CHANGES IN FAMILY VALUES DUE TO INFORMATION COMMUNICATION TECHNOLOGIES

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Abstract: The research was designed to study the effects of information communication technology (ICT) on family Values. ICTS are the devices to store, use and deliver data by electronic resources. The study was conducted in Shams Abad Rawalpindi by using qualitative research tools. The data of research was collected from 50 respondents from different age groups including parents and children. Data was analyzed by using correlation in SPSS. The results of the research show that ICT affects family values negatively.

Key Words: ICT, Culture, Family Institutions

INTRODUCTION

Information and communication Technology (ICT) based social networking can be defined as social networks which coordinate communication and interaction among people through social networking sites and cellular phones (Latif and Dinar 2015). Social media has become a central source of information and communication and its use has been increased rapidly among people of all ages but youngsters have become far more captivated by these sites than any other age group and the eminence of social media into their life has been increasing enormously day by day. ICTs are described as the compound and varied set of goods, applications and services used for producing, distributing, processing, transforming information— [including] telecoms, TV and radio broadcasting, hardware and software, computer services and electronic media. ICTs are viewed as “technologies people use to share, distribute, and gather information and to communicate, through computers and computer networks” (Ijaz and Imtiaz 2015).

“Culture and traditions are the main concern for stability, progressive development and political governance in this century. Because it helps in building identity, ethnics, patterns of saving and consumption, attitude and political thoughts” (Farooq and Chaudhry 2015).

Family can be defined as the foundation of societal structure. It is the core institution of a culture universally (Saleem, et al. 2015). Affective role performance of family members and interaction strengthens family ties. Family institution has radically changed due to the process of globalization. Globalization “refers to a set of social processes that are thought to transform our present social condition into one of globality” (Steger 2009). ICT plays a significant role in several ways. On the progressive side, it gives rise to intercultural dialogue and can lead to the establishment of valuable global civil society and social change. “ICT is closely related to the ‘development’ and ‘globalization’, process that is prompting social change” (Hussain and Ghazanfar 2015).

Regressively, use of different modes of ICT (like internet, cell phones, and social media) creates conflicts, decreases family interaction and closeness. Use of internet is a time consuming activity and it results in an increase in the “family conflicts” and at the same time results in decrease in “family closeness” and it weakens the parent child relationship (Bibi and Chaudhry 2015). “The domestication of new technology
involves a two-way process where consumers change the meaning and influence of technologies while at the same time influencing family interactions” (Katz and Rice 2002). The women are presented as an entity of attractiveness and sex in commercials and dramas in our society. The glamorous life of women presented in our TV dramas and commercials are negatively affecting the roles of domestic women. “The way women are presenting in our society is crashing our culture and our youth is effecting it creates a bad image of our culture (Zulfiqar and Babary 2015). These dramas and commercials have changed their behaviors towards their role performance. “ICT channels, TV plays a vital role in transforming public opinion and changing the lifestyle of people” (Fayyaz and Maryam 2015). Due to ICT interaction and communication increased to higher levels and it has also promoted acculturation process between societies. “Globalization gave birth to the ICT which is affecting the family life, roles and relations of family institution” (Saleem, et al. 2015).

MATERIALS AND MEHTHODS
The study was based on investigating the “Changes in Family Values due to Information Communication Technologies”. The sample of the study included 50 respondents living in Shams Abad Rawalpindi, selected through convenience sampling. The results were analyzed by using correlation test through SPSS software.

RESULTS AND DISCUSSION

H0: ICT decreases family interaction.
H1: ICT does not decrease family interaction.

<table>
<thead>
<tr>
<th>Dependent variable</th>
<th>Independent variable</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>ICT decreases family interaction</td>
<td>H0: There is correlation between the two variables</td>
<td>.01</td>
</tr>
<tr>
<td>ICT user</td>
<td>Hypothesis</td>
<td></td>
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</tbody>
</table>

The table presents the results of correlation test, used to find relationship between dependent and independent variables. The significant value .01 shows relationship between use of ICT and family interaction. The value shows strong relationship between two variables. The significant value i.e. relationship between ICT with family interaction is .01 which is less than significant value (.01<0.05).so there is relationship between them. Thus, hypothesis H0 is accepted that ICT decreases family interaction.

H0: Women are sexually objectified by ICT
H1: Women are not sexually objectified ICT

<table>
<thead>
<tr>
<th>Dependent variable</th>
<th>Independent variable</th>
<th>Sig</th>
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</thead>
<tbody>
<tr>
<td>Sexualization and objectification of women by ICT</td>
<td>H0: There is correlation between the two variables</td>
<td>.03</td>
</tr>
<tr>
<td>ICT user</td>
<td>Hypothesis</td>
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In the above mentioned table the respondents were questioned whether women are being used as sexual commodities by the ICT. The significant value related to women used as commercial and sexual objects is (.03<0.05) which proves that there is a relationship between the two variables. This shows women are being used as symbols of sexual pleasure and commodities in this age of ICT. Thus the hypothesis is accepted.

H0: ICT has changed the role of domestic women.
H1: ICT has not changed the role of domestic women.

<table>
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The data in table 3 shows relationship between ICT and changed roles of domestic women. The significant value which is (.00<0.05) so, our H0 is accepted that there is relationship between
variables. This shows that ICT has changed the roles of domestic women.

\( H_0 \): ICT negatively affects family institution.

\( H_1 \): ICT does not negatively affect family institution.

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<td>Hypothesis</td>
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The results of correlation test, shows that since the significant value was .01 which is less than significant value (.01<0.05) leads to accept of the null hypothesis which was “ICT negatively affects family institution” and reject alternate hypothesis. The results show that ICT is negatively affecting family institution.

**DISCUSSION**

Information communication technology is major source of cultural changes in Pakistan. Most of the respondents who are parents as well said that family interaction is drastically affected by domestication of new technology. Family members are mostly engaged in using laptops, mobile phones, tablets etc. Family development and human ecology approach to examine the influence of the Internet on family life. This approach assumes that the effects of the Internet on families depend on the family’s developmental stage and views human development as taking place within the context of relationships (Watt and White 1999). Technological innovations are seen as a major source of social change within the social systems of families. Home Internet access may facilitate family communication by offering a new avenue for family members to communicate, potentially creating new functions and specializations. They are not interacting with family members rather they are spending their time for using facebook, whatsap, laptops etc. Even children do not have enough knowledge about problems of their parents due to the lack of interaction between them. Indeed, ICT influenced family ties in both positive and negative ways. Their home Internet access introduced a social change within their family network which had both positive and negative implications. Intergenerational conflicts arouse due to excessive use of technology. Young mothers are not giving quality time to their children, this is creating gap between parents and children. “ICT distracts the young women from their religion, culture and values. Watching television for longer hours makes them waste a lot of time, go lazy that will resultantly decrease the efficiency of thinking” (Fayyaz and Fatima 2015). Women are mostly used as commercial commodity irrespective of their honor and dignity. In TV dramas, advertisements women are preferably casted because her gestures can attract the people and the way she speaks can be impressive. Culturally appropriate presentation of women from in style and modesty is what that can help they regain their prestige and status in the society. Also since mass media leaves a many fold impression on general public; these women are idealized by our young girls who try to copy them. “Television does leave an effect on socio-economic and traditional aspects of lives of its watchers” (Ali 2001; Tariq 2004). Due to ICT women are not playing their roles as mother, sisters, wife and even daughter. Women are mostly idealizing the life of dramas, films and advertisements. They forget their roles they have assigned. “According to Symbolic Interaction family theory members in a family are assigned with their special roles. The strong relationships among members are built through performance of these roles. The satisfaction can be developed not just with their family members but is also associated with individual’s awareness of their roles” (White and Klein 2008). Family is affected negatively due to lack and absence of face to face interaction between its members. When members do not interact with each other the roles associated with them stay unfulfilled. They rarely communicate within household through direct face to face interaction which is a threat indeed. “Mobile phone is another gadget due to which distance between parents and children relationship has been widened. Mostly parents remain busy on their mobile phones and never give time to their children” (Saleem, et al. 2015).
Due to increased use of ICT gadgets the parents-children relationship has been affected in a way that they rarely interact with each other even when they are living under the same roof. “Mostly the children spend time on internet, mobile phones (face booking, online gaming) and on television sparing lesser time with their parents and also learn disobedience” (Taylor and Keeter 2010).

CONCLUSION
The study was conducted to study the changes in family values due to ICT. Indeed, ICT influenced family ties in both positive and negative ways. Information communication technologies have major impacts on society as a whole. The domestication of such technologies into social the setup, such as the household, has a major influence on the interaction between family members. ICT has affected the social interaction within households in many different ways. Information communication technologies can lead to increased interaction among families by bringing generations and family members together. As a result, it can help bridge generational and digital divides. On the other hand, information communication technologies within a family can lead to a growing privatization within family life, with individuals increasingly using technology independently rather than collectively. Woman’s role is changing day by day due to the presentation of a sexually attractive and glamorous model in commercials, TV dramas and advertisements. Though family is the heart of a society, in Pakistani societies the institution of family is deteriorating and the whole society is suffering from this epidemic at various levels.

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