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ABSTRACT

The present study shall discuss and explore the advancement of Information Technology and its usage in electronic media. It will also elaborate the technological advancement, and development has impacted media particularly electronic media including radio, newsreels, television, and film, etc. Information Technology has been influential due to its rapid advancement and progression. It has also reshaped the way information is disseminated on different forms of electronic media. To gauge the impact of advancement in Information Technology on electronic media, a survey method was used and interviews were conducted from IT professionals, journalists students, etc. All forms of information technology have virtually created an impact on society. However, the electronic media industry has taken some time to adopt technological advancements, changes, and development. The emergence of new ways, techniques resultantly increased the viewership, and resultantly transmission of electronic media has gone up dramatically.

Key Words: Electronic media, Information Technology, users, viewership, audience, impact

Introduction

This research paper is focused and aimed to explore the impact of usage of technological advancements on electronic media in the present age. Information technologies (ITs) such as computers, the internet, wireless mobile devices, etc. have significantly changed the means of communication in the present age. These technologies have also replaced conventional media e.g. film, satellite T.V, and telecommunications (Chaudhary, 2011). The rapid use of technological advancements in electronic media has made it a more effective tool particularly in terms of selection of cultural, social, economical, and political development and flow of information as compared to previously used technologies which took greater time and force to circulate specific information (Chaudhary, 2019).

Electronic communication media has enabled most new ideas, information, and thoughts, etc. to reach all corners of the universe. Globalization has made the expansion of technological advancements more valuable. This expansion has created new international markets for the adoption of technological advancements. Electronic media and information technology have created a grave impact on society culturally and socially. The consequences due to technological advancements will further enhance in years and decades to come. (Pavlik & McIntosh, 2011).

The technological revolution has created new terms i.e. "information communities" and "globalism". Globalism has provided more information about various issues such as religion, cultural, social issues, living style, health, education, etc. Since the increase in the number of internet users, it has widely become a valuable source of information, communication, entertainment, and transformation of ideas and technologies (Moats, 2017).

The IT revolution has also opened opportunities for the trade and commerce industry for

expansion. Individuals, groups, consumers, anyone around the world are now able to buy journals, books, magazines, home appliances, clothes, equipment, gadgets, etc. from different online websites e.g. Alibaba, Olx, Amazon Darz, University Press of Oxford, etc., and they're never going to have to step beyond their homes. They can now get their hands on information that was historically limited to the developing world. To pay a "virtual visit" to religious shrines, religious pilgrims may also use live video streams including the Wailing Wall, the Vatican City, etc. Computers and telecommunications networks often make universal advocacy with no precedent simpler. Information and data democratization has also increased the status of international peace and harmony (Chaudhary, 2011).

Information technology is helpful to empower backward, less-informed populations and communities, therefore certain tools, such as the universal information collaboration, keep involved in activities to make advancement in IT open to local and national economic growth development activities (Zaidi, 2011).

Revolution in information technology has enabled the mankind in development of various social networking sites which are helping in exchanging information beyond borders, joined different social communities at one page, expansion in trade, commerce, and other business sectors e.g. Twitter, LinkedIn, Facebook, Whatsapp, Smart Phones enabled individuals in general and electronic media, in particular, to disseminate information to the individuals and their audience as well (Ghani, 2018).

These technological advancements have undoubtedly fulfilled the electronic media industry's requirement of immediacy as all the social network sites continuously update the information with every passing moment. For example, if an incident occurs in one corner of the earth, simultaneously it is reported and broadcasted to other corners by the help and support of

these technological advancements. The real-time information, news coverage, delivery of a message is possible only due to the rapid advancements in information technology, and its usage in electronic media. This is a brief introduction to the changing trends of information technology which has not only impacted electronic media but also helps to highlight various significant issues.

Objectives

This research paper aims to elaborate on various means by which electronic media use information technology and to assess the effect of technological advances in enhancing viewership. This research will also examine the following main objectives:

1. To study and examine the use of information technology in electronic media
2. To study and assess progress in electronic media due to Information Technology
3. To examine and investigate the influence of Information Technology on improving viewership of electronic media

Research Questions

1. Whether the viewership of electronic media has increased after the advancement in information technology in Pakistan?
2. Whether the usage of Information Technology has made the dissemination of information through electronic media easier as compared with the past?
3. Whether Information Technology has made a positive impact on the electronic media industry?

Significance

The increasing trend of usage of information technology by electronic media either internet, TV, or radio has grabbed the attention of the researcher. The changing trends and

advancement in Information Technology will be examined as this dimension needs to be addressed.

Research Delimitations

According to available facilities, the present study is delimitized to know the impact of advancement in information technology on electronic media.

Statement of the problem

This research paper will investigate the advancement of information technology and its use by electronic media. Furthermore, it will also elaborate on how the viewership of electronic media has increased after the advancement of IT.

H-1

IT has resulted in more information being portrayed on the electronic media

The rationale for H-1

Technological advancements have entirely changed the ways information on electronic and social media is viewed, e.g. live news, coverage, interviews, talk shows, teleconferencing, video calls, video conferencing, etc. This all happened and possible because of the advancement and rapid development made in information technology.

H-2

Advancement in Information Technology and its use by electronic media would make the presentation of information more enticing to its viewers

The rationale for H-2

The overall way information is disseminated across different electronic media has changed with advancement and development in information technology day by day. As a result,

the advent of new techniques and approaches has increased viewership and electronic media consumers have risen significantly.

Literature Review

According to Giussani (1997), information technology such as the internet will not replace the media, but it will provide a new means of communication parallel to traditional media. Media reporters are required to be fully familiar with digital technology such as accessing, finding, retrieving the information as almost all the data and information throughout the globe are being stored electronically.

Vassos (1997) states that all forms of information technology have had an impact on every individual virtually. Information technology with dramatic change has debatably had the deepest impact on the users. Today we measure a year as an internet year or three months. This all is happened due to technological advancements.

Livingstone (2004) state that literacy and education, by expansion, can not be formed only as a function of the user, a co-production of the interactive interaction between the technology and the user can even be seen as medium-dependent. The researcher further states that, to claim that accomplishment is dynamic with the widespread adoption of ICTs, the study should show that accomplishment relates to the new media, internet in particular, considerably varies from audiovisual and print media.

Ludes (2008) argued that media has contributed a lot to the globalization of the world due to prompt development in Information communication technologies (ICTs). These Information communication technologies tend convergence and are being used around the globe. ICT devices have facilitated the media persons and the general public to access the information, entertainment at any time and everywhere as these ICTs are interconnected and support the transfer of all types

of information, communication. These ICTs have eased out the accessibility of information even in the communities of diverse cultures.

According to Koner and Goyal (2010), new communication mediums have been developed in the wake of the information technology revolution. Besides this, the former means have also enhanced their services with the adoption of information technology. Now the users have multiple choices, they can switch one medium to another to gratify their needs. Electronic media is available both in analog and digital form as it is the most vivid form among the digital media accessible in the modern age. It has reshaped the world, environment, social interaction as well as the way people live and relate to one another.

Chaudhary (2011) discussed the emergence of new technologies and their use in media. The researcher also states the impact on new media technologies on different societies throughout the globe. According to the researcher's, impact of new media, technologies are expanding day by day and these technologies are also influential upon social communication and playing a significant role in binding the social societies together. These technologies consist of a wide range including internet, cell phones, satellite, social connecting sites, and mobile applications, etc.

Workman (2014) illustrates that a large amount of information has been shared by internet users Internet. The information consists of news, entertainment, opinions, facts, figures, creative materials, and so many other useful things. Many forms of social media have emerged today and various means & networks are adopted through which users can generate and share information. The researcher further express that technology is also helpful in making commercial and non-commercial transactions to various groups, parties such as travel companies, hotels, banks, etc. when some individual intend to make a transaction, he makes it possible with the

help of technology, turned the concerned application open and take the action without any hindrance. Thus, the technology is useful in redemption and promotions both for services and products.

According to Safdar et al. (2016) since the adoption of technological development and advancement by the media particularly electronic media, the resources to collect news and information has not only changed but its presentation to the audience and viewers has also reshaped. Information Technology has had impacted a lot in electronic media. The rapid transformation in technology over time has changed the way news is presented on TV channels or radio stations. The appearance of new means, ways, and different techniques has also resulted in increases in the popularity and viewership of electronic media. However, the media industry is in developing process in Pakistan.

Karakaya & Glazier (2019) discuss the informative role of social media and other online outlets in an authoritarian society, arguing that the informative role of online news sources, along with social media, would be especially necessary and relevant in countries where governments have regulated and restricted the public press and censored the news. The researcher further argued that the expansion of broad access to social media and the internet permits the audience to get unexpurgated news more easily, thus making government authorities to control media narratives harder and difficult. All this being happened possibly due to technological advancements and changing trends in media.

Research Methodology

To measure the advancement in IT and its usage by electronic media, a precise result-oriented survey was performed by the researcher. For the present study, a questionnaire that consisted of close-ended questions was developed.

Survey Method

The researcher has chosen a survey method for the present study. The researcher distributed a questionnaire to the respondents who were selected from the population. The majority of respondents were professionals and most of them belong to the field of computer science, information technology, electronic media, and journalism.

Universe

The whole population, for this survey, is the universe.

Population

The population of this survey is made up of professionals, experts in information technology, and journalists particularly from electronic media with the age range from 20 to 50 years.

Sampling

The sample of this study consists of Two hundred (200) respondents.

Data Analysis & Interpretation

Demographical analysis of participants

The study's gender variables are demonstrated in Table 1. There were two hundred study participants out of which 140 were male, and 60 were female. The age range of participants is illustrated in Table 2. Concerning their age group, participants were divided into three groups. The first category consists of 73 participants aged 20-25 years, and the second category consists of 72 participants aged 26-30, the third category consists of 55 participants aged 31-50 years. Table 3 demonstrates the education level of the participants in the survey. According to qualification, 18 participants having intermediate qualifications, 48 respondents were graduate,

104 participants possess Masters/M. Phil qualification and 30 participants were Ph.D. degree holders.

Table 1: Gender

	Male	Female
Frequency	140	60
Percentage	70.0%	30.0%

Table 2: Age group.

	20-25	26-30	31-50
Frequency	73	72	55
Percentage	36.5%	36%	27.5%

Table 3: Education level

	Intermediate	Graduate	Masters/ M.Phil	PhD
Frequency	18	48	104	30
Percentage	9%	24%	52%	15%

Question No. 1: Do you use electronic media?

	Yes	No	Neutral
Frequency	200	0	0
Percentage	100%	0%	0%

According to the survey outcome, all the respondents use electronic media.

Question No. 2: What kind of transition has occurred as information technology progresses in electronic media?

	Qualitative	Quantitative	Don't know
Frequency	107	66	27
Percentage	53.5%	33%	13.5%

According to results, 53.5 % of participants preferred a qualitative change as a result of developments in information technology, while 33 % preferred quantitative change and 13.5 % did not share their views.

Question No. 3: Has the reputation and credibility of news increased or decreased owing to developments in information technology and its use of electronic media?

	Increased	Decreased	Don't know
Frequency	114	64	22
Percentage	57%	32%	11%

57 % of participants agreed that the credibility of news increased due to the advancement in information technology and its usage by various electronic mediums, however, 32% opined that the credibility has been decreased due to the use of Information Technology, and only 11% participants did not respond.

Question No. 4: Do you think that the interest of the general public in electronic media increased due to the use of advanced Information Technological tools and techniques?

	Yes	No	Don't know
Frequency	154	29	17
Percentage	77%	14.5%	8.5%

According to results, 77 % of respondents claimed that because of the rapid use of information technology tools and techniques, the interest of people has been significantly increased. 14.5 % of respondents disagreed with the declaration and 8.5 percent of respondents had neutral opinions.

Question No. 5: Will you plead and advocate that information technology's changing trends are beneficial to society

	Yes	No	Don't know
Frequency	156	23	21
Percentage	78%	11.5%	10.5%

Results depict that 78 % of respondents supported the argument that the rapid flow of knowledge & information due to IT is beneficial to society 11.5 % of respondents disagreed with the argument and 10.5 % of the rest of the participants did not respond.

Question No.6: Do you think that emergence of Information Technology and its rapid use in electronic media has to lead to information overdrive?

	Yes	No	Don't know
Frequency	152	32	16
Percentage	76%	16%	8%

76% of participants have the opinion that information technology has to lead to information overdrive whereas 16% of participants have disagreed with this statement and the rest of the participants have a neutral opinion.

Question No. 7: Do you think that the rapid use of Information Technology by electronic media has given rise to an invasion of privacy?

	Yes	No	Don't know
Frequency	156	26	18
Percentage	78%	13%	9%

According to the results of the study, 78 % of respondents claimed that a rise in information technology had contributed to an infringement of privacy, while 13 % disagreed with the assertion and 9 % of participants had a neutral opinion.

Question No. 8: Do you think the use of advanced information technology resources and techniques makes misinformation on electronic media even simpler and easier?

	Yes	No	Don't know
Frequency	125	27	48
Percentage	62.5%	13.5%	24%

According to survey results, 62.5 % of respondents claim that misinformation is far simpler due to information technology, while 13.5 % disagreed with the statement and 24 % percent of respondents have neutral opinions about the statement.

Question No. 9: Do you think Print media cannot compete with electronic media because of information technology?

	Yes	No	Don't know
Frequency	154	31	15
Percentage	77%	15.5%	7.5%

The results of the survey illustrate that 77 % of participants thought that print media could not compete with electronic media due to developments in information technology. 15.5 % of participants disagreed with the assertion, while 7.5 % held neutral views.

Question No. 10: Do you think the transfer of electronic media from analog to digital helps the quality and output of media content to be of higher quality?

	Yes	No	Don't know
Frequency	162	20	18
Percentage	81%	10%	9%

The survey results show that transforming electronic media from analog to digital format allows for a better standard of media content production. 81 % of respondents agreed with this assertion. The above assertion was disagreed by 10 % of respondents and only 9 % of participants had a neutral opinion.

Question No. 11: Do you think that it is much easier to disseminate information, news, entertainment, etc. and to produce electronic media programs than in the past due to the use of information technology?

	Yes	No	Don't know
Frequency	148	33	19
Percentage	74%	16.5%	9.5%

Results of the survey show that due to developments in information technology dissemination of information, news, and entertainment, etc. becomes much easier as compared with the past, 74 % of respondents favored the statement. 16.5 % of respondents replied negatively while only 9.5 % had a neutral opinion on the argument.

Question No. 12: What kind of change occurs due to advancement in information technology in the quality of the program production?

	Positive	Negative	Don't know
Frequency	153	32	15
Percentage	76.5%	16%	7.5%

Results show that 76.5 % of respondents thought that there was an improvement in the quality of program production and output due to progress in information technology, only 16 % disagreed with the above assertion and 7.5 % of respondents did not express their views.

Question No. 13: How do you rate the effect on electronic media of the rapid development of information technology?

	Positive	Negative	Don't know
Frequency	164	23	13
Percentage	82%	11.5%	6.5%

According to the survey results, 82 % of respondents thought that rapid change in information technology had a positive impact. 11.5 percent of respondents thought that there was a negative effect due to developments in IT and only 6.5 percent of respondents did not express their opinions and stayed silent.

Results

The results of the study depict that developments in information technology and its application in electronic media have positively impacted viewers. Information technology has made electronic media user-friendly. It has provided multiple choices and options to its viewers are. Now, users can turn to one medium to another at a time and without any effort. Productions, output, and program quality have been dramatically improved and enhanced which has made electronic media more appealing for the viewers. IT has made the circulation of information easier and spontaneous. Users can get information about anything, any time of other parts of the world while sitting at home. Usage of advanced IT techniques by the electronic media industry has made it easier for users to view programs of their own choice. There are, however, some drawbacks to the development of information technology as well, to maintain the privacy of classified information becomes a bit difficult whereas information technology has also made disinformation about anything much easier on electronic media. However, overall information technology has positively influenced the electronic media industry and it has contributed a big role in making electronic media more popular in this era and competitive environment.

Findings

The findings of the present study after the survey are appended below:

To access information, different communication media are used and primarily two media, i.e. print and electronic media, are widely used. Important changes in all communication channels over the years due to the target audience, program contents, etc., however, since the advent of information technology, there have been drastic changes in various types of electronic channels; A variety of new communication platforms have arisen, while old platforms have been enhanced in a better way to satisfy and please their users. Over the years people have moved

from one medium to another because of the evolution of many new mediums and changes in the old ones. There has been a major shift in the choice of the medium used earlier and the medium is now accessible for various purposes, such as entertainment, information, newsgathering, etc. The use of IT has made the reporting on electronic media much easier and it has also improved efficiency. Freelance reporters and journalists can easily send information such as reports, columns, etc. even sitting in their homes. Reporters can capture video clips of various events and send those clips to the newsroom easily by using smartphones, or E-mail, all this becomes possible due to the usage of Information Technology by electronic media. Viewers can get updated information, news due to the advancement in Information Technology by the electronic media. They can listen and view live coverage of an event, online bulletins, news updates, live transmission, etc. through the choice of their own, all this is possible due to the adoption of information technology by the electronic media. Media houses are attached to worldwide news agencies through the internet, thus information, round the globe is easily assessable all this happened and the outcome of the usage of information technology by the electronic media.

Recommendations

There must be some rules and regulations enforced on electronic media to maintain the credibility of information, news being disseminated on electronic media to avoid disinformation, false propaganda, rumors, etc. The authenticity of the information, news reports must be ensured before transmission. Electronic media regulatory authorities should enforce necessary legislation to curtail sensational reporting, particularly images of Bomb blasting, High jacking, etc. shown immediately after an incident by electronic media, it can assist terrorists, hijackers, and kidnappers during their terrorist operation. Instead of viewing harmful shows such as nudity, pornography, etc, and time-wasting, there is a desperate need to educate the masses to assess the

full value of information technology for beneficial purposes. Due to the freedom of information, cyber crimes are rising. the confidentiality of sensitive information has become a topic of concern to organizations. Hackers and unauthorized users can lap their hands on information classified as such. Thus the work of such institutes and organizations is severely threatened. It is recommended that media houses must use advanced information technology approaches to set up information technology sections to impart necessary information technology training.

Conclusion

Information technologies such as the internet, smartphones, etc. have affected the means of communication between a common man and it has also changed the ways by which people build new relations. Information technologies have formed online social network groups on twitter, WhatsApp, Facebook, Instagram, LinkedIn, etc. which help transmit information to one part of the world to other parts in real-time. With the appearance of information technology, people have been able to search for information and communicate among themselves. IT has made our social contact simpler in specific ways. These have offered users a lot of options. Users can also identify other individuals of similar interest to whom new ideas, subjects, may be presented, discussed, and shared. According to Marshal McLuhan, technology is changing everything. The belief that modern technology brings a new society in its wake is empirically proven. Information technology has certainly moved the media from modernism to postmodernism. In the communication process, both the senders and receivers of messages are equally involved. There is no monopoly concerned with that. Over the past decades, information technologies and their media impact have been topics of concern among researchers and academics. The functions of IT and the way it changes cultures, societies had motivated and encourage researchers to perform research studies. The influence of information technology is

growing with every passing day and it is also creating a profound impact. Information technologies have influenced social communication as well.

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