Volume 13 Issue 12
Originally issued as A6

Global Journal of Management and Business Research
Administration and Management
Volume 13 Issue 6 Version 1.0 Year 2013
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals Inc. (USA)
Online ISSN: 2249-4588 & Print ISSN: 0975-5853

A Comparative Analysis of Effect of Media on the Public in Pakistan

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Abstract - Our life will remain incomplete without media. The radio, television, newspaper and internet are some forms through which we get information. The common people believe the news given by the media. So, the media should be very careful before giving any news to the public. Aim of the study to check the public perception about media. The research population consist mostly on the students, because we want to check the perception of public about media and our easily reachable public target is our university and we also target the employed people, self-own businessmen and household's women. We used the approach simple random sampling. Our research that we conducted on the impact of media in response to our objectives mostly people are agree with our statements and encourage our topic and research.

GJMBR-A Classification : *JEL Code: L82*

ACOMPARATIVEANALYSISOFEFFECTOFMEDIAONTHEPUBLICINPAKISTAN

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A Comparative Analysis of Effect of Media on the Public in Pakistan

Talha Ahmed [α], Fazale Rabee [σ], Amir Razi [ρ], Zohaib Asghar [ω], Amad Khalid [¥], Awais Mushtaq [§] & Adil Qayyum [χ]

Abstract - Our life will remain incomplete without media. The radio, television, newspaper and internet are some forms through which we get information. The common people believe the news given by the media. So, the media should be very careful before giving any news to the public. Aim of the study to check the public perception about media. The research population consist mostly on the students, because we want to check the perception of public about media and our easily reachable public target is our university and we also target the employed people, self-own businessmen and household's women. We used the approach simple random sampling. Our research that we conducted on the impact of media in response to our objectives mostly people are agree with our statements and encourage our topic and research.

I. Introduction

Our life will remain incomplete without media. The radio, television, newspaper and internet are some forms through which we get information. Just like other fields, a vast development is seen in media fields also. The common people believe the news given by the media. So, the media should be very careful before giving any news to the public. They have to cover important happenings, in all the fields, around the world. There is no use in creating emotional feelings among public by exaggerating the happening and giving sensational news. The media persons should be cautions in giving unbiased news to the common persons.

We all are seeking question whether media will change the fate of Pakistan or is it projecting a negative impact on our society. More than 40 private channels are airing in nationally and internationally where political parties come together to defend themselves but none of them seeks the resolution of the issues which every national of Pakistan is facing. Some of the political parties are either blackmailing or funding private channels to support their political status in our country whereas most of the channels are focusing on advertising.

The media covers news of public interest such as political happenings, sports, city news, national news, international news, business, education, entertainment, literature and medical news. The news should satisfy all men, women and children of various age-group and status. To increase circulation of newspapers, the media people should not publish bogus news. Impact of Media on Children Television has the potential to generate both positive and negative effects. Television can be a powerful teacher. Public Television programs stimulate visits to the zoo, libraries, bookstores, museums and other active recreational settings. Educational videos can certainly serve as powerful prosaically teaching devices. Television is an effective way of advertising products to children of various ages. Impact of Media on Children Watching violent television programs and movies increase violent behavior in children. Excessive television watching contributes to the increased incidence of childhood obesity. Excessive television watching may have a deleterious effect on learning and academic performance.

a) Objectives

- What type of role media should play?
- The news of media base on reality or not?

b) Literature Review

Judith Dubois (2002) the media are among the sources of information people count on to would their opinion of the World around them. Based on some topic-related studies, the criminal events that the media decide to report on are not necessarily always those, in actual fact, that are the most significant in terms of frequency, trends or range of offenders involved. **Woodie Flowers (2005)** Media played a vital role in spreading knowledge about education. Perhaps for the first time in our country's history, academia will change quickly as well. If we take full advantage of the opportunities before us today, we could emerge proud of academia's new status. **Kyle Ott, B.S. & Marieke Van Puymbroeck (2006)** The examples and cases above support the premise that media does impact athletic performance. The cases also reveal or recognize that athletes have two choices: 1) they can succumb to the challenges of media distractions, or 2) they can meet the challenges of media. **Claes H De Vreese (2006)** provides evidence on a key assumption in the literature on public opinion formation about European integration the media matter. However, the role of the news media

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in this process is a conditional one. News media mattered only in a situation in which citizens were exposed to a considerable level of news coverage with a consistent evaluative direction. In the case where the news media coverage was considerable in amount and positive in tone we found respondents – in line with expectations – to be gain-seeking and endorse the enlargement of the EU. In the situation where news media messages were less visible and mixed in character we did not find the news media to exert an influence on the dynamics of public opinion formation. Melanie James (2007) the full ramifications of new media for public relations and its continuing evolution are far beyond the scope of this paper. Responding to the demands of emerging media in an environment where traditional media demands on public relations practice are not reducing significantly will be a major area of concern in coming years.

II. Methodology

Research included gathering Primary data. Primary data is the first hand data, which are selected a fresh and thus happen to be original in character. It gives the target population that will be sampled. There were 200 respondents. For this we use the qualitative research and develop a questionnaire. The research population consist mostly on the students, because we want to check the perception of public about media and our easily reachable public target is our university and we also target the employed people, self-own businessmen and household's women. We used the approach simple random sampling we choose the public randomly and give the 230 questionnaire to be fill about the role of media, news of media and the impact of media on public. We get back 210 questionnaire and then we check the questionnaire for error and choose the best 200 questionnaire then we put the data in the SPSS software to analyze and check the correctness of our sample.

III. Findings

A respondent demographic profile is presented in Appendix in Table 1. We use the simple random sampling approach so we pick the respondent randomly. A total of 200 people were involved in this study. In this study 41.5% were female respondent and 58.5% were male respondents. In addition, 200 people were surveyed, 48.5% were between the age of (17-22) years, 27.5% respondents are between the age of (23-28) years, 10.5% respondents are between the age of (29-34) years, 8.0% of respondents are between the age of (35-40) years, and rest of the respondents are above 40 years old. 66% respondents are accounted for students, 10.5% respondents are households/ housewife's, while 4% respondents are self-own businessmen, 9% respondents are employed in different sectors and the rest of the respondent are accounted for other occupations like politicians and jobless.

In Appendix in the Table 2 we have the data related to our questions we take the survey via a questionnaire so we make 10 question according to our objectives our first objective is "what type of role media should play" to get the respondents point of view for this objective we make the 5 question according to this objective our first question "Is media is a reliable source of news" in response 45.3% males respondents are agree with this and 42.2% female respondents also show agree response to this question. Our next question related to the objective is "Are you satisfied with the role of media" in response the highest percentage we got from male respondents is 34.2% are show the neutral attitude about the question on the other hand in response to the same question from female the result are 33.7% respondents are agree with the statement. Our next question "question 3" related to this objective is "Media should encourage the traditional culture values" in response from male area is 38.5% males are agree with the statement and from female area 37.3% females also show the agree behavior in response to this question. Related to the objective our next question "question 4" is "Media should brighten the bad factors in society" in response the highest percentage we got from male respondents is 41.9% are agreed with this statement and on the other hand in response to the same question from female the results are 41.0% respondents are also agreed with the statement. Our next and last question "question 5" related to the objective 1 "Is media can change the perception of public" in response to this question from male is 51.3% respondent are show the agree attitude towards this statement and this is highest percentage we got compare to the previous questions and if we see in the female areas the results are not much different in female sector 33.7% respondents are also agreed with statement. So after 5 question we got the results related to the first objective now we move on the next objective of the research.

In Appendix in the Table 3 we have the data related to our questions. We take the survey via a questionnaire so we make 5 questions for our next and second objective our objective is "The news of media base on reality or not" to get the respondents opinion for this objective we take the survey our first question "Is today media is biased" in response 34.2% males respondent are agree and show the neutral attitude about this question, on the other hand 42.2% females are agree with this statement. Our next question related to this objective is "Media shows the one side of the picture/scenario" in response to this question the highest percentage we got from male respondents is 36.8% are agreed with this statement and on the other hand in response to the same question from female the result are 32.5% respondent also agreed with this

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statement. Our next question is **"Media should verify the news before aired"** in response from the male area **39.3%** respondent are strongly agreed with this statement and in female area **39.8%** respondents are agreed with this statement. Related to this objective our next question is "**Sometimes media aired unconfirmed news related to sensitive issue"** in response to this question we find out that **38.5%** male respondents are agree with the statement on the other hand **34.9%** female respondents are agree with this statement. Our last question about this objective is "**Is media has a big influence on young kids"** in response to this question the highest percentage we got from the male sectors is **39.3%** respondents are strongly agree with this statement and on the other hand in response to the same question from female the results are **48.2%** respondents also strongly agree to this statement.

In **Appendix** in the **Table 4** we want to check the association between our objective and gender. We use the chi Square to find out which value is significant and which value is insignificant so we use the SPSS software for this procedure and we got the result about our first objective is **"what type of role media should play"** we want to find the association so our first question **"Is media is a reliable source of news**" in analysis the chi square value is 8.561 and the p-value is 0.073 which is higher than the confidence level which is 0.05 which clearly indicates that there insignificant in the perception of public about effect of media. Our second question is "**Are you satisfied with the role of media"** the p-value is 0.383 which is higher than confidence level 0.05 so it's insignificant. Our third question is "**Media should encourage the traditional culture values"** the p-value is 0.998 which is higher than the confidence level 0.05 so it's the insignificant. Our next question related to our objective is "**Media should brighten the bad factors in society"** the p-value is 0.561 which is higher than the confidence level 0.05 so it's the insignificant value. Our last question related to our objective is "**Is media can change the perception of public"** the p-value is 0.017 which is less than the confidence level 0.05 so its significant value.

In **Appendix in the Table 5** we want to check the association between objective and gender. We use the chi-square to find out which value is significant and which value is insignificant so we use the SPSS software for this procedure and got the result about our second objective which is **"Media news base on reality or not"** we want to find the association so our question is **"Is today media is biased"** in analysis the chi square value is 9.994 and the p-value is 0.041 which is less than the confidence level 0.05 which clearly indicates that there significant association in perception of public about effect of media. Our next question is ""**Media shows the one side of the picture/scenario"** the p-value is 0.167 which is higher than the confidence level 0.05 so it's insignificant value. Our next question is "**Media should verify the news before aired"** the p-value is 0.086 which is higher than the confidence level 0.05 which indicates that it's insignificant value. Our next question is "**Sometimes media aired unconfirmed news related to sensitive issue"** the p-value is 0.140 which is higher than the confidence level 0.05 so it's insignificant value. Our next and last question is "**Is media has a big influence on young kids"** the p-value is 0.688 which is higher than the confidence level 0.05 which indicates that it's insignificant value.

IV. Conclusion

The research was conducted to check the public perception on the impact of media, role of media and about the reality of news of media. The media has big influence on the public so media should be careful about the news they airing. We develop the questionnaire to check the perception of public so we develop questionnaire and define our objectives. The finding are that most of the respondents are agree with our purpose and give well response to our questions. In our question people said media should be careful about his role, media role is more unbiased and neutral. Because people believe on the news of media without and any doubt. Like Judith Dubois said that "the media are among the sources of information people count on to would their opinion of the World around them".

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Appendix

Table 1 : Demographic Profile of respondents

Variable		Frequency	Percentage
Gender	Male	117	58.5
	Female	83	41.5
Age	(17-22)	97	48.5
	(23-28)	55	27.5
	(29-34)	21	10.5
	(35-40)	16	8.0
	above 40	11	5.5
Occupation	Student	132	66.0
	Businessman	8	4.0
	Household	21	10.5
	Employee	18	9.0
	Other	21	10.5

Table 2 : Distribution of What type of role media should play among the Gende

Questions	MALE										FEMALE									
	SD		*D*		*N*		*A*		*SA*		*SD*		*D*		*N*		*A*		*SA*	
	F	*%*	*F*	*%*	*F*	*%*	*F*	*%*	*F*	*%*	*F*	*%*	*F*	*%*	*F*	*%*	*F*	*%*	*F*	*%*
Is media is a reliable source of news	05	4.3	11	9.4	28	23.9	53	**45.3**	20	17.1	06	7.2	09	10.8	09	10.8	35	**42.2**	24	28.9
Are you satisfied with the role of media	15	12.8	20	17.1	40	**34.2**	32	27.4	10	8.5	05	06	11	16.9	25	30.1	28	**33.7**	11	13.3
Media should encourage the traditional culture values	05	4.3	13	11.1	19	16.2	45	**38.5**	35	29.9	04	4.8	10	12.0	14	16.9	31	**37.3**	24	28.9
Media should brighten the bad factors in society	03	2.6	17	14.5	18	15.4	49	**41.9**	30	25.6	06	7.2	09	10.8	14	16.9	34	**41.0**	20	24.1
Is media can change the perception of public	01	0.9	07	6.0	15	12.8	60	**51.3**	34	29.1	05	6.0	06	7.2	21	25.3	28	**33.7**	23	22.7

Table 3 : Distribution of the media news based on reality or not among gender

Questions	MALE										FEMALE									
	SD		*D*		*N*		*A*		*SA*		*SD*		*D*		*N*		*A*		*SA*	
	F	*%*	*F*	*%*	*F*	*%*	*F*	*%*	*F*	*%*	*F*	*%*	*F*	*%*	*F*	*%*	*F*	*%*	*F*	*%*
Is today media is biased	08	6.8	10	8.5	40	**34.2**	40	**34.2**	19	16.2	07	8.4	15	18.1	21	25.3	35	**42.2**	05	6.0
Media shows the one side of the picture/scenario	10	8.5	14	12.0	18	15.4	43	**36.8**	32	27.4	04	4.8	18	21.7	18	21.7	27	**32.5**	16	19.3
Media should verify the news before aired	04	3.4	20	17.1	15	12.8	32	27.4	46	**39.3**	05	6.0	10	12.0	15	18.1	33	**39.8**	20	24.1
Sometimes media aired unconfirmed news related to sensitive issue	05	4.3	17	14.5	15	12.8	45	**38.5**	35	29.9	04	4.8	05	6.0	20	24.1	29	**34.9**	25	30.1
Media has a big influence on young kids	04	3.4	06	5.1	18	15.4	43	36.8	46	**39.3**	03	3.6	04	4.8	08	9.6	28	33.7	40	**48.2**

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Table 4 : There is not association between what type of role media should play and gender

Questions	Chi-Square	P-Value	Remarks (Sig/Insig)
Is media is a reliable source of news	8.561	0.073	Insignificant
Are you satisfied with the role of media	4.175	0.383	Insignificant
Media should encourage the traditional culture values	.113	0.998	Insignificant
Media should brighten the bad factors in society	2.978	0.561	Insignificant
Is media can change the perception of public	12.072	0.017	Significant

Table 5 : There is no between media role is based on reality or not and gender

Questions	Chi-Square	P-Value	Remarks (Sig/Insig)
Is today media is biased	9.994	0.041	Significant
Media shows the one side of the picture/scenario	6.469	0.167	Insignificant
Media should verify the news before aired	8.158	0.086	Insignificant
Sometimes media aired unconfirmed news related to sensitive issue	6.917	0.140	Insignificant
Media has a big influence on young kids	2.262	0.688	Insignificant

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