in digital media access in Pakistani society. As per this question, we found that 9.8 percent of respondents use papers, 33 percent use Facebook, 11.7 percent Instagram, 15.6 percent use news websites, and 29.4 percent use Twitter to follow news on digital media. It shows that in terms of digital media 33 percent of active internet users use Facebook. It clarifies that Facebook's efforts to influence youngsters are still there. Although Twitter is the most common social media site, our research reveals that Facebook is still prominent in Pakistan to follow trending news. On the other hand, our research exhibits that Twitter is a commonly followed social media site in Pakistan that is mostly used by people between the ages of 30-35. The users of Pakistan are on the plateau of social media sites especially Facebook and Twitter which show these two sites are the concepts of Mobile Journalism followed by mostly active smartphone users.

Scholar adds this question to check how digital media users influence by its influence and how it makes modifications in their cognitive behavior. Digital media has a great long-lasting impact on the minds of consumers. Cognition means gaining information through a distinct point of view. The responses show that 90. No of respondents said yes while 9.8 percent Said no to this question. It shows that people feel that digital media and mobile journalism are efficacious in their minds. It

briefs that it is enticed to the consumers' minds. Its strong impact can be easily calculated from the 90. No responses saying yes, it discovers that mobile journalism nowadays is drawing cognitive behavior and creating a function of cognition in the consumer's mind and insights. Sometimes it also makes an emotional appeal. It can also be said that digital media affects the critical thinking of consumers and make them able to develop changes in their daily routine and beliefs.

Our third question presented results revealing that 90. No of people that traditional media is affected by mobile journalism or digital media. It describes that the ways of storytelling or digital media platforms are somehow threatening traditional media. In some scenarios, it has been seen that social media publish a story with another meaning before its release on traditional media. 9.8 No of respondents who said no shared their opinion that the truthfulness of mobile journalism is still questioned. Their review also indicates how ordinary people create news on digital media without filtering it.

The result of our fourth question shows that 90. No of respondents said yes while 9.8 percent of respondents said no to this question. It provides a point to see that now the ethics of professional journalism and its reputation are affected. It also explains that this challenge is tremendous and in this way the dissemination of news is at high risk. There is no way in some cases to encounter what has been published through digital media platforms. 90. No O/ respondents say that the ethical standards are changing the new beginning of mobile journalism as now the concepts and policies affecting the norms and values of real journalism.

Our fifth question's results show that 58.8 percent of people said it's creating a positive impact in changing the scope of Pakistani journalism while 41.1No of people think it creates a negative impact on Pakistani journalism. This big number of the respondents figures out that the integration of various media industries and technological devices is giving a positive conclusion in the development of Pakistani society. It can also be said that technological advancement has transformed the methods of media functions.

A single technological device is making various things positive in the revolution of journalism in Pakistani society. If we see the rest of the 41.1No of respondents so they cover a factor that is increasing the rise of fake news through mobile journalism. It is also involved in personal lives and security. Now with the rise of mobile journalism, we are also observing an increasing dilemma of fake news.

Our sixth question's results shows that 47 percent of people said yes while 52.9 percent Said no to this question. Its shows that consumers are critical observers and they do not believe that whatever they are looking at on the internet is true. They have theories about the concept of truth or fake. They do not get agreed with the breaking news concept and absorb it as a real news story while the rest 46 percent of Consumers who said yes to this question show that still there are digital media consumers who believe everything they see or hear on the internet as a reliable story. This thing also creates challenges for the published news delivered through mobile journalism.

Our seventh question's results reveal that 35.29 percent Of respondents said yes while 64.7 percent Said no. It shows that most people do not easily believe the hard news without checking its credibility while 35.29 percent of people do not check the authenticity of the news. Mobile journalism is a news-related communication platform where anyone can share his views and thoughts, they are often used by people who are specialized in journalism that's why sometimes it's been difficult to believe the story without the back source confirmation.

Our eighth question's results reveal that 70. Who Of respondents said yes while 20.4 percent of respondents said no. It is a phrase that explains that in many manners people feel that digital media and mobile journalism are threatening and alarming to the peace and positivity of Pakistani society. In many terms, it threats society, for instance, sometimes it disrupts the mental health of a consumer when he sees similar exaggerated news, and many comments on the internet sometimes

affect the socio-emotional thoughts of the consumers. It also encompasses aggressive behavior when it comes to the debate on a specific scenario or event. To win the competition of good and bad comments it also persuades and provokes people to say or debate more on certain news stories and sometimes it turns into personal rivalry.

Our ninth question's responses reveal that 29.4 percent Of respondents said yes while 70. Who of a large number of respondents weren't agreed with this question and said no. It figures that most digital media consumers do not pass the social media news to others while some of the respondents also do that. The spreading of news through various platforms sometimes creates tensions that affect mental health. Every time there is no professional authority maintenance by journalists on digital media platforms that cannot clear the filtration of news. So, people must work on the source of news before discussing or sharing it with someone else.

Our tenth question's results reveal that 62.7 percent Of respondents said yes while 70. Who of respondents said no. It explains that most people use social media for their gratification or to get updates about current affairs as they think that they aren't playing a positive role to thrive mobile journalism in Pakistani society. Contrary 62.7 percent of respondents said yes who are playing their roles by accessing digital media to make Pakistani journalism and social media a safe and good place for consumers. It also shows that people who are heavily using cell phones for browsing can captivate other people's attention by sharing positive features and scenarios on digital media. be all know that traditional media is limited to certain areas but online journalism can make things better by putting a positive image on the consumer's minds with the usage of healthy debates and the green revolution of Pakistani society.

Our last question's answers reveal that 62.7 percent of respondents said yes while 37.2 percent Said no. The answers explain that most people believe that technology isn't hazardous and isn't changing the good old policies of Pakistani society. 62.7 percent of agreed results with the question clarified that the concept of technology is shifting values and norms of journalism but it is not in a negative aspect. There has been a discussion on the impact of technology, digital media, and mobile journalism on Pakistani society in various aspects but it has been seen that most people think that digital media is positively transforming things and reducing the old indigenous thoughts by maintaining the prestige of Pakistani journalism.

Now the new digital platforms have become an alternative source to access news and current happenings but we also cannot ignore the other side that sometimes bears misinformation and disinformation.

Conclusion

This study was based on the impact of Mobile Journalism and Digital Media on Pakistani society. From the findings of the survey, we evaluated that Pakistani society is impacted and influenced by digital media and mobile journalism. If we particularly see its impact whether they are positive or negative so we found that most people showed that the impact of mobile journalism on Pakistani society is positive. It is used in both manners but the revealed results meet the positive side of mobile journalism. The respondents agreed that they are inspired by the content they see or read on digital media, and they also try to assume its consequences in the future. It is something that puts a strong influence on cognitive behavior traditional journalism values, and future predictions connecting with certain news. The results also disclosed that digital media would be used positively so it can make good outsourcing to consume news.

The theory that we used in Theoretical Perspective Media Convergence also shows that technology is making traditional journalism high and adding Pakistani society into a developed journalism-based state. Our hypothesis has been proved in a manner that mobile journalism is altering Pakistani society in various factors. It also demonstrates that it puts an impact on the cognitive

development of society. The results also clarify that it is not negatively damaging traditional journalism. It is something that is transforming the lives of journalists by creating ease in their work. We can't say that in every scenario digital media is pure and perfect, it is also something to think about that it has the power to corrupt actual news. Somehow there is a lack of responsibility and accountability that damages the trust of people who rely on mobile journalism.

Now everyone is free to replace the process and methods to deliver the news. Some researchers also say that disinformation is a social media phenomenon that exaggerates a normal moment into something extravagant. In the context of misinformation, there must be some checks and balances that would maintain people's trust in online media. These social networks aren't directly related to professional organizations and journalism must know the code of ethics before passing certain news to others. While a journalist who does mobile journalism should know that they aren't here to work on their interest, they must work with obligations and general loyalties. There is no gatekeeper on digital media platforms for news filtration when it comes to mobile journalism.

Similarly when it comes to all citizens who have the capabilities to manage their news process so sometimes it disseminates news.

Mobile journalism and digital media aren't a threat to other media channels, as the overall results explain that if there would be proper working on the principles of traditional and mobile journalism then there wouldn't be any issue to enlighten the citizens through these digital media platforms. No matter whatever media it is, its universal ethics must be followed in every country.

Sometimes the publisher remains anonymous and the news spread everywhere, so this empowerment must be scrutinized. Cutting off rumors and lies dissemination can bring a positive change in every society that raises questions about the credibility of journalism. It is also the responsibility of communicators and professionals to work on their ways to self-regulate the major problems related to technology. Despite negative sayings, we should concentrate on the positive side of mobile journalism and digital media for the peace of our society.

Future Recommendations

This study on the socio-cultural impact of digital media and mobile journalism in Pakistani society has provided significant insights into how these technologies influence communication, culture, and social behavior. However the rapidly evolving nature of digital media necessitates further research in several areas to build on these findings. Below are key future research directions recommended for continued exploration.

1. **Longitudinal Studies on Digital Media Adoption and Societal Change:** Given that digital media technologies and mobile journalism are still evolving, longitudinal studies would be beneficial. These studies can track the long-term socio-cultural impacts of these technologies on various social groups, including different age brackets, rural versus urban populations, and socio-economic classes in Pakistan. By examining trends over time, researchers can better understand how digital media reshapes societal norms, cultural practices, and communication patterns.

Role of Digital Media in Political Engagement and Public Opinion: While this study has touched upon the role of digital media in shaping public discourse, future research should focus more deeply on the intersection between digital media and political engagement in Pakistan. Researchers can explore how mobile journalism and social media platforms contribute to political awareness, mobilization, and activism, particularly in marginalized communities. Moreover studies could investigate how these platforms affect voting behaviors and the broader democratic process in the country.

3. **Digital Media's Impact on Identity Formation and Cultural Values:** The use of digital media in identity formation among younger generations is a rich area for further study. Future research could examine how digital media platforms, including social media and mobile journalism,

influence cultural identity, religious values, and the perception of traditional versus modern roles within Pakistani society. This could include an analysis of digital media's role in promoting or resisting cultural homogenization in the face of global media influence.

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